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Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

# General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, JANUARY 3, 1910.

No. 1.

## Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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## Pennsylvania Grocers Who Sell Ginger or Peppermint, Beware!

**State Pharmacy Board is Proceeding Against All Brands of Less than Medical Strength, Whether Sold for Medicine or Food. Strength Required by U. S. Pharmacopœia.**

There is still considerable doubt, among the retail grocers and general storekeepers of Pennsylvania who sell flavoring extracts, as to their status under the Pennsylvania pure drug laws, to which they are subject as well as to the pure food laws. The Pennsylvania Legislature in 1909 passed an act known as the pure drug law, which provides in substance, that extracts used for flavoring must conform with the standards set by the United States Pharmacopœia, which is the official standard for drugs in this country. The Pharmacopœia invariably sets medical standards, which are too high for extracts used only for flavoring, and this fact has led to considerable confusion and injustice. The drug act of 1909 has a saving clause, however, which provides that all but two extracts need not conform with the Pharmacopœia standard if their exact strength is stated on the label. The two not thus protected are essence of ginger and essence of peppermint, both of which are largely sold by grocers and general storekeepers. These, the act says, must conform with the Pharmacopœia standard, and the State Pharmaceutical Board, which enforces the drug law, contends that ginger and peppermint must be of pharmaceutical medical strength, whether they are sold for medicine or food. Several cases have been brought against retailers on this basis, and more doubtless will be brought. It is therefore important for every grocer and general storekeeper in the State who sells these products to see to it either that his brands conform with the pharmaceutical standard, or that he has some agreement with the manufacturer which protects him.

The pharmaceutical standard for peppermint is 10 per cent. Most of the peppermint sold for flavoring has not averaged over 5 per cent., and some has been lower. It requires but 3 per cent. to satisfy the Federal food law.

As to ginger the Pharmacopœia requires that the alcohol with which the ginger is exhausted should contain 20 per cent. of its weight in ginger. The Federal food law requires considerably less than this.

The State Pharmaceutical Board, which is composed entirely of druggists, is taking a very arbitrary stand in the matter, and there is no doubt that many a retail grocer will be caught before the campaign is over. The Board has announced during the week that any ginger and peppermint which did not conform with the pharmaceutical standard would be prosecuted "as imitations."

### Big Brazil Coffee Shipments and Forecast of Coming Crop.

For the crop year up to October 22d, entries of coffee at Rio and Santos amounted to 9,241,316 bags (bags of 132 pounds), as against 6,047,912 bags last year and 5,211,970 bags in 1907-8. The value of the coffee cleared for foreign ports of the crop of 1909-

10, up to October 22d, was: From Rio, 1,243,611 bags, valued at \$10,809,639; from Santos, \$5,455,554 bags, valued at \$51,956,559; total cleared, 6,699,165 bags, valued at \$62,766,198; against 4,510,866 bags, valued at \$39,930,605 for the same period of 1908-9. It is impossible to even guess with any accuracy the real state of the trees or attempt an estimate of the next crop. The whole market, commissarios, shippers and planters are heavily interested in an advance of prices and only news favorable to such interests will be circulated. Eight million bags, and even less, have been mentioned for Santos, while for Rio and Minas it is confidently given out that the crop will not exceed 2,500,000. Should these reports be confirmed, there should be a sharp advance in prices early next year that, however, will be checked later on by the pressure to sell the heavy surplus likely to be left over from this crop and the expectation of a heavy crop to follow in 1911-12, not to mention the probability of the Sao Paulo Government taking advantage of such an opportunity to dispose of as much of its stock as is possible. Coffee cleared for foreign countries during the crop year 1908-9: For the United States, 5,955,434 bags; for Europe, 6,165,533 bags; for all other countries, 440,201 bags; total, 12,561,168 bags.

whether any of them will continue for a longer period than two years. In Los Angeles I understand they have nine hundred and that five hundred go out about every six months. It seems to be a fascinating business, and, as a gentleman remarked to me a few days ago, take two men of equal caliber, let them each have \$5,000 in cash, put one in the dry goods business and the other in the grocery business. At the end of five years the dry goods man will have made a success and the grocery man a failure. That is the experience as others see it.

We have heard it stated that it was the lack of business sense on the part of the grocer merchant, in that he did not charge a sufficient addition in price to cover the increased cost of goods, but the opinions and statements were from the brains of those unfamiliar with the nature of the consuming public, especially of the patrons of the purveyor of things good to eat.

And here we venture the opinion that it seems to be the policy of manufacturer, jobber and all the go-betweens to whittle down the profits generally to the retailers, so that finally there will be barely sufficient to remunerate the proprietors and employer in any larger amount than that paid his employees, regardless of his capital and knowledge employed and risked.

I want to say that some of the merchants in our city to-day are selling grape-nuts two packages for 25 cents, paying \$1.35 per dozen for them. We have one merchant here who is paying \$6 to \$6.50 per barrel for grapes. He sells them for 20 cents when you can barely get forty pounds out of a barrel, allowing nothing for the decay and pickups that go along with the sale of them.

C. J. KRAMER,  
President National Retail Grocers' Association.  
Little Rock, Ark.,  
December 27, 1909.

Contributed.

## Unwise Credit Sends Many Men Into Grocery Business Who Shouldn't be There

**So Says National President Kramer, Who Reports that One Hundred and Two Persons Went Into the Business in 1909 in His Own City. How Some of Them Are Selling Goods.**

National Secretary John A. Green, in a recent letter, said that something must be done to check the inexperienced person from going into the grocery business. The person or persons who are encouraging them to go in are the jobbers, through the influence of their salesmen on our clerks. A man may be an A-1 clerk for another, but that is no reason that he is competent to run a business for himself where he would be his own boss and have no one to dic-

tate to him. Many a young man has been ruined and his opportunities destroyed simply by going into business as stated above, and I don't blame the young men themselves as much as I do the one who induces him to go into business and allows him an unlimited credit and no check on his responsibility.

In our city to-day there have been one hundred and two who have entered the retail grocery business in the past year. I doubt

**ELTON J. BUCKLEY**

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Keystone, Race 746

Corporation Practice, Cases Under Food Law

Trade-Mark Registration

General Practice



## Enter the Grocery World *and* General Merchant's Free Employment Bureau

---

Scattered over the territory covered by the GROCERY WORLD AND GENERAL MERCHANT there are thousands of clerks and managers wanting better positions, and retailers or wholesalers wanting better clerks and managers.

The GROCERY WORLD AND GENERAL MERCHANT has resolved to establish an exchange through which these people can get together. It announces, therefore, the launching of the "Grocery World and General Merchant Free Employment Bureau," whose object, in a nutshell, is to supply clerks or managers to employers, and positions to clerks or managers. There will be no charge for this service.

Every clerk wishing a position is invited to register his name with the GROCERY WORLD AND GENERAL MERCHANT'S Bureau. Naturally it will be held in strictest confidence. Every clerk so forwarding his name will receive a specification blank, which he will fill out and return, so the GROCERY WORLD AND GENERAL MERCHANT can without delay fit him to the position he is calculated to fill.

Every retailer or wholesaler needing a clerk or manager is also invited to communicate with the GROCERY WORLD AND GENERAL MERCHANT. As soon as his communication is received, he, too, will receive a specification blank which he will fill out and return. The GROCERY WORLD AND GENERAL MERCHANT will then know exactly what sort of man to put him in touch with.

The GROCERY WORLD AND GENERAL MERCHANT will work in two ways to bring together the employer who wants a clerk, and the clerk who wants a job.

FIRST.—The application for clerk or job, with or without name, as the applicant elects, will be published in the GROCERY WORLD AND GENERAL MERCHANT in the form of a Want Ad.

SECOND.—If the applicant is an employer wanting a clerk he will be put directly in touch with several of the sort of clerks he wants. If the applicant is a clerk wanting a job he will be put in communication with several employers who have jobs open he could fill. All this will be done through the mail with perfect privacy.

Everything said here applies to store managers and department managers, as well as to clerks.

Nowhere through or after the transaction is there any charge to either clerk or grocer. The idea is by way of making the GROCERY WORLD AND GENERAL MERCHANT even more valuable to its readers.

Address all communications to

**The Grocery World and General Merchant Employment Bureau**

**927 Arch Street, Philadelphia, Pa.**



## Salesman Strikes Unusual Blow for Retail Grocer

How Schenectady (N. Y.) Salesman for New England Wholesale House Reminded People that Before They Bought Christmas Presents They Should Pay Their Grocery Bills.

[The following rather unusual article is sent the "Grocery World and General Merchant" by President C. S. Tuttle, of the New York State Association of Retail Grocers. It was contributed to the Schenectady (N. Y.) "Gazette," a few days ago, by Arthur S. Carleton, of the Williams & Carleton Co., of Hartford, Conn. Mr. Carleton explains that Schenectady is his home city and it seemed the psychological moment to strike a blow for the retail grocer just before Christmas time.]

At this time, when the laymen of "seventeen counties" are studying how best to teach the golden rule to a hungry world, it is a good time to call the attention of your readers to the chances we nearly all have to "do as we would be done by" in one sure way; and that is to pay up our grocery bills, and do it before Christmas!

The foolish fashion of getting trusted is still in style. It's easy to start accounts, and hard to close them, and besides it feels good to know that we "have credit," and convinces the neighbors that we are "somebody!" Also there are too many grocers, and that helps keep them "polite," as we all very well know.

Speaking of fashions, there is one habit that grocers have inherited from their ancestors, which bothers them to break off, and that is that they have taught the people to pay their grocery bills last. Everybody pays the rent, and the coal, the picture show and the gin mill, and the undertaker C. O. D. cheerfully, because they have to, but when it comes to paying for the "staff of life," why, that is according to how our money holds out. In other words, we take advantage of there being too many stores and of their reputation for being "nice" to people, and by so doing we put a very heavy burden upon our tradesmen brothers through our lack of thoughtfulness.

A traveling man has unusual access to the facts, and I, as one, make bold at this time to ask the people of my home city of Schenectady to put themselves in the other fellow's place at this particular time of this year, 1909.

A grocer's door opens and in walks Mrs. Dressed Uppe-Phine, and, leaving a good order, says charmingly to Mr. Patient Mann,

the dealer: "My husband was surprised to know he owed you \$70 and says he has so much expense on account of Christmas that he can't pay you till he cuts his January 1st coupons!" Now, Mr. P. Mann knows that Mr. D. U. Phine is "good," but he heaves a sigh, and thinks of the ten other excuses he has heard this morning, and he was thinking that he could perhaps buy his wife a set of furs for Christmas modeled somewhat after the style Mrs. Phine wears.

Just then in comes Mrs. Verrie Particullar, whom he also knows is "good," and whom he has waited on patiently for three long months since he has seen the color of her money, and she says her "husband can't pay on account of so many expenses for the holidays." And "you know," she says, "I did so want a set of new furs. I do hope he'll buy them."

Mr. P. Mann says he "hopes so," and that he "needs the money," but he "supposes he will have to wait."

And so it goes with forty more. Grocers tell me that the really rich bother them more than the really poor. Also they confide in me, sometimes, that they are thinking of getting over this generosity business, and of telling some of their customers that they are really going to buy their wife "that set of furs before this Christmas" some year, instead of waiting till next July Fourth or "next year," the way so many grocers have to.

Oftentimes, also the poor grocer is failing for the want of that money, and has to listen pleasantly to tales of hard luck, told by customers better off than himself, when to tell his own hard circumstances would ruin what little credit he had left.

The moral to this is plain: Pay the man!

ARTHUR S. CARLETON.  
Schenectady, N. Y.,  
December 17, 1909.

### Ohio and Chicago Grocers to Sell Vegetables by Weight.

An Ohio Grocer's Comment on High Food Prices. National Secretary's Comment on California Limited Price Decision. Chicago Grocers Criticise Certain Types of Manufacturers.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

December 29, 1909.

It is with no small sense of pride and gratification that in the face of the unparalleled business disturbance we find the growth and prosperity of our association has been steady and unimpaired, and in every member of our association the feeling should abide that through their individual efforts have come the collective, beneficent results so apparent to us all.

During the last two years there is growing a sentiment all over the United States in regard to a general closing of stores on the Sabbath day. Legislation is sought in almost all parts of the country to assist in helping to bring this about.

Through associated effort and the expenditure of a large amount of money, many of the associations have been successful in bringing about this desired improvement, and to those who are engaged in an effort along these lines we extend greeting and wish you success.

\*\*\*

Nothing has occurred that gives so much satisfaction and pleasure to the advocates of fixed minimum or protected prices on staple commodities as the sweeping decision by the Supreme Court of California. It is a precedent that the merchants of the coast have sought for and the decision is a satisfaction to them from every standpoint.

Manufacturers all over the country have been watching this case with unusual interest. Many of them have declared themselves in favor of the plan provided the court would sustain their action.

The retail grocers of the Pacific Coast deserve great credit in creating interest enough in the manufacturer to warrant his

carrying this case to the Supreme Court. The plan may have its opponents, but all will give credit to the energetic men who belong to our association who have labored earnestly and honestly in their behalf and have been the means of bringing about this decision. Whatever the effect may be in any other part of the United States or whatever the sentiment, either for or against the proposition, the retail grocers of the Pacific Coast are perfectly satisfied with the plan.

The Ohio convention has just adjourned and one of the last things to be discussed was a deal which was proposed by the Procter & Gamble Co., as reported in the convention by the State secretary, Mr. Cook, for the city of Springfield, whereby Lennox soap was offered to the public by house-to-house canvassers employed by this company three bars for 10 cents. This commodity is usually sold for 5 cents. Many other cases might be cited.

We are indebted to our national director, Mr. Connolly, for a copy of the decision, but which space will not permit us to publish in its entirety. The text of the decision is as follows:—

The plaintiff has affixed to every package of his oil a notice stating "that the article is sold upon the condition that the purchaser, if he retails these goods, will maintain my FIXED RETAIL selling price on them; and that if he wholesales them he will sell them subject to the same conditions."

The defendant is a retail grocer engaged in business in the city of Pasadena. He has bought of plaintiff olive oil under the express contract and conditions that the same should not be sold at a price or prices less than those fixed by plaintiff.

He has repeatedly violated the contract.

This conduct has been continued by defendant, notwithstanding plaintiff's demand that he comply with his contract.

We have here no question of an attempted monopoly. "A monopoly exists where all, or so nearly all, of an article of trade or commerce within a community or district is brought within the hands of one man or set of men as to practically bring the handling or production of the commodity or thing within such control to the exclusion of competition of free traffic therein."

The producer was, in the first instance, under no obligation to sell his oil, and when he did sell it had the right to exact, as part of the consideration for the sale, a promise by the purchaser that he would not sell it at less than a stipulated price. There is nothing unreasonable or unlawful in the effort by a manufacturer to maintain a standard price for his goods.

The tendency of the modern decisions has been to view with greater liberality contracts claimed to be in restraint of trade.



The tendency of the courts is to regard contracts in partial restraint of competition with less disfavor than formerly, and the strictness of the ancient rule has been greatly modified by the modern decisions.

As the owner of the property has the right to withhold it from sale, he can also at the time of its sale, impose conditions upon its use without violating any rule of public policy.

It does not appear to us, however that the attempt to distinguish has in all instances been entirely successful, and notwithstanding the great respect entertained by us for so able and learned a court as that which decided the cases of Park vs. Hartman and Miles vs. Park, we must remain of the opinion that the conclusion there reached, so far as it is applicable to the case before us, is contrary to the weight of authority.

The fact that six out of the seven judges concurred in the decision makes it the more decisive.

\*\*\*

The convention of the Ohio retail grocers, held in Wooster, on the 7th and 8th of December will go down to history as one of the most interesting in the existence of the association. The convention was largely attended and the delegates without exception attended every meeting in the two days' sessions.

The resolutions were discussed and thoroughly understood before any vote was taken. The resolution declaring for the purchase and sale of bulk goods by weight instead of measure, and asking Legislature to require the same, was discussed in all its phases.

Several of the delegates in attendance had accepted this plan of doing business for many months and with them it had passed the experimental stage. Every one of those who had adopted this system declare for its permanent use and spoke of the benefits derived both by themselves and the consumers.

While a resolution was passed instructing the State secretary to prepare a bill along these lines, it was urged by the members present that all begin the use of this system at once, without waiting for legislation. A plan suggested, and it met with much favor, was to adopt the unit, forget everything pertaining to measure and buy and sell by the hundred pounds, or the ton, as the case may be; in small quantities, five, ten, fifteen or twenty-five pounds.

One of the largest dealers in the convention reported that he had not had a peck, half peck, or a quarter peck measure in his

store for eight years. When the order came in for a measure it was always weighed and had been for all these years. This gentleman is one of the most prosperous retail grocers in the State of Ohio and was elected State president at the convention. Not only was it reported that potatoes, cabbage and other vegetables were sold by weight, but fruits, such as apples, pears, and in fact anything that had been sold by measure, was sold here by weight. It is just as necessary that the retailer see to it that his bulk goods were delivered to him in the same way.

\*\*\*

The Chicago retailers have been instrumental in securing the passage of the following ordinance:—

Section 1. All fresh or green fruits, vegetables and vegetable products, berries, nuts, meats and non-liquid animal products, butter, cheese and other similar dairy products, sold within the city of Chicago for delivery within the city, in the absence of a contract or agreement in writing to the contrary, shall be sold by standard avoirdupois net weight or by numerical count. Provided, that the words "vegetables and non-liquid vegetable products" as used in this section shall not include seeds, grain, flour, meal or other cereals or cereal products.

Sec. 2. Any person, firm or corporation violating any provision of Section 1 of this ordinance shall be fined not less than \$10 nor more than \$100 for each offense.

Sec. 3. This ordinance shall be in effect on and after January 1, 1910.

\*\*\*

Mr. Otto Reinhold, of New Philadelphia, Ohio, contributes the following interesting comment upon the present prices of food products:—

Now, where have prices of commodities gone?

Sugar is same as it has been during the canning season, 5.45 sells at 6 cents, 25 pounds for \$1.40.

Lard, 15½¢, sells at 17¢.

Butter which had been bargained for at 28 cents cannot be delivered by the wholesaler. Paying 36 and selling for 40¢.

Eggs, 30¢, sell at 34 cents, and bad eggs have to be replaced by good ones, for a certain judge holds that a bad egg is no egg at all.

Cheese sold to me at 18¾¢ I have to sell at 22¢, not counting loss.

Brooms which I know something about (for I sold them for a broom factory) which I sold for \$2 per dozen now cost \$4.25. When I ask 35 cents people hold up their hands in horror and tell me I am robbing them. Some of my customers are getting wages as low as \$1.50.

Gentlemen, after they pay their rent it is impossible for them to meet their obligation at the grocers' or butchers' and the consequence is that we have book accounts which are hard to collect. I am not one of the knockers, or the give-up-quick kind, but, gentlemen, these are facts of which we are aware. But this is not all. We have a small town about 10 miles from New Philadel-

phia. There is a department store which, according to some papers, sells its goods at half price.

This firm buys bankrupt stocks or brokers' stocks when the merchants fail; wholesale and retail from the same place. I understand they have seven solicitors who are telling the people why they should buy from them. A lady came to my store and asked me if I would not change a can of peas which were spoiled and which had been bought somewhere else.

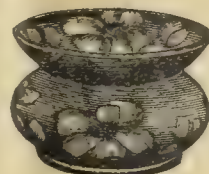
JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

These trade-mark criss-cross lines on every package  
**GLUTEN FLOUR** **DIET FOR**  
**KIDNEY AND LIVER TROUBLES, RHEUMATISM, OBESITY**  
and ills arising from excess of Uric Acid  
Rich in Protein. Ask your physician. Leading grocers.  
For booklet or sample, write:  
**FARWELL & RHINES, Watertown, N.Y., U.S.A.**

## PATENTS

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No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



### THE NEW FLAVOR MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

### SHOW THESE ONCE!

*Anker's*  
**Bouillon  
Capsules**



If you've never sold these Bouillon Capsules, you have no idea of the trade waiting for them. Make delicious and nutritious bouillon, beef tea or soup. Packed 10 in a box; ready for instant use with hot water.

Sole Manufacturers

**ROYAL SPECIALTY CO.**

92 Reade St.

NEW YORK

Your customers like it

BECAUSE

It is absolutely pure. It requires no soaking. It can be cooked in fifteen minutes. It is never soggy or lumpy. One package makes six quarts of pudding.

You ought to like it

BECAUSE

It always satisfies your customers. It brings to your store the best class of trade. It moves; it's a real staple.

It pays you more than an ordinary profit.

If you have Minute Tapioca in stock, push it. It will pay you. If you haven't it, send us your jobber's name and we will send you a regular package to try in your own home. A trial will tell you more in a minute than we can tell in an hour. When sending for the package ask for "The Story of Tapioca." It's free. We are ready to do our part. Are you?

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.

## The Cost of Lighting Your Store

Aren't you sufficiently interested in the important matter of the proper lighting of your Grocery Store to let us figure on the cost of using Electric Light?

If your store is located in Philadelphia, we will obtain an estimate for the wiring of your store, we will figure on the monthly cost of using Electricity, and will furnish you the entire proposition without expense on your part or obligation to use our Service.

Write or telephone to-day to

**The Philadelphia  
Electric Company**  
10th and Chestnut Sts.



# WITH THE EDITOR

Through its various departments, the "Grocery World and General Merchant" has repeatedly contended that the

Advertising Which  
is as Interesting  
as News.

advertising of a grocery store can be made as interesting to the consumer as news matter, and a great deal more interesting than much news matter. Interesting things are constantly happening about a grocery store, and the grocer who will take pains to report them chattily will find his advertising commanding general public attention.

In a recent address before the advertising class of the Brooklyn, N. Y., Y. M. C. A. last week Mr. A. W. McCann, advertising manager of Francis H. Leggett & Co., the New York wholesale grocers, said some things on this point which the "Grocery World and General Merchant" is glad to reprint:—

No matter how well an advertising story is told, if it be not founded on facts, its effectiveness will perish. Untruth has no place in advertising because the common sense of the consumer challenges the merit of the article brought before its attention, and if every detail of goodness claimed for that article does not assert itself upon personal inspection, the interest of the individual is lost. A caution, therefore, which harmonizes with the First Commandment of Simplicity, is framed in the Second Commandment, "Thou shalt be truthful or silent."

In regard to coffee, for instance, another experience will perhaps prove interesting. We find a most startling exposure of usually unknown and unheard of facts, in spite of the common daily use which coffee enjoys in almost every home. Few have ever heard, for instance, that certain coffees, such as Mocha, Mexican, Bourbon, Santos, Costa Rico and others, possess the peculiarity of developing and intensifying their cup quality through the addition of the trimmings—cream or milk—while other coffees, such as Bogata, Java, Maracaibo, etc., are flattened out when cream or milk is added. Few know that coffee differs in character just as the grape or the apple. Some may believe they know just what kind of coffee they want and may ask for their supposed favorite—Colombia coffee, for instance; yet Bogota and Bucaramanga are both Colombian coffees. One is smooth, sweet, rich, heavy and free from toughness; the other is light, thin and with a peculiar smoky harshness found in certain Javas, but both are Colombia coffees. Then, again, just as many Maracaibos come from Venezuela as from Colombia, and they all differ in character. Moreover, coffees are worth wholesale from 9 cents to 32 cents per pound,

dependent on their quality, their flavor and their age. How many know that coffee must be roasted into the heart and not only the surface? And how many know that much of the coffee on the market is roasted from seven to nine minutes, whereas a roast from twenty-four to thirty minutes is absolutely necessary in order to cook the coffee thoroughly, instead of merely browning it on the outside? How many know that coffee is subject to a great shrinkage when being roasted, and that in order to prevent such shrinkage, which means loss of weight, the fire is frequently withdrawn before the roasting is complete? These are all facts which enter into or should enter into the marketing of coffee, and where we find these facts are known and where the knowledge of them is employed in producing a coffee remarkable for cup quality, then we have something of "truth," and we can bring a story before the minds of those who drink coffee which will not only be entertaining and instructive, but which will have a touch of conviction stamped upon it—the touch which truth alone can give.

Of all the branches of the grocery business, probably no other offers so much opportunity for business and profit as the coffee branch. It is quite within the power of every average grocer to make himself a coffee specialist and to come, locally at least, to be recognized as such. And if he is ever to have that reputation, it will be his advertising that will probably have to give it to him and the kind of advertising which "is as interesting as news."

An interesting observation was made in the writer's hearing during the week

Curious if True.

touching the looseness with which the canned goods packing business is often conducted. The observation was that of all the hundreds of tomato and corn packers of New Jersey, Maryland and Delaware, not one could be said to have grown independently rich from his business. This, if true, classes the tomato and corn packer alone, for there is hardly another branch of human endeavor which has not produced at least one rich man.

It can hardly be doubted by any person familiar with conditions, however, that the above statement is substantially true. Not so true of the West as of the East, for the Western packer is

several notches above his Eastern brother in business ability. Not true either, in special cases, such as the case of the corn packers of Maine. They have formed a sort of close corporation up there to regulate both prices and production, and as a result there are some fairly rich men among them.

The corn or tomato packers of New Jersey, Delaware and Maryland, however, are cursed by the fact that their numbers are larger than they have any need to be, and that so many of them are men of neither business standing, substance nor intelligence. There is also a woeful lack of the same effective organization that exists in other packing sections. Such a condition never yet failed to lower both the standard of an industry and its profits.

Some important matter regarding the legal status of essence of

Setting Druggists  
to Judge Grocers.

ginger and essence of peppermint in Pennsylvania appears in another column. The substance of it is that the State Pharmacy Board, whose duty it is to enforce the State drug law, is determined to round up all grocers who sell the two essences named of less strength than the medical strength of the United States Pharmacopœia. There is much reason to believe that the law clothes them with authority to do this, although to some extent this is debatable.

Even though based upon legal authority, there are still two hardships in this campaign which if possible should be corrected. The first is requiring an essence sold for flavoring to be as strong as if sold as a medicine. This is not only unnecessary, but to the user it is a very serious disadvantage, because a 10 per cent. essence of peppermint, for example, cannot be used with any satisfaction for flavoring either food or candy. It is entirely too strong.

The second hardship is permitting a body of druggists to judge grocers and general storekeepers. The drug trade have for years

claimed that grocers are infringing upon their stock, and the writer has personally met druggists who were exceedingly bitter on this subject. The result of placing druggists, then, in position to judge what grocers must or must not sell is so obvious as not even to need stating. Anything that those druggists can do, with the express or assumed authority of law, to make more troublesome the sale by grocers of extracts which the druggist considers a part of his own stock will be done. Further than that, it is being done to-day, and many is the grocer who will be caught napping.

The situation is tersely expressed by a large manufacturer of pharmaceutical preparations, who writes to the writer as follows:—

There is no doubt but what these fellows up at Harrisburg are going to use every technical plea they can against grocers who sell flavoring extracts so as to throw whatever business possible into the hands of the retail druggists. They have also ruled that the title of any flavoring extract, or preparation of that character, which is used as a synonym for the official title will be regarded as the official title itself.

No grocer is safe from attack unless he sells ginger and peppermint which *he knows* conform with the pharmaceutical strength, or unless he secures from the manufacturer of such brands as he may sell, if they are below the pharmaceutical strength, a contract to stand behind him.

The "Grocery World and General Merchant" has, during the week, received information regarding a particularly unfortunate case wherein two Pennsylvania retail merchants, through their ignorance of the bulk sale law, or their carelessness in n. regarding it, if they did know about it, lost \$2,400, which they is reason to believe was all the money they had between them.

A few weeks ago two men named Metzgar and Wintz bought a general store in Pittsville, Pa., from one Hanst. was a fair-sized store and t



buyers gave \$2,400 for it in cash. They paid no attention to the bulk sales law covering the sales of stocks of goods in bulk, either through ignorance or negligence. Hanst gave them a bill of sale, took their \$2,400 and immediately departed for California.

In a nearby town was a bank to whom Hanst owed \$1,800. The bank was better informed and more alert than poor Metzgar and Winters had been, and it at once took proceedings to set aside the sale on the ground that the law had not been complied with. Metzgar and Winters were thunderstruck and pleaded entire ignorance of such a law, but their plea was worthless and the court ordered the store to be sold by the sheriff for the benefit of the bank.

Anybody who has had experience in the sale of goods at sheriff's sale knows how much there will likely be left after a \$2,400 stock is forced for sale to satisfy an \$1,800 debt. This is a case for sympathy, undoubtedly, yet how easy it would have been not to get caught in such a trap.

## The New York Letter

**High Price of Butter and Oleomargarine. Storage Eggs in Bad Shape. Various News of the New York Trade. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, Dec. 29, 1909.

Butter and egg conditions continue to attract a lot of attention in both the wholesale and retail trade. With the best butter up to 38 cents at wholesale there is not much profit for the ordinary retailer who is trying to get 41 to 43 cents while explaining to more or less indignant customers that he is not to blame for the high prices. Of course, for certain classes of trade and in fashionable parts of the city a little higher prices are obtained.

Quite a number of retailers are building up a considerable business in oleomargarine as an economical substitute for butter. There is no question that the prejudice against the product is being broken down here and there. Some families begin to use oleomargarine by trying it for cooking purposes, in the ex-

pectation that it may be better than the inferior grades of butter; then they are likely to try it on the table sooner or later.

The falling off in the demand for storage eggs has been a big surprise and disappointment to many wholesale dealers, as a large consumption was anticipated. Fancy prices were paid last fall for eggs to be put in storage, the general price being about 23 cents, or about 6 cents more than is paid in most years. The competition among dealers to get eggs was strong, and large quantities were put in storage. It was estimated on December 1st that about 1,340,300 cases were in storage in New York. This is an unusually large quantity for that time of the year.

The cost of storing eggs amounts to about 2½ cents a dozen, so that eggs bought at 23 cents must be sold for at least 26 cents to avoid loss. The eggs have been quoted

at from 24 to 25 cents until within a day or two, when 26 cents has been quoted, but there has been little demand for the eggs at that price. Brokers are not at all certain that the price will not again fall below 26 cents. One large dealer said that although there is small profit at that price, yet he would be glad to sell some of his holdings, but he finds it impossible to make any large sales.

A year ago storage eggs were selling for about a cent higher than they are now. The dealers paid 6 cents less for them than they did this year. Edward Martin, of G. W. Martin & Bros., told your correspondent that in his opinion over a million dollars will be lost this year on eggs.

The consumption of eggs, it is said, has diminished almost 50 per cent. in the past year. Fresh gathered eggs are exceptionally scarce and high in price, but the quality of many of the storage eggs is said not to be very good. "The big consumers of eggs," said one of the brokers, "are the working classes of people, who are not able to pay fancy prices, and these fancy prices of the fine grades have in-

# More Profit for Retailers

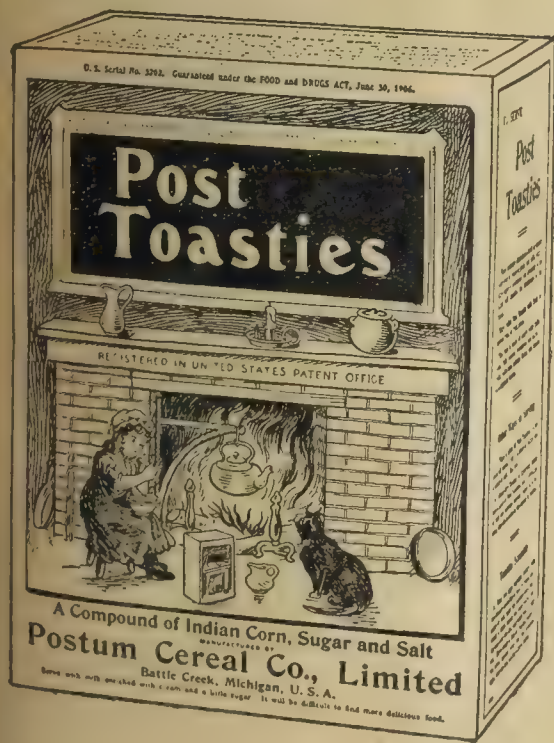
Retailers can now buy

## Post Toasties

In five-case lots at \$2.70 the case—

**10 Cents Per Case Less than Heretofore.**

If a Retailer cannot use five cases of Post Toasties, he can make a five-case order by including Grape-Nuts or Postum, or both. Just so an order for five cases of our products is placed, he can buy Post Toasties at \$2.70 the case.



It pays to push Post Toasties. The crisp, flavoury food pleases customers. Heavy, continuous advertising makes quick sales. The long profit is pleasing.

**"The Memory Lingers"**

POSTUM CEREAL COMPANY, LTD., BATTLE CREEK, MICH., U. S. A.



jured the entire trade by driving people to other kinds of food."

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The United Cigar Manufacturers' Association was reorganized last Friday, according to the announcement sent out last week by President Jacob Wertheim, three of the directors, Charles H. Hirschorn, Edward A. Kerbs and Mark H. Mack, retiring. Their stock was bought by President Wertheim, his son, Maurice, and Frederick Hirschorn, backed by a syndicate of bankers. The reorganization was the result of a long standing difference as to the policy of the company, President Wertheim said, and the American Tobacco Co., or Tobacco Trust, had nothing to do with the matter. In the future the younger men in the firm will be more active in the management.

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Several changes in the selling force of the Kellogg Toasted Corn Flakes Co. were announced this week by E. W. Murphy, the New York representative. A new section with headquarters in Syracuse has been organized. E. W. Scott, formerly with the Beaver Soap Co., will be in direct charge, with Mr. Murphy, of the New York office, as supervisor. The new section will handle the business formerly cared for by four brokers.

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That several large firms are to resign from the New York Wholesale Grocers' Association was the rumor in the wholesale district in the last week. E. H. Sayre, of R. C. Williams & Co., was the only one who would make any statement. He said that his firm had considered withdrawing from the local association, as it is thought that the National Association covers the same ground and so there is no use in supporting the two organizations. Representatives of Francis H. Leggett & Co. and of Austin, Nichols & Co. refused to make any statement. At the association's headquarters the acting secretary, E. B. Hosier, declined to say anything about the rumor.

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George S. Hart & Co. (a corporation), wholesale dealers in butter and cheese, at 35 Pearl street, made an assignment on Monday to Basil Jones and soon afterwards a petition in bankruptcy was filed against the firm. Harlon F. Stone was appointed receiver by Judge Hough, with a bond of \$20,000,

and authorized to continue business for twenty days. An attachment for \$5,000 in favor of the Mutual Alliance Trust Co., on which a levy was made at the store, precipitated the bankruptcy proceedings. The liabilities are said to be about \$204,000 and the assets about \$70,000. George S. Hart is president; C. H. Payne, secretary, and E. B. Hart, who succeeded W. L. Brown about two months ago, is treasurer. The firm is one of the oldest in the city.

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Winifred D. Denison, assistant to Henry L. Stimson, the special attorney appointed by the Government to prosecute the offenders in the sugar frauds, announced this week that Thomas Doyle, assistant superintendent of the Arbuckle Bros.' refinery docks in Brooklyn, had been indicted by the Federal Grand Jury a month ago. Doyle has not been arrested, the indictment being still under the seal of the court. Mr. Schiller, the assistant superintendent of the Arbuckle refinery, said that Doyle is still employed there. He said that he had heard nothing of such an indictment.

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Since the revelation of the weighing frauds, many refiners think that instead of them owing the Government money for light weights, the Government owes them money for heavy weights. The weighers are not now taking any chances of being prosecuted for short weights. One dealer said that he knew of a cargo which he believed was overweighted to the extent of 78,000 pounds. The duty on this excess amounted to \$1,041.

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Secretary Austin, of the American Specialty Manufacturers' Association, returned on Friday from a month's tour of the Southern and Middle West sections of the country. He attended meetings of the association at all of the important distributing points and reports that the progress made by the association is very encouraging. The jobbers in most of the cities which he visited are willing to co-operate with the association in receiving specialty orders and filling them promptly. Of course, he said, a few jobbers are still unwilling to handle specialty orders, but the numbers of these is rapidly diminishing.

As a result of his tour, he believes that the membership of the

association will be increased fully 50 per cent. Many applications are already on file and new ones are coming in every day. More interest is being taken by manufacturers and salesmen in the local associations of late, Mr. Austin said, and this is a most important development. Great zeal has steadily been shown in the national association, the secretary said, but the local associations have been sadly neglected, although they are a great factor in the campaign for the betterment of trade conditions. Now, with the increase in membership and interest in local associations, the officers look forward to a most prosperous year.

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A notice was sent out this week by Secretary Beckmann, of the National Wholesale Grocers' Association, notifying them of an amendment to the Federal penal code, to take effect January 1st, which makes it a crime to import or ship in interstate commerce any package containing intoxicating liquor of any kind unless the name of the consignee, the nature of the contents and the quantity contained are plainly marked on the outside of the package. This law not only applies to entire shipments of liquor, but also to a shipment of groceries in which some liquor has been packed. This law will affect many of the New York jobbers who are accustomed to include a few bottles of liquor in a shipment of groceries. Even jobbers who do not handle any form of liquor frequently ship it to customers as a matter of convenience. Another notice was also sent

out by Secretary Beckmann to members notifying them of the new corporation tax. Jobbing houses, which are classified by the Government as Class D (mercantile corporations) must file a report of their net income to the Collectors of Internal Revenue by March 1st. The National Wholesale Grocers' Association offers to supply all members with forms on which their reports may be made.

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The date of the banquet to be tendered to L. J. Callanan by the retail grocers' associations of New York has been changed from February 1st to January 31st. The banquet will be held in the Imperial Hotel, Brooklyn.

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Another grocers' league has been formed, with offices in West 34th street, which promises members two kinds of service. It promises to buy staple articles such as canned goods, butter plates, wrapping paper, egg boxes, twine and ice in large quantities at lower prices than the grocer could ordinarily obtain. It is also to inform grocers as to the credit of prospective customers—whether or not they paid their bills while dealing with other grocers—and to collect outstanding accounts. Officers of the regular grocers' associations say that the new organization is in no way connected with them.

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C. E. Cocks' Sons, of Cornwall, N. Y., has been incorporated to carry on a general grocery business with a capital of \$25,000. The directors are Isaac M. Cocks and William B. Cocks.

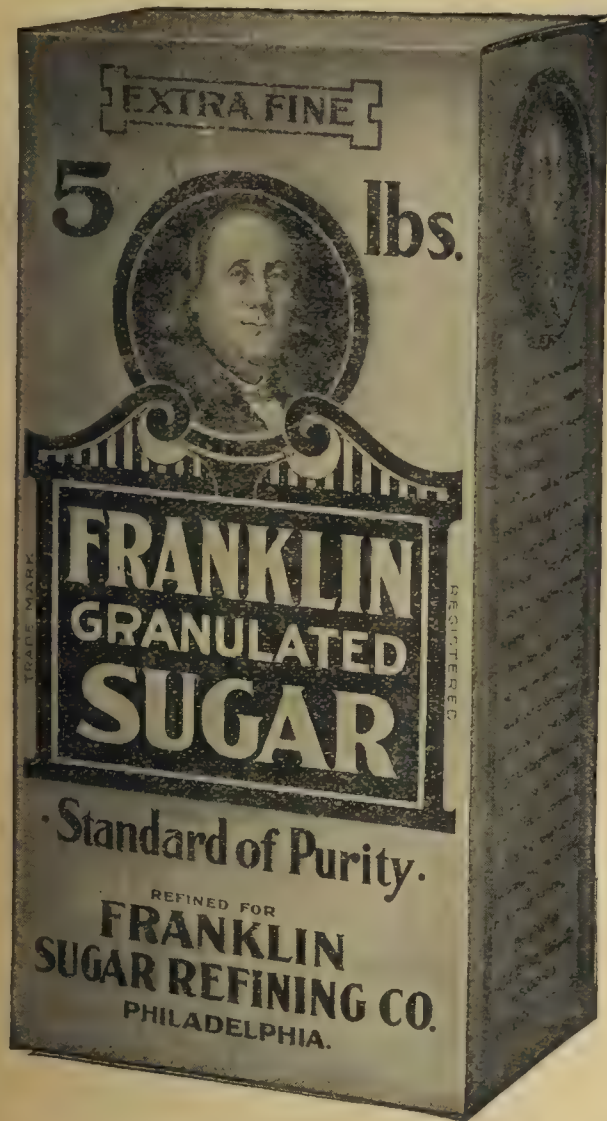
## Window-Dressing Articles Wanted

For several months the "Grocery World and General Merchant" has been looking for the right man to take charge of its "Window-Dressing Department" and contribute a good, suggestive weekly article. We have tried several, but none was exactly what was wanted.

We will now attempt to get these articles from our subscribers probably every one of whom has some technical knowledge of window dressing. What we want is articles clearly describing window display that can be made by the average retailer; not necessarily new or original—in fact, those which have been used successfully are perhaps preferable to all others.

For all acceptable articles, the "Grocery World and General Merchant" will pay an average price of \$5 each. All matter sent under this arrangement should be addressed to the "Window-Dressing Department." If drawings are also sent they should be made through out in black ink (not pencil).





## Twice as Much Profit in 1910

If you could make twice as much money on sugar in 1910 as you made in 1909, without needing to sell any more, wouldn't you think you had found a pretty good thing?

There's no miracle about it—**Franklin Carton Sugar** will almost surely enable you to do it. It safeguards your sugar profit at both ends—by reducing the work of selling and by cutting off the overweight. You can make money on sugar, if you will sell **Franklin Carton Sugar**, just as easily as you can make it on anything else.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags.

**The Franklin Sugar Refining Co.**  
PHILADELPHIA, PENNA.



## You can Bank on Blanke's Coffees

to increase your coffee trade. They have started many a grocer making more money on coffees. We'll send you this assortment for \$51.74 and guarantee the sale—if any are left on hand at the end of sixty days—write us for disposition of unsold goods. But there won't be any unsold. **BLANKE'S COFFEES SELL!** One thing that makes them sell quickly—we give you Drip Coffee Pots **FREE**, to give your customers **FREE** with their first purchase of one can each of Faust Blend and Grant Cabin at \$1.00 each, if they will become constant users of whichever brand they prefer. Another thing that makes them sell is our Silent Salesman Display Stand. The Coffee Pots and Display Stands are sent with this assortment. In ordering state whether you wish the coffee whole, ground or pulverized or how assorted.

			Wholesale	Retail
6-2 lb.	7-ounce Cans	Faust Blend, at 80c	\$4.80	\$6.00
6-3 lb.	"	Grant Cabin, at 80c	4.80	6.00
6-1 lb.	"	Faust Blend, at 33c	1.98	2.70
6-1 lb.	"	Grant Cabin, at 28c	1.68	2.10
12-2 lb.	Canisters	Oak Lawn	4.80	6.00
12-2 lb.	"	Mojav	4.40	5.28
60-1 lb.	Cans	Tally Ho	11.40	15.00
60-1 lb.	Bags	World's Fair 20c Blend, at 16c	9.60	12.00
40-1 lb.	Bags	World's Fair 25c Blend, at 18½c	7.40	10.00

Less freight allowance to your shipping point.

**\$51.74 \$67.00**

**4 Coffee Pots Free**

**1 Silent Salesman**

A smaller assortment, without Display Stand, can be had on same terms. Our national magazine advertising helps you to sell our coffees.

**The C. F. Blanke Tea and Coffee Company, St. Louis, Mo.**



H. C. Hundermann, a grocer at 137th street and Seventh avenue, surprised a burglar at work in the store last Sunday night. He and his wife managed to subdue the intruder after a struggle and handed him over to the police.

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S. T. Pratt, who has for many years been in the butter, cheese and egg business, died on Wednesday at his home, 114 Mc-Donough street, Brooklyn. Mr. Pratt had been ill for two years. He was a widower, 73 years old. He leaves three sons, S. C. Pratt, A. V. Pratt and J. R. Pratt.

#### SUMMARIZED MARKET CONDITIONS.

In the coffee market washed Bogotas are in good inquiry, several large sales having been made during the last week. Marcaibos continue firm, the large export to Europe keeping prices steady. Although there is not much inquiry for Santos, the direct importations being ample for some time to come and the jobbers preparing for their inventories, the prices are firm. The market is cheerful and the reports of a prospective short crop have considerable influence, although not generally accepted at full value, such reports being current most years at this time.

Several heavy cargoes of tea have been received here in the past couple of days and are being taken care of by importers and not pressed upon the market. Business is light, but improvement is expected soon as reports from the West say that that section is not over-supplied. Prices are steady.

Raw sugar has been extremely inactive in the last week, distributors being absent on account of the holidays and shipments being delayed by the storm. Word was received by dealers that Michigan sugar will no longer be sold on 30 days, the time being now reduced to 7 days.

A brisk business in refined sugar is expected next week. Brokers expect distributors to replenish their supplies and this means that the dullness which has been prevailing for some time will probably end. Prices are firm and are expected to continue so.

Bad traffic conditions prevented

any active business in the molasses market, but prices are steady. Open kettles and choice grades are the feature, the arrivals being of a rather poor quality.

There is a light inquiry for rice, although dealers do not expect much business until the new year. Prices are firm, as advices from the South state that mills are asking higher prices on offers than they did a couple of weeks ago, with the quality not especially fine.

The Maine corn packers are expected to announce their opening prices on their 1910 pack next week. The talk of the high cost of seed, labor and acreage indicates that the prices will be high. Although no quotations have as yet been received brokers believe that they will be considerably higher than last year. Canned

tomatoes are firm, it being believed that there is very little standard stock remaining unsold.

The canned fish market is fairly active, distributors buying here and there as they need stock to fill orders. Prices are being firmly maintained.

The egg market is firm, the receipts being considerably lessened by the storm. Most receivers had sufficient fresh eggs to fill orders which are small. Storage eggs are in good demand, but many holders are waiting for further advances.

Butter is unchanged, although for the past few days receipts have been small on account of the storm. Occasional lots of gilt-edged creamery specials sold a little above 38 cents, but there was no general raise.

FRED. A. MCGILL.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

#### Women Like Consideration.—

Often a woman will land at the counter with several bundles. Don't wait until she asks you to wrap them together for her. Suggest doing it yourself. It shows a nice, courteous consideration. Don't let a woman struggle with a basket of goods if the trolley stops at your corner. If the young one is crying ask the mother if you may give it a chocolate drop. Fish out a chair where you see an indication of weariness or old age. Little things these are, to be sure, but big friendship-binding factors. Many a corner is turned until the customer gets to the store where "that accommodating clerk" works. Put these little things into practice. It takes no special talent; no extra labor. The reward is big.

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#### Doesn't Pay To Stand Still.—

That is, figuratively speaking. A business can't do it and remain a big investment a great while. A young man can't if he intends getting the best out of himself. A beaten path is easier to trudge

along than making a near cut through the woods. Keep thinking. That's what that brain was placed in your head for. Try to figure out a better way to handle the delivery or a more convenient arrangement for placing your shelf or counter stock. Is the cash register in as handy a place as it might be? If the cashier's desk were moved a few feet, would it save steps and time and annoyance? Look over the stock for improvements and suggest these things to the head. The boss has more on his mind than you think.

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#### Try This Kind of a Window.—

Take thirty small carrier baskets; line them with white (not manila) paper. Carelessly place in each basket a few bottles of one kind of pickles; in another olives; in another catsup; in another vinegar, etc.—all the different sizes you've got in stock. Cover the floor of the window with bay leaves. Have a card in each basket, 2 x 3, giving name and price. Let a big card be hung in the centre reading "Nothing in the

Window But Appetizers." I have tested this out and got splendid results from it. It's a case of getting out of the rut, you see, and thus getting away from the "standing still" habit.

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#### Keep a Clean Counter.—

Don't leave a sheet of paper on the counter. Put the remaining bags back in the rack. After showing the sample bottle place it back on the shelf. The same with cereals and canned goods. Yet you should have a neat counter display always and you should change it often. In connection with this let me impress upon you the importance of keeping your scales clean and adjusting them every morning. The scoop of the scale should invariably shine. You can keep it this way by five minutes' rubbing every morning. The effect of a shining scale on the buyer is good.

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**It's Now Soup Time.—**The woman with a big family usually makes her own. Good idea to make a display of beans, peas, rice, lentils, macaroni, etc. Let the big card read, "Things For Making Wholesome Soup For Winter Weather." If your store carries fresh meats a couple of soup bones nicely cracked and laid out on a platter will make your show doubly effective.

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#### Cut Out Personal Talk.—

Never be guilty of letting a customer hear you discuss a fight or game, a show, or anything personal or foreign to the business, when you're back of the counter. It's the worst of taste. Some of you may be guilty. Occasionally we give offense without knowing it. This "Straight Talk" is for you. Whenever it pinches *size yourself up*. The object in writing these articles is to make better grocery clerks. Just as surely as you're reading this you'll become better clerks, better business men, better men altogether, by following up and carrying out the suggestions printed on this page week after week.

Inclosed find my check for \$3. I consider the "Grocery World and General Merchant" a fixture of the grocery business, and no good grocer should be without it. Wishing you a merry Christmas and a prosperous New Year, I am, John M. Pitt, Corning, N. Y.



# We Start the New Year Making Dollars FOR CASH BUYERS

but, they say it is not what a man makes, but what he saves that counts, and the Savings we show you will make you many dollars in a year's time.

Buy for CASH and Save Traveling Salesmen's Expenses.

New Boneless Herring, very fine quality, 10 lb. boxes per lb.,	\$0.10
New Medium Scaled Herring, 6 boxes in bundle . . . per box,	.10
Mt. Desert Brand $\frac{1}{4}$ s Oil Sardines, 100 cans . . . per case,	2.57 $\frac{1}{2}$
Penobscot Brand, $\frac{1}{4}$ s Mustard Sardines, 100 cans, per case,	2.55
Lamp Burners, Best Quality, No. 1 . . . per doz.,	.43
No. 2 . . . per doz.,	.60
No. 3 . . . per doz.,	.88
5 dozen lots, either size or assorted, at 3c. per doz. less.	
Safe Brand Standard Early June Peas, No. 2 cans,	
2 doz. . . . . per doz.,	.70
5 or 10-case lots . . . . . per doz.,	.67 $\frac{1}{2}$
A bargain in a good quality Canned Pea that can be retailed	
3 cans for 25 cts. with a good margin.	
Absolutely Pure Lard, 50 lb. gross tins . . . . . per lb.,	.14 $\frac{1}{2}$
5 or 10-tin lots . . . . . per lb.,	.14 $\frac{1}{2}$
This is City rendered goods and no better quality lard to be had at any price.	
Flake White, Lard Substitute, 60 lb. tubs . . . . . per lb.,	.10 $\frac{1}{2}$
5 or 10-tub lots . . . . . per lb.,	.10 $\frac{3}{4}$
Fairbank's Lion Brand Lunch Tongue, No. 1 cans,	
2 doz. . . . . per doz.,	2.45
Libby's Corned Beef, No. 1 cans, 2 doz. . . . . per doz.,	1.47 $\frac{1}{2}$
Libby's Corned Beef, No. 2 cans, 1 doz. . . . . per doz.,	2.52 $\frac{1}{2}$
Libby's Chipped Beef in glass, No. $\frac{1}{4}$ s, 2 doz. . . . . per doz.,	1.30
Apricots, Blenheim Brand, Extra Fancy, large, very	
bright Santa Clara Moorparkes, 25 lb. boxes . . . per lb.,	.14 $\frac{1}{2}$
5 or 10-box lots . . . . . per lb.,	.14 $\frac{1}{2}$
Fancy Bright Moorpark Slabs, 50 lb. boxes . . . per lb.,	.11
5 or 10-box lots . . . . . per lb.,	.10 $\frac{1}{2}$
Fancy New York State Marrow Beans, large,	
bright, grain bags about 2 $\frac{1}{2}$ bush. . . . . per bush.,	2.87 $\frac{1}{2}$
5 or 10-bag lots . . . . . per bush.,	2.85
Barley, best quality, No. 3 . . . . . per bag,	2.22 $\frac{1}{2}$
5 or 10-bag lots . . . . . per bag,	2.20
Corn Meal, best quality granulated yellow, 100 lb.	
bags . . . . . per bag,	1.65
Best Table Meal, yellow, 100 lb. bags . . . . . per bag,	1.55
Argo Starch, 24 5c. packs . . . . . per container,	.77 $\frac{1}{2}$
Ark Soap, 100 cakes . . . . . per box,	1.72 $\frac{1}{2}$
5 or 10-box lots . . . . . per box,	1.70
F. O. B. Cars, Philadelphia, no free delivery in any quantity.	
Moore & Brady's String Beans, No. 2 cans, 2 doz. . . per doz.,	.50
Not over 10 cases to any one buyer.	
Halcyon Brand Fancy New York State Corn, No. 2	
cans, 2 doz. . . . . per doz.,	.75
This is genuine New York State Corn, very attractive	
label not over 10 cases to any one buyer.	
Commander Brand Extra Choice Yellow Peaches,	
25-lb. boxes . . . . . per lb.,	.07 $\frac{1}{2}$
W. H. Baker's Cocoa 5c. size 60 cans . . . . . per box,	2.00
Nez Perce Standard White Royal Ann Cherries,	
No. 2 $\frac{1}{2}$ cans, 2 doz. . . . . per doz.,	1.50
Gilroy Valley Apricots No. 2 $\frac{1}{2}$ cans, 2 doz. . . . . per doz.,	1.32 $\frac{1}{2}$
5 or 10-case lots . . . . . per doz.,	1.30
Roman Gold Brand No. 2 $\frac{1}{2}$ cans, Extra Standard	
California Bartlett Pears 2 doz. . . . . per doz.,	1.85

These Prices for This Week Only —Jan. 3d to Jan. 8th, inclusive.

WRITE FOR THE "CASH GROCER," CONTAINING  
OUR QUOTATIONS ON A FULL LINE OF GROCERIES

## BARBER & PERKINS

### WHOLESALE CASH GROCERS

29, 31, 33 N. Water Street      28 N. Delaware Avenue  
PHILADELPHIA, PENNA.



"Hello, George"!

"Why—blamed if it ain't Charlie!  
Say, you look as if you'd struck a gold  
mine or robbed a bank. What in the  
world are you doing anyhow?"

"Well, you see George, I learned to sell  
goods by taking the Sheldon Course in  
Scientific Salesmanship and got a peach  
of a job with Smith & Walker—\$25 a  
week and expenses. Just had a three  
months' trip and dropped into town to  
see the folks and—say, come over to-  
night and I'll put you next. There's no  
use of a bright fellow like you being a  
delivery wagon."

*Write for explanation and terms.*

## Sheldon School

503 Republic Building

Chicago





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XXXI.—The Construction of Leases and Some Suggestions for Protecting One's Self Under Them.

Any lawyer whose practice is among business men to any substantial extent will doubtless agree with me that probably 60 per cent. of all the problems that his clients bring him to solve are landlord and tenant controversies. And this I find to be so whether the client happens to be the landlord or the tenant. The interpretation of leases is a constant source of discussion between the parties, and very often this discussion ends in the courts.

In my judgment nine-tenths of these controversies are due to the fact that the tenant does not carefully read and thoroughly understand the lease before signing it. A lease is usually a long, involved and altogether formidable document. Many parts are unintelligible to the average layman, who seems to prefer consulting counsel about it after the trouble has arisen rather than before, as a means of preventing trouble.

Some special instances of the danger of signing a lease without reading it have recently arisen in my own practice, as follows:—

A client rented a large and expensive property without either reading the lease carefully or consulting counsel about it. He found when it was too late to help himself that the lease bound him, in addition to paying the stipulated rental, to pay also the taxes and water rents. In effect, he had bound himself to pay about 18 per cent. more rent than he would have dreamed of doing had he known.

Another in the same position found that he had bound himself to keep the property insured for the benefit of the owner.

Still another, who really was the most unfortunate of all, made a number of costly improvements under the impression that they

would be his property and could be removed at the end of the term. When the landlord denied this right, and the tenant finally consulted counsel, it was found that he had signed a lease which provided as plainly as language could do it, that all improvements made by the tenant should be the landlord's property.

In every one of these cases, and in legions of others, the tenant could have protected himself had he known the meaning of his contract before he signed it.

There are in general use throughout the greater part of the United States printed leases which substantially follow the same form. Some States with special landlord-and-tenant laws use forms which differ slightly, and some landlords, usually of large buildings, or apartments, etc., use forms which they have devised to fit their own needs. The lease in average use throughout the country, however, differs but slightly in substance and provision, though it may in wording.

The provisions which give rise to the most controversies on the subject are three: 1, the question of repairs; 2, the question of improvements; and 3, the question of the termination, notice to vacate, etc. One phase of the second provision—"Trade Fixtures as Between Landlord and Tenant"—has been made the subject of a separate article.

Some leases are silent as to whether the landlord or tenant shall make the repairs. Under such a lease the tenant is invariably held liable for the repairs, as the rule is universal that a landlord is liable for repairs only when the lease specifically says so.

Other leases go further and distinctly put the repairs upon the tenant. From such a lease,

which is a general form in common use, I take the following:—

The lessee (tenant) shall and will permit the lessor (landlord) and the lessor's duly authorized agents or workmen to enter the premises at all times and have full ingress, egress and regress into, out of and from the premises for inspection as well as for making repairs, alterations or additions to the property which the lessor may deem necessary; but nothing herein contained shall be so construed as to impose any obligation upon the said lessor to make any repairs. It is agreed that the said lessee shall and will during said term, at the lessee's own proper cost and expense keep every part and portion of the devised premises in good order and repair.

Under this provision the lessee binds himself absolutely to pay for the repairs, though he would be liable anyway even without this provision, by reason of the rule above quoted that the lessor is never liable for repairs unless he definitely binds himself to be.

Other leases—and this is the usual rule—take care of the matter of repairs by providing that the tenant shall redeliver the property to the landlord at the end of the term "in as good condition, order and repair as the same now are, reasonable wear and tear (and sometimes accidental fire—E. J. B.) excepted." This also binds the tenant to make the repairs.

I say again, and I am repeating it because it is highly important and not at all understood, that the tenant who expects his landlord will make the repairs to his property will be disappointed unless he insists upon a specific provision to that effect being added to the lease. It makes no difference whether a landlord has been accustomed to make the repairs or not—without a clause in the lease he can stop any time he chooses and compel the tenant to do it.

This rule placing the burden of repairs upon the tenant was under the common law carried to outrageous lengths. Under the common law a tenant who signed a lease which expressly or impliedly bound him to make repairs was compelled to rebuild at his own expense if the property burned. And this even if the burning was wholly accidental. This rule, however, has been relaxed in practically all the States; in fact most forms of lease now cover it themselves by providing, as I have indicated in the parenthesis a few lines back, that a tenant shall return the property in good condition, "reasonable wear

and tear and accidental fire excepted."

The rule is settled that the tenant who makes improvements to the premises without a provision in the lease or a contract with his landlord must leave them behind at the end of the term and cannot recover their cost from the landlord. The operation of this rule is not altered even if the landlord specifically consents to the making of the improvements; he still may claim them. What is needed here to save improvements to the tenant is a clause in the lease or an agreement—in writing—with the landlord.

Upon the question of termination, notice to vacate, etc., the most that I can say, since every lease contains its own provisions as to notice, and so on, is that the landlord or tenant who contemplates terminating the lease should be extremely careful to see what the lease says about notice, and to follow it, otherwise one or the other may be tied up for another year; in one case I know of a landlord was tied up for five years.

A few other points which should be watched come into my mind:—

The owner of a property who rents it to another does not warrant it to be even habitable or fit for the purpose for which he knows it is to be used. The law casts upon the tenant the burden of finding this out for himself.

The tenant who signs the ordinary form of lease will practically always find himself bound to use the property for one specific purpose only. If he uses it for any other without the landlord's consent the lease is broken and he may be ousted.

By the terms of the ordinary lease a tenant may not assign to another without the landlord's consent, and if he attempts to do

Bell Phone  
Spruce 65-66

Keystone Phone  
Race 6-33

Cable Address, "Enyap"

**Payne Detective Agency**  
LICENSED. BONDED

THEO. E. PAYNE, PRINCIPAL  
Legitimate Work Only  
Male and Female Operators  
Highest Legal Connections

Main Offices (Open all night)  
WOOD BUILDING

34 and 36 S. 16th Street, Philadelphia,  
New York Office, Longacre Building, Times Square  
New York City.



can still be held liable for the rent.

When a rented property is sold the lease is not disturbed; the tenant simply has a new landlord and holds for precisely the same term. Otherwise in the case of a sale on foreclosed mortgage, etc., however, where the lease was made after the mortgage. In that case the buyer has the option of terminating the lease at once.

The lease of a tenant who goes into bankruptcy is usually terminated by that act, no matter how long it would ordinarily have had to run.

(Copyright, January, 1910, by Elton J. Buckley.)

Question: J. M. Glatfelter, York, Pa.—Is it lawful to sell tobacco to a child under sixteen years old, providing he comes with an order list of groceries, including tobacco, when signed by father or mother, knowing it is the kind of tobacco used by father, having been sold to him directly often before?

Soon after the law on tobacco, etc., was passed it had been stated that an order from parent could not give the right to sell to a child.

This law is lived up to by comparatively few. Please answer in next issue.

Answer.—If by "tobacco" you mean smoking or chewing tobacco in bags or packages or in bulk, there is no law in Pennsylvania which forbids you to sell it to children direct. The law is against selling cigarettes or cigarette papers to minors under 21. Even in the case of cigarettes and papers, however, I am of the opinion that the law would not be violated by a sale to a child, provided such child presented what appeared to be a bona fide order from a parent or some responsible person. Such a sale would not be supplying the goods to the child, but to the person for whom the child was agent.

Question: A. H. Royer, Lebanon, Pa.—Dear Sir: Will you kindly advise me what to do in the following case:—

On October 8th I received a bill from a New Orleans firm for five bags of rice shipped by steamship "Antilles." Now it happened that this ship was caught in the great West India hurricane of last October and driven on the rocks of one of the Bahama Islands. New York wreckers were sent down and floated the ship and towed her to her dock in New York. I then received a letter from a firm

calling themselves marine adjusters asking me to fill out and sign a paper agreeing to pay them 10 per cent. of the value of the rice carried on the wrecked steamship. Upon my returning the signed agreement the rice would be forwarded to me at once. However, I paid no attention to this request and threw it in the waste basket. Three days later my rice was at our railroad station and I examined and accepted same and mailed check to the New Orleans firm, which inclosed transactions prove. Since then I have received several requests from this Wall street concern for money to help paying the wrecking company for saving this rice. I did not pay any attention to their letters, but last week I finally told them that I will positively pay no money to any one, that I had paid for the rice and that ended my rice transaction. By the next mail I received inclosed request for \$26 from this same concern. Now I am getting tired of this and would like your advice in the matter.

Answer.—I know of no law, rule or custom which will compel you to pay wreckers whom you did not employ for saving goods which seems to have been sold delivered in Lebanon. The proper person to pay the wreckers is the owner of the vessel. While the wreckers have a perfect right to ask you to pay a part of their fee, as they have done, they cannot compel you to pay it unless you have specifically agreed to do so. This you refused to do, and clearly you are not liable. I should pay no further attention to the matter.

Florida beans are scarce and strong. Anything fine brings \$4.50 to \$5, and even poor stock will command \$2.50 to \$3. Considerable frozen beans are coming forward, and good beans are wanted.

#### The Largest Coffee House in Pennsylvania.

With the new year, C. F. Bonsor & Co., Inc., will occupy their new home at 18 S. Front street, Philadelphia. Their new building has a floor space of 30,000 square feet, giving them the largest capacity in Pennsylvania. Some idea of what this means can be obtained from the fact that less than ten years ago, when they started in business, they had only 3,000 square feet. Their new building will give them ample facilities for taking care of their ever increasing business—and how fast it is going ahead is best told by the fact that it increased over \$150,000 last year. In their new building they will carry from 5,000 to 10,000 bags of green coffee, probably the largest stock carried in Philadelphia.

The firm attribute their success to the testing and judging coffees suitable to their customers' needs, together with giving values that they believe cannot be surpassed.

## This is Guaranteed to Sell Sardines

Do you know that you are not selling one-tenth of the Sardines you should?

Our "SKIPPER" Coupon Scheme would increase your sardine sales by more than ten times.

Ask us to send you particulars of our "SKIPPER" Coupon Scheme. Our scheme *does not* require you to furnish names and addresses of customers. It is guaranteed a sure sale maker.

A penny postal bearing your name and address would be sufficient for us to send you full information.

### Angus Watson & Company

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

## How You Can Know You Are Buying Teas and Coffees Right

Even if you think you are buying teas and coffees through salesmen as cheap as we could sell you direct, wouldn't it be a comfort to *know*?

You can know in a very short time by sending us samples to match. If we match below your price, you can save some money, and if we can't, your opinion is at least confirmed.

"Everything to gain, nothing to lose."

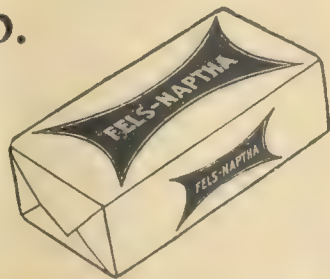
**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897

## The Ultimatum

as to which soap, after all, rests with the good housewife who does the washing.

Her verdict must have been that the most work is done in shortest time with least effort by using Fels-Naptha Soap.

More women use it every year.







We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Bought Brooms Well.

Gibbsboro, N. J., Dec. 24, 1909.  
Editor "Grocery World and General Merchant."

Dear Sir:—I herewith inclose you check of \$3 for subscription to "Grocery World and General Merchant" for the year 1910. I realize that your publication is a silent partner in my business, to which I may consult, not only as to present and future markets, but to other matters of vital importance to my business. Through your advice I purchased 30 dozen brooms, prices ranging from \$2.10 to \$3 per dozen; the same brooms are selling to-day at \$3.25 to \$4.60 per dozen. This is only one instance that I have profited through your advice.

HOWARD PARKER.

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#### One Experience With Lighting.

Lone Rock, Ore., Dec. 15, 1909.  
Editor "Grocery World and General Merchant."

Dear Sir:—In reply to a request from the editor of the "Grocery World and General Merchant" in December issue, we will give our experience on store lighting. After trying kerosene in ordinary lamps with bracket lamps with reflectors we still had dark corners where it was difficult to read price-marks.

Our attention was called to a system of lighting with gasoline and the principle we will briefly describe, then our experience after several months' test.

There is a large tank, which may be placed in a back room or in cellar, or any out-of-the-way place. This connected with hollow wire, which conducts gasoline to lamps in any part of building. Two, three or more lamps can be connected, and one or all in use as required.

We are using what is called the "Economy" system, and we find it entirely satisfactory. We have two lamps (500 candle power) and there are now no dark corners.

We will cheerfully refer interested parties to the manufacturers, who will furnish all information and no doubt furnish to

others as perfect a system of lights as they have for us.

LONE ROCK MERCANTILE CO.

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#### To Learn the Grocery Business.

Editor "Grocery World and General Merchant."

Dear Sir:—Will you kindly furnish me with whatever information you can possibly give me to the above. Am considering about going into the retail grocery business next fall and am anxious to be well prepared and posted. Perhaps you know of some school or college where I could obtain lessons at nights, as I am employed during the day managing a branch chain store in the city.

Thanking you in anticipation.  
SUBSCRIBER AND CONSTANT  
READER.

At the top of this letter this correspondent writes the words "Bookkeeping and Stocktaking." It is assumed that this represents the branches on which he wants lessons. Any business college can of course teach him bookkeeping, and the "Grocery World and General Merchant" is informed that Pierce's Business College, Ninth and Chestnut street, teaches stocktaking. A few evenings with some practical man of business, however, would probably give him enough information to fit him to start.

\*\*\*

#### Has Anybody Ever Gotten Full Weight Oysters.

Columbia X Roads, Pa.,  
December 27, 1909.

Editor "Grocery World and General Merchant."

Dear Sir:—We are much pleased with your paper and get a lot that is helpful to us out of it. We see many questions discussed and now we come with one. The season is now on when many grocers and general merchants are handling oysters, and I wish to ask if any one of them have ever received a package that held the measure at which they were billed, except it may be the tub

oysters, in which enough ice has melted to make full measure? We sell the oysters in non-returnable cans, ice around them, measure them carefully when received and have yet to get the first shipment that holds out measure. Is this the regular system of selling oysters, and must we stand for it, or am I the only one who has had this experience? If so, perhaps I should cut off the top of my measure. Let's hear from others.

GEO. C. CORNELL.

This is important—will some of the "Grocery World and General Merchant's" readers answer to this office, so that their experiences can be published?

\*\*\*

#### Another Land Scheme.

Pensacola, Fla., Dec. 24, 1909.  
Editor "Grocery World and General Merchant."

Dear Sir:—Kindly tell me what you may know or can find out about the Standard Real Estate Loan Co., with home office in Washington, D. C., S. L. Harris, president, and with branch offices in Dallas, Texas. These people sell a "home purchasing contract" for \$6 down and \$6 per month, that on or before twelve months the holder of a contract would be entitled to a loan of \$1,000 at 5 per cent. interest, payable in monthly sums of \$9. This seems easy to do if they would, but I bought two of these June, 1908, and so far as I can learn from the officers of the company I am as far from a loan to-day as I am from June, 1908. I now have my "doubts." Oblige an old subscriber.

RUBEN.

This looks like a typical land scheme. It can be set down as a safe rule that ninety-nine out of one hundred of these alluring land schemes are pure and simple fakes. Those that are not fakes usually have a sharp contract that effectually prevents the subscriber from getting what he expected to get.

The contract outlined above was to sell a home or a home lot for \$6 down and \$6 a month. At the end of twelve months, or when only \$80 had been paid, the schemers would loan \$1,000 at 5 per cent. interest, the loan being payable in monthly sums of \$9 each. As this subscriber states, this is an exceedingly easy and safe contract for the land company to carry out, for they have \$80 of the subscriber's money as security. Of course the subscriber is borrowing \$9 a month while paying in only \$6 a month, so that in time the loan would overtake the security. Whether

it would overtake it before the lot was paid for depends on the price. In any event the loan would be perfectly safe for months, and even years. Yet the company, according to the correspondent, doesn't seem inclined to even do that much. The chances of getting anything seem very dubious. The "Grocery World and General Merchant's" advice is that the correspondent employ an attorney on the spot to turn the whole scheme inside out.

Meanwhile any other subscriber who has had experience with the Standard Real Estate Loan Co. may kindly let us know how it turned out.

The "Standard Real Estate Loan Co." does not appear in the rating books of the mercantile agencies for Washington, D. C.

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#### As to the Plans to Push Rice.

Philadelphia, Dec. 29, 1909.  
Editor "Grocery World and General Merchant."

Dear Sir:—I note in your issue of December 27th the plan of the American Rice Growers' Association in their efforts to create a demand for said products in the North and West as we use it in the South. With my several years calling on the trade from New Orleans to New York State it has often occurred to me, should a proper demonstration of how to cook rice the Creole style be carried out in the simple and proper way, what a big increase in the demand for same. Now, my experience proves this. My wife spent several years in the South learning the way to cook this Creole dish as it should be cooked, and on our return our neighbors learned what a wholesome dish this was and got on to the way of cooking it. Now our retailer sells more rice than he ever did, a food and a staple one which could be used as potatoes are used to-day in the North and West. On our Southern tables you see it every day. Now this simple circular on demonstrating how to cook rice: Wash two cups of this food, or one cup for the ordinary family, until the milky water becomes clear; then put it into a small pot and cover with water, salt sufficiently, and let it cook on a slow fire so it will not burn. Never stir rice while cooking, simply steam until tender and flake like, no mushy. When the water dries off simply pour a few tablespoonfuls over the top, so it will not dry out. If this is carried out to the letter, I assure you there will be something doing for the American Rice Growers' Association, as well as our friends, the retail grocers.

W. P. L.

With "Grocery World and General Merchant."





# Say "Karo" to your customer

And you will find that you can add Karo to nearly every order.

The big Karo Advertising Campaign starts October 1st. It will reach fifteen million homes, every town and village in the United States.

Karo is the best Syrup ever made and a money maker for you if you push it.

CORN PRODUCTS REFINING COMPANY, NEW YORK

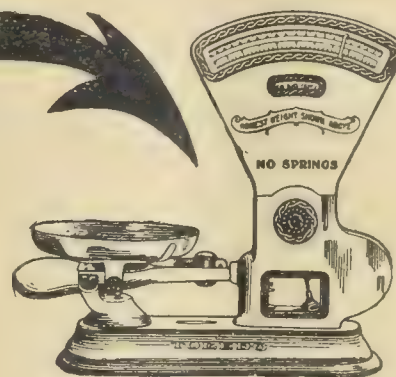


Merchant's Side

**NO SPRINGS**

## Our Guarantee

We guarantee to give you a better computing scale for less money than you can get from any other source in the world.



Customer's Side

**102 STYLES AND SIZES**

Prices as low as **\$37.50** Scales adapted to all kinds of business

Because they contain no springs and because of their superior construction Toledo scales are the most sensitive, the most reliable and the most durable scales made. They are not affected by changes in temperature, therefore always give correct weight and values and never get out of balance.

These tremendous money-saving advantages are now available to even the smallest store-keeper.

The Toledo is the *original* Springless Automatic Computing Scale—any others are only imitations—and do not contain many of the valuable features of the Toledo.

**Toledo Computing Scale Co.**

MAKERS OF HONEST SCALES

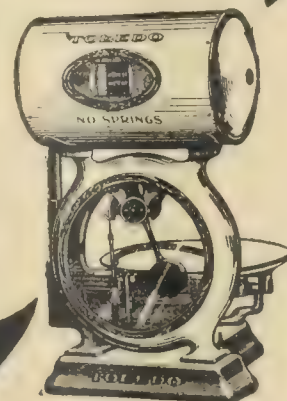
Toledo, O., U. S. A.

Philadelphia Office, 1219 Filbert St.  
New York Office, 251 West 42nd St.



Merchant's Side

**NO SPRINGS**



Customer's Side

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Hornell, N. Y., Dec. 17, 1909.  
Editor "Science of Advertising."

Dear Sir:—Inclosed please find paper which we got out to announce the opening of our toy store, which we are conducting during the holiday season; also a general talk on the lines we handle.

What do you think of it?

Yours truly,  
M. J. McGREEVY.

The store-paper inclosed has four pages 9 x 10 inches, and is well printed on good paper. The first page, which I reproduce below, bore a little talk about the new store paper, the second carried some dry goods advertising, the third toys and books, and the fourth talked about sweaters, men's goods, a new delivery system, and just a few lines about the grocery department.

\*\*\*

Here is a photograph of the first page much reduced:—

The heading here is much too small. I mean the main heading—McGreevy's Department Store." It looks insignificant and is decidedly too light to appear at the head of the paper. As a matter of fact, this first page could have been improved in either of two ways. The little panel "McGreevy's Department Store" could have been removed entirely, and "First Call for Christmas" made the main and the only heading. In that case the date line should have been put between the head and the text beginning "It is with great pleasure, etc." I should personally prefer this arrangement. The other plan would have been to use a much larger panel for "McGreevy's Department Store," making it fill the full width of the page. If the

name appeared at the head at all it should appear much larger than it does now. I repeat, I should prefer that it didn't appear there at all.

\*\*\*

The matter in this paper is well written, as such matter goes, but I should endeavor to make it a little more intimate and less conventional. A little straighter talk would make a better impression, I am sure; crisper talk. For instance, instead of saying "It is with great pleasure that we are able to talk to you personally through this, our first store paper, and make known to you the principles upon which our store is conducted and also to bring you in closer touch with our business methods," I should say something like this: "We're mighty glad to have a store paper to talk to you through. We want you to know how we run this store. We have some ways of doing things here that we think will appeal to you." And so on and so on. Make it brisk, crisp and friendly.

## BEWARE JEWELRY AND TOILET GOODS ASSORTMENT DODGES.

### Many Working Artful Plan to Catch Napping Retailers.

Study mighty carefully every jewelry and toilet goods assortment contract that you as retailers are asked to sign these days. While not every one is meant to deceive, so many are it will pay you to keep on your guard. Watch for "privileges" too good to be honest, such as "profit guarantee" or the "buy back" joke. A real careful study of such contracts usually shows their fine offers so buttressed with small technicalities that you can never reach them. The jobbers making the offer are perfectly safe. People who continue to offer you the earth, yet who grow richer and fatter each year, are by no means feeble minded.

Better be chary of any "redemption" scheme in connection with jewelry or toilet goods assortments where you seem to be getting something for nothing. This is where you are offered with your first order a bunch of coupons which will be taken "for real money" by the firm issuing them when you give your second order. Some firms offer a "cut glass" premium also in order to make you accept the more readily this piece of benevolence. But be assured that these commercial Santa Clauses, with their gifts of coupons "as good as gold," for some far off future buying, are making you pay sure enough money on that first order and it may interest you to know that they are probably charging you two to four times the wholesale price for the goods. You may consider it a great joke at your expense when you learn that some of these firms ask you a "wholesale" price just double the retail price for the same goods elsewhere. You see, you are not well versed in jewelry and toilet goods, while they know exactly what they're doing.

Understand, there may be honest contracts that offer all these things, and the very next contract you meet may be of

that sort, although it is past finding out why these glib salesmen-philanthropists stay in the jewelry and toilet goods assortment business instead of setting themselves up as generous Carnegies.

The most alluring piece of cheese that casts its fragrance abroad in a dark cellar way would only make the wise mouse peek about the more diligently for the hidden trap. The worldly wise mouse who likes cheese doesn't walk into traps after it.

Let us also strike an alarm gong if you happen to be napping when the "hidden note" trick comes your way. This is where the order blank is so worded that, by cutting off a certain amount around your signature, the cunning jobber has your note for a large amount. He now sells this unconditional note of yours to some innocent third party dealing in commercial paper, or to a bank, which naturally when the note falls due, wants its money back and compels you to pay. It's a funny bit of foolery and has its laughable side. It is said the jewelry and toilet goods assortment jobbers have many a merry laugh over it.

You see, the salesman is taught to present this order in a most clever, enticing manner, so that you may well believe you are buying on sale subject to return, or are getting the goods only on commission. Of course, reliable manufacturers and jobbers don't conceal notes in their order blanks or fill them with technicalities. On the other hand, if a salesman wanted to foist upon you a lot of badly selected goods of out-of-date design and unsatisfactory quality at an excessive price, he would doubtless desire the hidden notes method to make you pay for them before you could see them and refuse.


So when you find a contract worded like a note, which could easily be made into a note by cutting away the upper half, it may be you are receiving honey, but more likely you're going to get the other end of the bee.

Some of these "hidden note" contract houses, with an appetite that grows with what it feeds upon, get so greedy for all there is in sight that they give some pretext to have the customer sign twice, so that, after cutting out the note, they still have his signature to the order proper. To sign one of their technically worded order blanks and then to give them an unconditional note of hand for a large sum besides—that is what such an act means. Thus these enterprising chaps get you both going and coming.


There are jewelry and toilet goods assortment firms in Philadelphia, Chicago, St. Louis, Iowa City, Minneapolis, Detroit, Cleveland and elsewhere whose intention is to catch the honest unwary retailer only once, but to catch him good and plenty. Accordingly their contracts are full of alluring promises, but also sown thick as thistle weeds with little hidden technicalities which the dealer naturally overlooks or afterward finds it impossible to comply with. The contract writers like this. It lets them out, yet holds the dealer to the payment. Of the large number of suits brought to enforce payment, in nearly every State the cunning chaps have generally won somewhat more than they have lost, owing to their clever contracts. But let not the injured retailer take any heart of grace from this and conclude he has an even chance fighting it. The court costs get him anyway. That is why victimized retailers admit it is cheaper to swallow the nasty pill and smile than to raise a lusty howl and have to choke it down anyhow.

Some of these firms, in order to obtain your contract propose to file a bond to secure you. There is nothing wrong with a bond which really does secure but these bonds have so many technicalities that they do not bind the house and so are worthless to the retailer.


If cut glass premiums are offered in connection with jewelry and toilet goods assortments, just casually run your eye along the edges of the "cut" articles t



DECEMBER.      HORNELL, NEW YORK.      DECEMBER.



## First Call for Christmas



**IT** IS WITH GREAT PLEASURE that we are able to talk to you personally through this, our first store paper, and make known to you the principles upon which our store is conducted and also to bring you in closer touch with our business methods. We have built our ever increasing business upon a solid rock foundation of quality, fair dealing and right prices. It has been our aim to give our patrons the best possible service obtainable and we feel sure they have appreciated it two-fold.

Our goods stand for quality and the prices are right.

You may be one person we have not had the pleasure of meeting in our store and we extend to you a cordial invitation to come and inspect our goods at any time without feeling obliged to buy as we are always willing to show you.

This is a season of year when we all look forward to a gift at Christmas time. We have made a complete study of the market and we feel sure we have just what would please the most fastidious person whether it be man, woman or child. It is a great satisfaction to know that our untiring efforts to please the public has been appreciated from the fact of our increase in business each year

VISIT OUR TOY STORE



# Wonder Why

Some salesmen say, "I Can Beat 'Fischer's' Prices." Guess it must mean our prices are considered right. Now, it's no trouble to beat our prices, because we will not sacrifice QUALITY in order to meet competition; but no salesman lives that can beat our prices more than once and deliver goods up to our standards. We want your trade in

## Teas-Coffees-Spices-Rice

Give it to us and we will take the best of care of it

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us

If we could show you that you can save money on all sides by automobile delivery, would you be interested?

## WRITE!

W. H. McINTYRE CO., AUBURN, IND.

418 Third Ave., South, Minneapolis, Minn.

1730 Grand Ave., Kansas City, Mo.

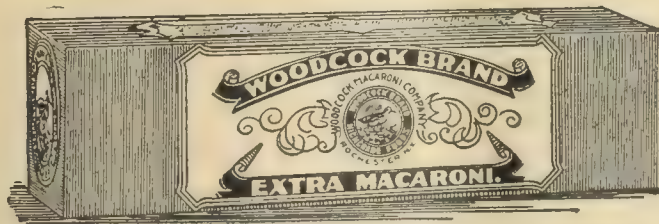
**FLEISCHMANN'S**  
**COMPRESSED YEAST**  
**HAS NO EQUAL**

You don't need to cut the price to sell

**MILLBOURNE FLOUR**

A cent or two more a bag will not reduce your sales; people will have the best flour.

**MILLBOURNE MILLS**  
 Sixty-third and Market Streets  
 Philadelphia, Pa.



**MADE BETTER—SELLS BETTER**

In those words you have the reason why you should recommend Woodcock Macaroni to your customers instead of the imported. Its finer flavor, due to better ingredients and more sanitary making, will so please your customers they will never stop buying it.

**WOODCOCK MACARONI COMPANY, Rochester, N. Y.**



assure yourself they are not imitation pressed. If you are offered a piano with a toilet goods or jewelry assortment, just slip around to your local piano man and ask to see a Presto or musical trades piano rating book. Do this in order to assure yourself that the piano is of a good grade, reputable, not a cheap "stencil" or "commercial." But it is also possible for you to be deceived with the plan even where a good piano is offered with jewelry or toilet goods assortments. For it is known that several such assortment houses are making use of the reputable and popular piano premium plan to fool the retailer with undesirable assortments of jewelry and toilet goods. They charge an outrageous price for the complete proposition; they use a good modern piano as a blind for the sale of inferior jewelry or toilet goods; they foist technical contracts upon the dealer, and in some cases they make use of the hidden note scheme.

These firms usually do business under several trade names, so that if one name is disgraced they still have plenty of others to fall back on. Often the same firm under two names covers the same territory twice, giving two dealers in the same town the "exclusive" privilege of handling their line. For instance, one person financially backs separate firms selling out of Chicago, St. Louis, Detroit and Cleveland. Such firms are said to keep revised lists of the thousands of honest, innocent people just starting in business who don't yet know how it feels to be stung. "There's one of these born every minute," is their witty way of putting it. If you are new in business, bear in mind there are a few dozen greedy eyes already fastened on you. In the words of the song, "They've got you on their list." If they quarrel over you their argument will be, "I saw him first."

Of the numerous retailers who have put in jewelry and toilet goods assortments in the past few years, over 90 per cent. report great loss. Many of the leading trade papers, with the interest of honest retailers at heart, have repeatedly exposed these schemes, yet merchants in large numbers still fall easy victims, because not used to dealing with any but honest wholesale and manufacturing firms.

Before signing any such contract, make a few inquiries among retailers of your town. You will be almost certain to find that one or more have been stung by some such artful scheme. This should not make you reject every specialty proposition that comes along, for there are many honest, practicable money winning specialty ideas on the market to-day, such as it will surely pay the enterprising merchant to examine. But so many schemers are abroad making an easy livelihood from methods which others have made reputable and popular that it behooves you to be watchful. So just examine every phrase in that contract.

We should be glad to hear from any of our readers who may have purchased assortments of jewelry, toilet preparations or kindred lines of merchandise, as to their experiences and opinions on the subject.

#### St. Paul (Minn.) Grocery Stores Closed Christmas Eve.

As a result of an agitation in St. Paul, Minn., to close the stores and markets in that city on Christmas eve at six o'clock, this was done. Notice was given to the people that the stores would close at six o'clock and all shopping and buying for Christmas Day must be done before that time. The plan had very fair success.



Ain't there a tremendous difference in the way men do business though?

I mean in the fun they get out of it.

I suppose of all the hundreds of business men I get up against there ain't ten who love their business and would rather do it than eat.

They're in their business because it gives 'em a living. No special love for it—in some cases not even much liking.

It seems to me it depends altogether on how it's done. The fellow that loves his business, who follows it first because he wants to, and *afterward* because it gets him a living, is the fellow that's on the job all the time. Knows where he's at, I mean.

I've been home all this week getting ready for a January trip. But just a day or two before Christmas I stopped in on a fellow who I've always thought had a good store. He always looked as if he was doing a good business. I've never gotten very close to him, and never knew just how to size him up as a business man.

"Well," I said to him, "the old year's pretty near gone. How has it treated you, anyway?"

"Oh, about so-so," he answered.

"As a matter of fact," I said, "how has your business shown up compared with 1908? Better or worse?"

"Oh, I guess about the same," he said. "I haven't seen much difference."

"But there must be some difference," I said. "The two years wouldn't be exactly alike."

Well, we talked some more about it—there's no room here to tell it all—but I found out that that fellow actually had no record at all of his business for 1909. He said he could make it up from his books, but he hadn't done it. He couldn't tell to save his soul—

then—how any month of 1909 had sized up with the same month of 1908. Was he going to make up a record? Well, he didn't know—if he got time he was.

It seemed he drew so much in cash every week and got his living out of the store. Did he know how much his living amounted to? Well, not exactly, though he had an idea. He just sent home what his wife wanted—no, he didn't take the trouble of charging himself with it.

"How does your stock on hand compare with the beginning of the year?" I asked him.

Oh, he guessed about the same. He thought the bills had been about the same. Had he taken stock lately? Pretty lately—he took stock whenever he thought it was necessary.

I didn't ask him how much business he did, for I got pretty fresh asking questions as it was, though he didn't seem to think so. I'll bet he does \$500 or \$600 a week anyway—a good tight little business. But ain't that a hen of a way to do it?

Think that fellow is one of the few that love their business? I guess not—men ain't so indifferent to what they love, take it from me. He may get a good living out of his business—I've no doubt he does—but he don't get any joy out of it.

"Well, how's the holiday business been?" I asked another grocer on the same day. I suppose he does close to a thousand dollars a week.

"Very big," he said, "we've done better than we ever did before."

"And still you don't look happy," I said. He didn't, either—he looked as if he had a toothache.

"The trouble is," he said, "the more we sell here the more money we have on the books. I can't seem to get my money in as

quickly as I ought to have it. My jobber has got accustomed to my checks in thirty days, and I'm afraid to let it go over for fear he might think I was getting weak. Just to show you—I had a bill of over \$400 to meet last Tuesday. The day before that I went out myself with a bunch of bills for over \$600. I had sent all these people statements, but they hadn't come up, so I thought I'd see what I could do by going myself.

"Know how much I got? Out of over \$600 of bills as good as wheat? *One hundred and fourteen dollars!* What d'ye think of that? Why, I had to go out and borrow the money to pay my own bill! Pay 6 per cent. interest on it, too. Sometimes I wish I could cut my business down—why I'll tell you what's a fact: I'd rather do half the business I'm doing here if I could do it all for cash."

So would I, and don't you forget it!

Now, take that fellow, is he getting any real joy out of his business. It don't look like it to me. Not because his whole heart ain't in it, but because he ain't master of it—it gets him on the run.

You can say what you please, the fellow that sells for cash has the bulge on all of us. I never get through envying the man that has a good tight little cash store, doing say \$300 or \$400 a week at least, every cent over the counter; every night with the goods or the money in his hand! If a man in that condition don't love his business and get milk and honey out of it, he's—but what's the use of saying that; they all do. I never knew a cash man yet, if he was doing a living business at all who wasn't as sweet as a nut and as happy as a lark. In Heaven's name why shouldn't he be? He knows all about his business there is to know. He don't have, or needn't have, any big bills to meet that he has to scrape the streets for enough money to meet with—he has the money for the good ten days before he needs to pay his jobber for 'em and get the discount!

Some day I'm going to have cash store or bust a gallus.

THE STROLLER.

Florida peas are still scarce and high. Good stock is worth \$6 per crate.





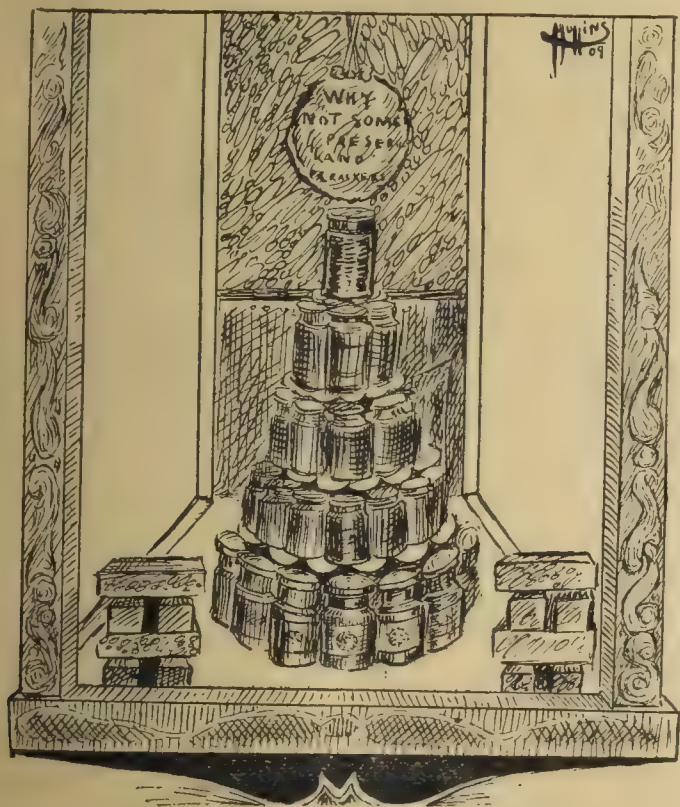
In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

#### A Preserved Fruit Window.

Now is the time for a preserved fruit window. To make this crinkle some dark green tissue paper and cover entire floor of window with same. Take a number of jars of preserved fruit and place them in the same position as shown in the illustration. In corner of front of window place six or more packages of crackers. A fancy display card bearing this

lengths of narrow red silk ribbon or crepe paper and to these I fastened bells costing 10 cents a dozen and little baskets filled with dry (dyed green), fine grass like that used in aquariums you can purchase from any florist. The effect of this alone is fine.

Place Mr. Turk, "king of the feast," on box with a fine wire around neck, under head, up through basket directly over his



or a similar inscription "Why Not Try Some Preserves and crackers?" Some confetti (white), if sprinkled in the window, would give an odd and pleasing effect.

JOSEPH MULLINS.

222 Bay street,

Jersey City, N. J.

#### A First of the Year Display.

If you want a good salesmaker try this display. If your decoration is right people will come in and tell you about it.

From top of window I tacked eighteen to twenty different

head to top of window, fasten tips of wings with tacks to the large pumpkins on either side. The boxes are filled with large cranberries covered with glass and held by twine, with green ribbon or crepe paper covering twine. On top of these boxes I had jars of mincemeat with a red Edam cheese on top of each. The next box was dates, on which were 3 bottles of olives, the centre one being plain giant size, which retails for \$1, and a bottle of stuffed olives on either side.

Next to this a jar of mincemeat

and on top a glass Baile-Duc currant jelly.

Then your original lettering on paper which covers boxes. For the front of window or floor cover with one-half English walnuts or almonds, these being light in color; other half with Brazil or cream nuts, which makes a good effect of light and dark color.

The fruit basket is home-made and a seller and can be made easy and any size and is original, made from cheese box and straw, which I got from imported olive oil bottles. Get about a dozen of these coverings and clip strings with shears, then make your handle to basket; take strip of cheese box lid or part of small barrel hoop and nail to box; place your straws around box, placing them upright, then with piece of fine wire and plyers fasten straw. For handle

It takes time to do things right, but time spent right will bring you results, so keep your windows dressed at all times and get there with 1910.

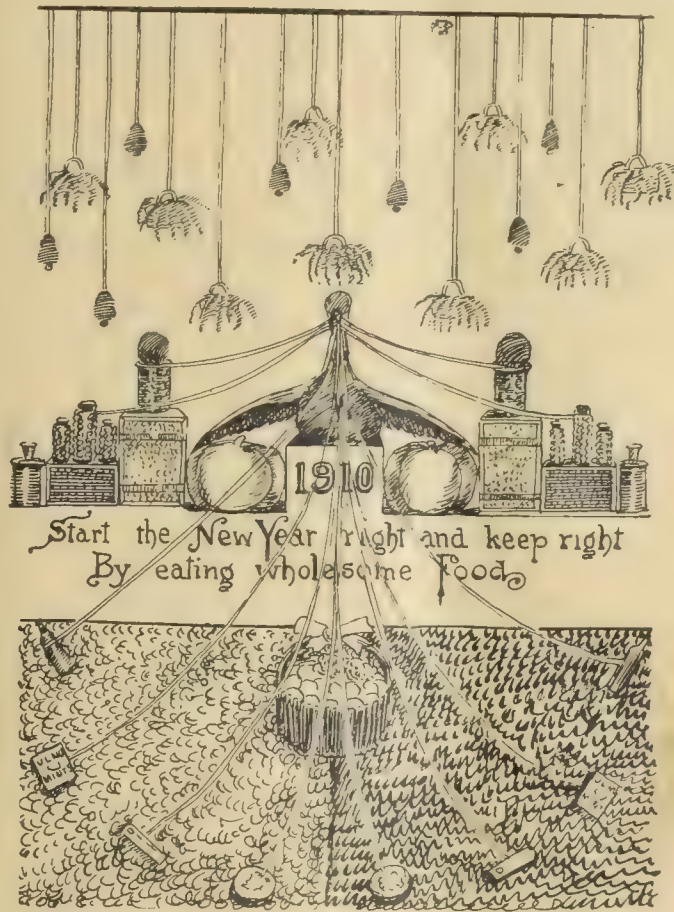
RICHARD A. FRENCH.

Mt Vernon and Twentieth Sts., Philadelphia, Pa.

[NOTE.—This display is practically as timely and applicable any time around the first of the year as during the holidays.—ED.]

#### Cuba's Large Sugar Crop.

Consul-General James L. Rodgers, of Havana, reports that the corrected figures as to the output of sugar from mills operating in Cuba during the season of 1908-9 now show a total of 1,513,582 tons, a gain over the preceding season, when 170 mills were working, of 551,624 tons, or over



I used longer straws off of large bottles and wrapped with twine, covering up all wood. Paint your basket red or green, being careful not to get too much on, as you may spoil the effect. Then when dry tie a large bow of ribbon at top where straws meet in centre and fill with fruit.

The strips of narrow ribbon or crepe paper (red) from Mr. Turk's bill, which I fastened with wire running down and tied to articles displayed on nuts, consisting of bottles of grape juice, packages cluster raisins, mints, boxes of candy, basket of figs, etc. This finishes the display.

57 per cent. This remarkable production, which is nearly 100,000 tons larger than that of any previous year in Cuba, was attributable, in the semi-official statement, "not to any increase in the number of mills, but to the greater quantity of cane, its excellent condition, the increased capacity of the mills working, and favorable weather for grinding."

Florida eggplants range from \$1 to \$3, according to quality. Good eggplants would bring the highest price, as they are very scarce.



# THE GROCERY MARKETS

## Tea.

The tea market has been exceedingly quiet during the entire week. The storm has combined with the holiday season to eliminate everything but the every-day consumptive demand, which is fair. Prices show no change whatever.

## Coffee.

The coffee market has been very dull during the week. There is talk of short crop of Rio and Santos, but it is largely doubted. Brazil coffee options are strong, but dull. Actual Rio and Santos is dull and unchanged in price. Mild coffees show some activity and some firmness. There is a demand for Maracaibo and washed Bogota. Java and Mocha quiet and unchanged.

## Sugar.

The raw sugar market has remained unchanged during the week, but the tone is easy. The supply of Cuban raw sugar is increasing steadily, and from now on prices will doubtless show a downward tendency. Refined sugar has made no change since the last reported decline, which took the market to a basis of 4.85 cents for granulated. The demand is very light.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is in excellent demand at unchanged prices. Sugar syrup is active at ruling high prices. Molasses is unchanged and in moderate demand.

## Fish.

The fish market has remained very quiet during the week. Norway mackerel, however, is stronger by reason of scarcity. The demand will improve from now on. Cod, hake and haddock are steady and fairly active. Salmon well maintained as to price, but quiet. Domestic sardines not moving at all in first hands, and unsettled as to price. Imported sardines steady and unchanged.

## Canned Goods.

The canned goods market has ruled very dull during the week, owing to the combination of storm and holiday. Tomatoes

are unchanged and very dull. Corn is steady to firm, but not wanted at the present time. Peas dull at ruling prices. Apples quiet and unchanged. Eastern peaches dull and unchanged. California canned goods show great dullness and unchanged prices. Small Maryland canned goods are quiet and unchanged.

## Dried Fruits.

Prunes are unchanged on last week's quotations; demand light. Peaches are steady to firm, but show no special demand. Apricots are dull and unchanged. Raisins are still weak, unsettled and dull. Currants in moderate demand at unchanged prices. Apples are steady to firm, but not very active. Figs, dates and citron are all unchanged and in light demand.

## Beans and Peas.

Holders of domestic pea beans are talking strong, both in New York State and Michigan. Quotations, however, show no actual change. The demand is fair. Imported pea beans are unchanged and in light demand. Domestic marrows are firm and in moderate demand; imported still unavailable. California limas are a little unsettled, owing to competitive conditions in California. The price shows no actual change, however, and the demand is light. All grades of split and dried peas are unchanged.

## Provisions.

As is customary for the season, everything in the smoked meat line is very dull. There is ample supply and the market is barely steady at  $\frac{1}{4}$  cent decline over week ago. We are in the season when the consumption of everything in the provision line is very light. As the stocks are also light we do not look for any further decline in the immediate future. Pure lard is firm at unchanged prices, while compound is firm at  $\frac{1}{8}$  to  $\frac{1}{4}$  cent per pound advance. Barreled pork, dried beef and canned meats are unchanged, with a very light sale.

## Butter.

The receipts of butter this past week have been very light. The bulk of the arrivals are showing

seasonable defects. All grades of butter are firm at 1 cent per pound advance over a week ago. The make is below normal for the season and we look for a continued scarcity at slightly advanced prices.

## Eggs.

The egg market is very firm at unchanged prices. There has been a very active consumptive demand and all grades of eggs have met with ready sale at the top of the market. We look for a continued good demand at slightly advanced prices. The future prices of eggs depends entirely upon the weather conditions.

## Cheese.

The consumptive demand is very dull on all grades of cheese, which is customary for the season. The stocks in storage are very light and we do not look for any change in prices during the coming week. The market today is ruling 15 per cent. higher than it did one year ago. We look for a better consumptive demand after the holiday season.

## Produce.

Potatoes, white, New York State, 50 to 65 cents per bushel; Pennsylvania, 75 to 95 cents per bushel; New Jersey, 50 to 65 cents per bushel, demand good; sweets, prime, 35 to 50 cents per basket; culls, 20 to 35 cents per basket, demand fair; onions, 35 to 45 cents per basket, demand good; New Jersey cabbage, \$1.50 to \$2 per hundred; 10 to 18 cents per basket, demand poor; New York State, \$18 to \$20 per ton, demand fair; bunch beets, \$1.50 to \$2.50 per hundred bunches, demand fair; bunch carrots, \$2 to \$2.50 per hundred bunches, demand fair; celery, New York State, 45 to 55 cents per bunch, demand fair; string beans, Florida, 45 to 55 cents per hamper, demand fair; pumpkins, 15 to 22 cents per basket, demand fair; cauliflower, short cut, \$1.75 to \$2.25 per barrel; long cut, 90 cents to \$1.10 per barrel, demand fair; carrots, \$1.40 to \$1.60 per barrel, demand fair; lettuce, \$1.60 to \$1.85 per barrel; Florida lettuce, \$1.25 to \$1.75 per basket, demand good; white turnips, 15 to 20 cents per

basket, demand fair; eggplants, \$1 to \$1.75 per box, demand poor.

## Green Fruit.

Apples, Holland Pippins, \$3.50 to \$4.25 per barrel; Harvey Pippins, \$4.25 to \$4.50; Hulberson, \$3.75 to \$4; Fancy, \$4.25 to \$4.50; Kings, \$4.50 to \$5.50; Baldwins, New York State, No. 2, \$2 to \$2.50; No. 1, \$3.75 to \$4; Eastern fruit, 25 cents per barrel higher, according to grade; Greenings, New York State, No. 2, \$2 to \$2.50; No. 1, \$3 to \$3.25; Fancy, \$4.25 to \$5; Northern Spy, No. 2, \$2.75 to \$3; No. 1, \$3.25 to \$3.50, demand good; pears, No. 1, 60 to 70 cents per basket; No. 2, 25 to 40 cents per basket, demand fair; bananas, large, \$1.55 to \$1.75 per bunch; 8-hands, \$1.20 to \$1.35; 7-hands, 80 to 90 cents per bunch, demand good; Florida grapefruit, \$2.50 to \$4 per crate, demand fair; oranges, Florida, \$2 to \$2.50 per box; California, \$2.50 to \$3.50 per box, demand good; tangerines, strap, \$3.30 to \$4.25 per box, demand fair; lemons, Messina, \$4.50 to \$5 per box, demand fair; pineapples, Florida, \$2.50 to \$3.50 per crate, demand fair; limes, \$1 per hundred.

## Nuts.

Peanuts, green, choice,  $3\frac{3}{4}$  cents per pound; fancy, 5 cents per pound; jumbo,  $6\frac{1}{2}$  cents per pound; roasted, choice, 85 cents per bushel; fancy, \$1.30 per bushel; jumbo, \$1.50 per bushel, demand fair; almonds, paper shell, 17 cents per pound; Brazils, 8 cents per pound; pecans,  $11\frac{1}{4}$  cents per pound; filberts, 11 cents per pound; walnuts, 13 cents per pound; mixed nuts, 11 cents per pound.

## INDIVIDUAL MARKET REPORTS

### Rice.

As usual, holiday conditions largely controlled the market for the week; that is, transactions were based in the main on immediate requirements. These seem to be rather fuller than usual, indicating light stocks in the hands of the trade. Prices are steady on both Honduras and Japan.

Advices from the South note a quiet market on the Atlantic Coast, with trifle more interest



displayed. At New Orleans, mills being closed down for the holiday period, offerings are light, with fair distributive demand.

In the interior, Southwest Louisiana and Texas, under lighter offerings, prices on Japan sorts are a trifle harder, and an active demand is reported.

Cables and correspondence from abroad note generally dull conditions and prices barely steady.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### Evaporated Apples, Etc.

The evaporated apple market holds steady, but without very much new business coming in on account of the holidays. There is no pressure shown whatever on the part of the holders to sell and everyone at this end feels confident that remaining stocks will work off after the first of the year. Low-grade goods and strictly choice and fancy are very scarce and the demand at the moment is for these grades. About the only thing left to trade on, however, is from fair prime to high prime to choice.

Raspberries are dull, but are firmly held at 21 to 21½ cents, f. o. b., in barrels.

Apples for shipment in small quantities are quotable as follows: Prime, 8 to 8¼ cents; choice, 8¼ to 8½ cents; fancy, 9½ to 10 cents, f. o. b., in 50-pound boxes; cartons, ½ cent per pound higher.

C. C. HALL.

Rochester, N. Y.

#### Imported Fish Specialties.

Holland herrings continue to arrive but sparingly and with fair demand. Prices are well maintained and higher for good qualities.

Scotch herrings are selling well, but prices are somewhat lower.

Norway herrings are in good demand and tending higher.

Imported oil sardines are rather quiet, selling in a fair hand to mouth way, with the exception of Portuguese sardines, which are selling quite freely.

Sprats continue in fair demand, prices unchanged. Catch in France and in Belgium is now going on, but only fair so far.

STROHMEYER & ARPE CO.  
New York, N. Y.

#### Baltimore Canned Goods.

No. 1.

Increased inquiry bears out previous forecasts of the probable advance in tomatoes likely to evidence itself soon after the stock-taking season, after the advent of the New Year. Stimulated by inquiries and orders from Eastern distributing markets, Western buyers continue to figure on 5,000 and 10,000 case orders for shipment at the opening of lake and rail. As a straw indicating the probable course of the wind, it

Introduce yourself to a new customer by selling her **ARMOUR'S "Simon Pure" Leaf Lard** because it will please her and bring her back. The satisfactory qualities of "Simon Pure" make people continue its use forever, once you start them.

"Simon Pure" has no equal for pastry. It is better, as a matter of fact, than the best butter. It works into flour better than any other lard and makes the pastry light, flaky and delicious. It cannot help being better for other purposes than any other lard.

Like all Armour products, "Simon Pure" has the **PUSH** behind it and the **SALE** waiting for it that comes from **BIG ADVERTISING**.

"Simon Pure" is selling more widely now than ever. Our total sales prove that dealers everywhere who realize its merit and push it are also enjoying increased sales. In other words—what we are succeeding with you can succeed with.

**ARMOUR'S "Simon Pure" is REAL Leaf Lard—made only from the leaf fat of selected hogs.**

"Simon Pure" is packed **ONLY** in 3s, 5s and 10s.

Pleases and pays, therefore **PUSH** it!

**ARMOUR AND COMPANY**

might be mentioned that holders of tomatoes in quantity differ materially in their ideas as to price from those who still have only a carload or two to offer for immediate shipment, frozen or not frozen, as the battered condition of the country warehouse may perchance afford. For the latter, the price remains 60 to 62½ cents for 3s, 42½ to 45 cents for 2s, and \$1.75 to \$1.85 for gallons, all of standard quality. As to the former, the kind that have been carefully heralded away to city warehouse, or possibly stored intact in country fire-heated warehouse, the price generally is 72½ to 75 cents for 3s, and proportionate figures for other sizes; brands of reputable standard quality considered, and the lowest possible 10,000-case lot price is 67½ cents, immediate payment, free storage and insurance until the opening of lake and rail.

With the trend of actual figures as stated, we recommend to all the usual proportions of good things coming from Santa Claus—a liberal supply of turkey and pudding, with the customary trimmings, and the sincere wish that the after effects will not be productive of that dormant conditions that may allow the opportunity to slip away until it is too late and tomatoes are higher.

Corn continues to pursue its upward course. This commodity will, in all probability, show for itself much quicker action than could be expected from this quarter, and if past records count for much the chances are in favor of 1909 packed corn continuing to be weighed in the balances but not found wanting.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

No. 2.

The week closed with an increasing demand for tomatoes, especially No. 3 standards, and some of the orders were quite large. They came from jobbers who have a legitimate outlet for the goods, not from speculators. Unless all signs fail, there is going to be a broad, strong market for tomatoes during the first half of the new year, with an improvement in the prices which may commence at any time. As we have informed you, the undertone to the market has been gradually strengthening during the past six weeks and the outcome of it will be no surprise to those who have kept fully posted on the situation. We repeat our recommendation to keep yourselves in a comfortable position on tomatoes for your trade during the next six months.

The following are the correct figures, we believe, of the total pack of tomatoes, corn and peas during the last three years, and a comparison of them is interesting and instructive:—



Tomatoes, 1907, 12,920,185 cases; 1908, 11,479,000 cases; 1909, 10,984,000 cases.

Corn, 1907, 6,654,044 cases; 1908, 6,779,000 cases; 1909, 5,787,000 cases.

Peas, 1907, 5,885,064 cases; 1908, 5,577,000 cases; 1909, 5,028,000 cases.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Spices.

The market was rather quiet during the week owing to the holiday. Notwithstanding this the market is exceedingly firm, indicating that there is no great pressure to sell. We look for a much firmer and active market after next week.

Cloves.—Crop receipts are reported light; in fact, less during this year than for the three preceding years. Prices are steady, but unchanged.

Pimento (Allspice) in fair demand; prices unchanged.

Paprika steady; demand fairly active.

Mace.—Prices hold firm, stock to arrive being higher than spot market.

Nutmegs unchanged, with very good demand for larger sizes.

Cassias.—Demand fairly active; prices somewhat firmer. Spot stocks are reported small and prices are likely to advance.

Gingers.—It is certain that we will have a small crop of Cochin and Calicut. The demand at present is good and 1910 is likely to see a higher level of prices on all grades of root.

Tapiocas unchanged and in very good demand. Consumption is no doubt increasing.

Sage and sweet herbs, such as French and German marjoram, thyme and savory, are in demand. The consumption of rubbed or ground sage this year has been unusually large, proving conclusively that the trade are using same in preference to the whole leaf sage as formerly. Market prices are firm on this article.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Florida oranges are dull for the moment and show a slightly weaker tone. The price ranges from \$1.75 to \$3.50 per box.

Florida grapefruit ranges from \$2.50 to \$3.50 per box, which is a slight decline. The demand is slow.

Cranberries are still glutted and the market is low and heavy. A fair range of values is \$1.25 to \$1.75.

Florida tangerines are somewhat weaker, due to cessation of

the demand. The range is \$3 to \$4.

Florida tomatoes are very quiet on account of the cold weather. The range is \$1.50 to \$2 per box. The quality is good.

New Bermuda potatoes range from \$5 to \$6 per barrel, which is a fair average price for the season. The demand is fair.

Florida salad is glutted and heavy. The price ranges from \$1.25 to \$1.50 and the demand is light.

Parsley from New Orleans is scarce and very high—\$6 per barrel. A normal range is \$4.50 to \$5. The demand is good.

#### AMONG THE TRADE.

Mr. B. R. Kenworthy, who has been representing the N. K. Fairbank Co. in Philadelphia for several years, severs his connection with that company on January 1st, and becomes local representative for the Kellogg Toasted Corn Flake Co. The Kellogg Co. is acquiring a selling staff of strong men.

#### Important Benzoate Test Case Soon to be Tried in Indiana.

James Bingham, Attorney-General, and H. E. Barnard, State Food and Drug Commissioner of Indiana, have virtually completed taking depositions preparatory to the trial of the suits filed in the Federal Court, Indiana District, by the Williams Brothers Co., of Detroit, and the Curtice Brothers Co., of Rochester, N. Y., to prevent the State Board of Health from enforcing that provision of the State food law directed against the sale in the State of goods preserved with benzoate of soda in any amount. The trial will probably be held in January.

#### Porto Rican Coffee.

Recently a package of Jamestown Blend Coffee came into our possession for trial, and while there is nothing unusual for us to be asked to sample coffee, it was the first time that we have ever tested a blend of Porto Rican coffee, and to the best of our knowledge Jamestown Blend is the only one on the market that contains an appreciable amount of Porto Rican Coffee. It made an excellent drink, as good as one could possibly desire, and it appealed to us so strongly that we are convinced that there is a market for Porto Rican coffee, at least for Porto Rican coffee properly blended. The importers and roasters are William B. Harris Co., of New York, who probably are the largest users of Porto Rican coffee in the United States.

#### President Overturns Wiley Whisky Ruling.

Decides that Liquor Made from Neutral Spirits can be Called Whisky. Dr. Wiley had Ruled that Only Straight Whisky, Aged in Wood, Could be Called Whisky.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

December 30, 1909.

Dr. H. W. Wiley, chief Government chemist, received another reversal during the week, when the President upset his ruling as to what should be considered whisky under the Federal food law. In this reversal, however, Dr. Wiley was not alone, as the President's decision was practically a reversal of President Roosevelt and Attorney-General Bonaparte as well, both of whom had agreed with Wiley.

The meat of the Taft decision is as follows:—

After an examination of all the evidence, it seems to me overwhelmingly established that for a hundred years the term "whisky" in the trade and among the customers has included all potable liquor distilled from grain; that the straight whisky is, as compared with the whisky made by rectification or redistillation and flavoring and coloring matter, a subsequent improvement, and that, therefore, it is a perversion of the pure food act to attempt now to limit the meaning of the term "whisky" to that which modern manufacturers and taste have made the most desirable variety.

The Wiley decision, which is now overturned, denied the use of the word "whisky" in branding to all liquor except "straight whisky," the whisky which is aged in charred oak casks. Later, in a partial reversal by the Solicitor-General, the use of the term "whisky" was extended to liquors made of "rectified" and "distilled" spirits. Now President Taft goes a step farther and includes blends and whisky made from "neutral spirits."

The President's conclusions as to his own ruling are as follows:

The public will be made to know exactly the kind of whisky they buy and drink. If they desire straight whisky they can secure it by purchasing what is branded "straight whisky." If they are willing to drink whisky made of neutral spirits, then they can buy it under a brand showing it; and if they are content with a blend of flavors, made by the mixture of straight whisky and whisky made of neutral spirits, the brand of the blend upon the package will enable them to buy and drink that which they desire.

This was the intent of the act. It injures no man's lawful business, because it only insists upon the statement of the truth in the label. If those who manufacture whisky

made of neutral spirits, and wish to call it "whisky" without explanatory phrase, complain because the addition of "neutral spirits" in the label takes away some of their trade, they are without a just ground, because they lose their trade merely from a statement of the fact. The straight whisky men are relieved from all future attempt to pass off neutral spirits whisky as straight whisky.

More than this, if straight whisky or any other kind of whisky is aged in the wood, the fact may be branded on the package, and this claim to public favor may truthfully be put forth. Thus the purpose of the pure food law is fully accomplished in respect of misbranding and truthful branding.

HOLT.

#### Pennsylvania News Items.

F. S. Hall and George W. Cole, who have been conducting a general store at Erie, Pa., were found guilty during the week of using the mails to defraud, and the men were bound over to the Federal Grand Jury of Pennsylvania, the bonds being fixed at \$3,500 for each. According to their own confession, Hall & Cole were race pool operators, brokers and dealers in bankrupt stocks before they engaged in business in Erie. They said they had operated at Seattle and some California cities. They maintain that when they went to Erie they were not in partnership, each confessing that he used the mails to defraud by sending out false financial statements, but maintaining that they were not in collusion in the matter. Both decamped in the same way to avoid bankruptcy or attachment. When they reached Atlanta they say they began again working together, assuming the name Mills Bros. From Atlanta they went to Sioux City and started the Greenville Supply Co. Here when things began to look threatening they prepared for flight and had much of their considerable stock of merchandise packed for shipment and a large quantity was found in the house of Joe Krofanek, who claimed to have bought the goods. Krofanek was, of course, put under arrest.

#### Wholesale Grocers' Directory.

The "Official Wholesale Grocers' Directory of the United States" for 1910 is just out (being the sixteenth year of publication). A copy before us shows 2,746 names, all of which are exclusive jobbers. There have been a great number of changes within the last twelve months. It is complete and absolutely correct to date. Those who desire mailing list or a guide for traveling salesmen will find it by addressing Orrin Thacker, Columbus, Ohio. Price \$1 per copy.



## More Protests Arise Against Secretary Wilson's Charge of High Retail Meat Profits

St. Louis (Mo.) Dealer Prepares Chart to Substantiate Claim that Retailer's Profit is Much Less than Secretary Said. Organized Chicago Retailers Also Protest Direct to Secretary.

From various parts of the United States continue to come protests from retail meat dealers over the attempt of United States Secretary of Agriculture Wilson to show that at least some retail dealers in meat are getting exorbitant profits. An answer to the Secretary, written by the president of the New York State Association, was published last week. During the past week one of the leading dealers of St. Louis, Mo., has prepared and published a chart showing the average cost of the different cuts of meat, side by side with the average selling price. The net profit is much less than Secretary Wilson's idea of it.

The chart in question was prepared by C. G. Deibel, a well-known St. Louis, Mo., dealer, and is here presented:—

Net Profit Figured on Carcass of Beef Weighing 500 lbs., at 8 Cents lb., \$40.

COST.			
	%	lbs.	@
Sirloin steak	11 1/2	56	8c. \$4.48
Porterhouse steak	7	35	8 2.80
Round steak	7 1/2	39	8 3.12
Rump roast	3 1/2	18	8 1.44
Heel of round	3 1/2	18	8 1.44
Flank steak	1	5	8 .40
Prime rib roast	6 1/2	34	8 2.72
Blade rib roast	3 1/2	16	8 1.28
Short rib, soup meat	13	65	8 5.20
Neck	5 1/2	27	8 2.16
Prime chuck	12 1/2	63	8 5.04
Prime shoulder	4	20	8 1.60
Top shoulder	1 1/2	8	8 .64
Shank soup bones	10 1/2	52	8 4.16
Suet and trimmings	8 1/2	44	8 3.52
Total	100	500	8 \$40.00
Shrinkage	5	25	8 2.00
Cost of selling	15		8.00
Total cost			\$48.00

### SELLING PRICE.

	%	lbs.	@
Sirloin steak	11 1/2	56	17 1/2c. \$9.80
Porterhouse steak	7	35	20 7.00
Round steak	7 1/2	39	12 1/2 4.88
Rump roast	3 1/2	18	12 1/2 2.25
Heel of round	3 1/2	18	10 1.80
Flank steak	1	5	15 .75
Prime rib roast	6 1/2	34	17 1/2 5.95
Blade rib roast	3 1/2	16	12 1/2 2.00
Sh. ribs and s. meat	13	65	5 3.25
Neck	5 1/2	27	5 1.35
Prime chuck	12 1/2	63	10 6.30

Prime shoulder, 4	20	15	3.00
Top shoulder .. 1 1/2	8	8	.64
Shank soup bones, .....	10 1/2	52	3 1.56
Suet and trimmings .....	8 1/2	44	3 1.32

Total selling price .....\$51.85  
Total cost .....48.00

Net profit .....\$3.85

Mr. Deibel makes the point that on several cuts the retail dealer loses money, and his chart bears this out. The cuts referred to are the lower grades.

Another protest has come from the Chicago (Ill.) Butchers' and Grocers' Association, who have expressed their resentment in writing and sent it to the Secretary of Agriculture in the form of the following letter:—

Dear Sir:—According to press reports published in this city, the Department of Animal Industry is credited with issuing a report stating that the gross profit charged by the retail meat dealers of Chicago is 48 per cent.

A thorough investigation made by a special committee appointed by the Chicago Grocers' and Butchers' Association demonstrated that the above report is far from correct, if based upon the present wholesale cost and prevailing retail prices of meats.

The investigation showed that the average gross profit obtained by the retailer is rarely above 20 per cent., and more often below 18 per cent. of the cost price. In addition thereto a shrinkage of profit should be allowed for waste, which, however, was not considered in the investigation.

An erroneous statement issued from the Bureau of Animal Industry cannot but help cause a consuming public, already complaining about the high cost of living, to place the responsibility for existing conditions upon a class of business men least responsible for it.

The Chicago Grocers' and Butchers' Association would highly appreciate being favored with a reply stating the method pursued by the Department in arriving at the conclusions published in the report.

For further investigation this association will be pleased to tender its services to the Department.

Very respectfully,

CHICAGO GROCERS' AND BUTCHERS' ASSOCIATION.

F. J. Frank, President.  
H. F. Peterson, Secretary.  
Sol Westerfeld,  
Jonas A. Johnson,  
Oscar M. Kling,  
Committee.

Norfolk spinach is wanted at \$3.25 per barrel.

## John Mount TEAMSTER

ALL KINDS OF HAULING AT

Lowest Rates

139 Market Street, Phila.

BOTH TELEPHONES

## MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

## Foreign and Domestic Green Fruits

By R. DAETWYLER & CO.

Jamaica Bananas—		Per bunch.
Selected, 10 hands, packed 1 in barrel .....	2.00	
Selected, 9 hands, packed 1 in barrel .....	1.75	
Selected, 9 hands, packed 2 in crate .....	1.65	
Selected, 8 hands, packed 1 in barrel .....	1.25	
Selected, 8 hands, packed 2 in crate .....	1.15	
Selected, 8 hands, packed 3 in crate .....	1.10	
Selected, 7 hands, packed 2 in crate .....	.95	
Selected, 7 hands, packed 3 in crate .....	.90	
Cocoanuts—		Per sack.
Porto Rico's, Extra Fancy, 80 size .....	3.50	
Jamaica's, Extra Fancy, 100 size .....		
Fancy Brights and Golden Russetts		
Florida Oranges—		
Fancy Brights, 126-150	3.00	—3.25
Fancy Brights, 176-200		2.50
Fancy Brights, 216-250		2.25
Fancy Brights, 288-300		2.15
Golden Russetts, 126-150 .....	2.75	—3.00
Golden Russetts, 176-200 .....	2.25	—2.40
Golden Russetts, 216-250 .....		2.15
Golden Russetts, 288-300 .....		2.15
Fancy Florida Grapefruit—		
Fancy Brights, 36-46 ..		4.00
Fancy Brights, 54-64 ..		4.00
Fancy Brights, 80-96 ..	3.50	—3.75
Golden Russetts, 36-46 .....	3.50	—3.75
Golden Russetts, 54-64 .....		3.50
Golden Russetts, 80-96 .....		3.25
Cranberries—		Barrels. Crates.
Extra Fancy, dark color .....	6.50	—2.00
Fancy, well colored ..	6.00	—1.85
Choice, medium color ..	5.50	—1.50
Messina Lemons—		Per box.
Extra Fancy, 300 size ..		3.00
Extra Fancy, 360 size ..		3.00
Choice, 300 size .....		2.50
Choice, 360 size .....		2.50
California Lemons—		Per box.
Extra Fancy, 300 size ..		4.00
Extra Fancy, 360 size ..		4.00
Choice, 300 size .....		3.75
Choice, 360 size .....		3.75
Almeria Grapes—		Per Keg.
Extra Fancy, 60 to 64 lbs. ....		5.50
Extra Fancy, 58 to 60 lbs. ....		5.00
Fancy, 60 to 64 lbs. ....		4.50
Fancy, 58 to 60 lbs. ....		4.00
Fancy Tangerines—		Per Strap.
120 size .....		4.00
144 size .....		4.00
168 size .....		3.75

NOTHING attracts so much attention and so beautifies a store as the finest FRUIT and PRODUCE on the market.

You are always certain of getting these at

R. DAETWYLER & COMPANY

New Market and Callowhill Streets

PHILADELPHIA



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## WANTED.

WANTED.—Manufacturer selling the wholesale grocery trade through brokers is in position to take on a line of goods sold to the same trade. Address "C. R.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

## FOR SALE.

FOR SALE.—A grocery, provision, fish and oyster place. Stock, fixtures, horse and wagon can be bought for \$800. Property 40 x 116½ ft., two story, eight rooms, \$4,700. Call 140 N. Vodges St., West Philadelphia, Pa. 3

FOR SALE.—Delicatessen and grocery, doing good cash business. Established several years. Other business cause of selling. 2947 Kensington Ave., Philadelphia, Pa. 2

FOR SALE.—Store and dwelling suitable for butcher, in a new locality in Germantown. No competition nearby. Excellent chance for good man. Apply 5747 Stenton Ave., near Chew St., Germantown, Philadelphia, Pa. 3

FOR SALE.—A sausage making machine, in perfect order and suitable for chopping any kind of vegetable as well as meat. Cost \$35, will sell for \$10. Inspection invited. H. H. Mellbourne, Penn and Sellers Sts., Frankford, Philadelphia, Pa. 3

FOR SALE.—Prosperous general store, doing a business of \$15,000 to \$18,000. Stock of about \$5,000 to \$6,000. Located in the heart of a thriving town with a population of 600 to 800. Reason for selling, bad health of owner. Will sell at a bargain at once, so investigate without delay. Address "P. M. H.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

FOR SALE.—New No. 7 Model Postal Typewriter for \$35; total value \$55. Act quick. J. M. Wallace, Parnassus, Pa. 1

FOR SALE.—A baker's push cart in good condition, cheap. 746 S. Broad St., Philadelphia, Pa. 2

FOR SALE.—Old established general store and real estate in Lehigh Valley town; 6,000 population. Apply to P. M. Graul, Lehigh, Pa. 2

FOR SALE.—An old established grocery store, located on the busiest corner of a live town in central New York State for twenty-seven years. Every modern fixture and improvement, making this the finest store here. No old stock. All property free of any incumbrance. Proprietor desires to retire because of old age. Address "H. C.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

FOR SALE.—A fancy and staple grocery and all fixtures, doing a good business in both provisions and green goods. Located in central part of town, where the cars stop. The stock is all new and clean. Fixtures are all new and up-to-date, which includes a meat market and cooler and all other equipment. With the present outlook for the town it is a bargain for the right man. Good reason for selling. Call 255 Market St., Sunbury, Pa. 7

FOR SALE.—Store and dwelling; eight rooms; all modern improvements; two bulk windows; in new neighborhood. Lot 16 x 75. Call and look it over, then make me an offer; will sell it cheaper than you can buy any other property like it in the neighborhood. Good reason for selling. Mrs. Robert Shaw, 3334 "H" St., S. W. cor. "H" and Thayer Sts., above Allegheny and Kensington Aves. 1

## HELP WANTED.

GROCER AND GENERAL STORE-keeper near Philadelphia wants man to take orders and deliver on a commission of ten per cent. Should be single and board with employer. Good chance for hustler. Chance will be given to invest \$200, if desired. Address E 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

LARGE PENNSYLVANIA TEA AND coffee store wants man for solicitor on retail route. Will pay \$15 weekly for good man. City near Philadelphia, where house rents are low. What is wanted here is a hustler, and for such a one an unusual chance is open. Address E 3, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

WANTED.—If you are a clerk with natural qualifications as a salesman, I have an exceptional opportunity to offer you. If you are a merchant going out of business and looking for an opportunity to go on the road, my proposition will appeal to you. I want two or three capable men with the work habit, and who have energy plus. I want men with ability to sell goods all day long. I require references, also send an abstract of your qualifications. I have an advertising specialty proposition that interests all progressive retailers. Hundreds of the best retailers have endorsed my plan because they have found it profitable. Samples will go in coat pocket. My best salesmen are making from \$500 to \$1,000 a month. I want men who can do just as well or better. If you are of the right calibre, think you can handle a high class, ready-selling proposition, write me immediately before all territory is assigned. W. F. Main, Dept. 135, Iowa City, Iowa. 1f

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 1f

WANTED.—In Northwestern Pennsylvania. Grocery clerk in large store to work into head clerk and eventually manager of a branch store. Preference is for married man; a good house can be rented in the town for \$15 monthly. Also prefer man twenty-five to thirty years old. Eleven other clerks employed. A bright chance to right party. Salary to start \$5 per week. Address E 1, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

## SITUATION WANTED.

WANTED.—Young and active salesman, desiring to make a change, will be open for position about January 1st. Best of reference. W. F. D., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

PENNSYLVANIA CLERK, 21 YEARS old, with five years of general store and one year of grocery experience, wants position as manager or under buyer in a store where a hustler is needed. Will go anywhere. Has done ad. writing and window dressing, also has good knowledge of shorthand and typewriting. Excellent salesman. Salary wanted to start, \$50 per month. References. Address C 4, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

WANTED.—Clerk and salesman of eight years' experience wants position as salesman for manufacturer, manager of large retail grocery store, or with wholesale grocer. Will go anywhere. Experience, three years in office, five years selling. Is also a fair window dresser. Twenty-five years old. Has been and is successful with present employer, but wants to go with somebody where there is a future. Salary wanted, \$25 weekly, but expect to earn it. References. Address C 1, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

WANTED.—Bookkeeper and office man, now employed in Pennsylvania, wants position, preferably in wholesale house. Age twenty. Has had three years general office work. Knows shorthand and typewriting. Salary wanted, \$60 monthly. Will go anywhere. References. Address C 3, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

WANTED.—Competent grocery clerk and manager, now employed in New York State, wants position anywhere which offers living and chance to advance. Now employed as buyer and manager. Had seven years' experience and knows grocery business thoroughly. Age, twenty-seven years. Married. Salary wanted, \$15 to \$20. Highest references. Address C 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

WANTED.—Position as manager of a general merchandise store, or any of its departments, by a man with years of experience. Best of references. Can also make some investment. Address X. Y. Z. 4, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

## BUSINESS OPPORTUNITIES.

## GROCERY, MEAT AND PROVISION STORES.

## EVERY ONE A GOOD CHANCE.

No. 463.—In Central Philadelphia, meat market, doing \$125 weekly, all cash. This can be bought for about \$150, as fixtures belong to the property.

No. 464.—Meat, provision and produce store, located in a prominent section on Columbia Ave. Does \$350 to \$400 weekly, all cash. Carries about \$200 worth of stock. Will sell entire business for about \$900. The reason this store and No. 463 is put on the market is on account of owner being made secretary and treasurer of a wholesale meat business a few weeks ago, and the directors of this company desire him to sever his outside connections. Both of these stores show a clean net profit of ten per cent. above expenses. Full investigation invited.

No. 466.—In North Philadelphia, meat, provision and can goods market. Did last year \$34,694.57, making a net profit above all expenses for the owner of \$1,940.02. This profit can be materially increased by a working proprietor taking charge. Carries about \$500 worth of stock and will sell entire business for about \$1,400.

No. 467.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. The real estate is for sale. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 504.—In West Philadelphia, grocery, meat and provision store doing \$250 to \$300 weekly, mostly cash. In one of the best locations for doing business on Fifty-second street. Carries about \$500 worth of stock and will sell fixtures for \$400 and stock at inventory. Rent \$30 per month. This is worth investigation.

No. 553.—In northwest Philadelphia, grocery, meat and provision business located in desirable section, doing \$250 weekly, all cash. This business can be bought for \$750. Owner desires to leave city.

No. 554.—In Tioga, grocery and provision business. Last year did \$29,850.73, practically all cash. Will sell horse, wagon and fixtures for \$2,000; stock of about \$1,500 at inventory. Rent \$45 per month. Nets ten per cent. This business will stand investigation.

No. 556.—In Tioga, grocery, meat and provision business doing \$300 to \$350 per week, on which is netted a clean ten per cent. profit. Fixed charges are very low. Rent only \$40 per month, including two-story brick stable. Owner is going into other

business. Will sell fixtures for \$300 and stock at inventory. About \$700 required.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

## GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

## WARNER &amp; CO.,

927 Arch Street, Philadelphia, Pa.

## MISCELLANEOUS.



MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 12

## SPECIALS

For Week Ending January 8th

Black Eye Peas . . . . .	per bag, 2 bus.	\$4.75
New Buckwheat . . . . .	per bag, 100 lbs.	2.50
New Hominy . . . . .	per bag, 100 lbs.	1.65
40-50 Prunes, New Santa Clara, 25-lb bxs.,	per lb.	.07½
New York Sweet Cider . . . . .	per gal.	.14
Bulk Granulated Sugar . . . . .	per cwt.	4.95
Sauer Kraut . . . . .	per bbl.	6.00
Walter Baker's Chocolate . . . . .	per lb.	.27
Laundry Starch, big lump, 50-lb bxs.,	per lb.	.02½

ANDREW REITER & COMPANY, Baltimore, Md.



# BALTIMORE PRICES-CURRENT

Corrected Weekly by ANDREW REITER & CO., Wholesale Grocers, Baltimore, Md.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

## ROASTED COFFEES.

Packed in paper-lined fancy bags or paper-lined sugar barrels.	Per lb.
"A" Java	.26
"B" Java	.24
"C" Java	.24
"A" Java and Mocha Blend	.24
"B" Java and Mocha Blend	.22
"A" Mocha	.24
"B" Mocha	.22
"C" Mocha	.20
Laguayra (Washed Caracas)	.18
"A" Maracaibo	.18
"B" Maracaibo	.17
"A" Santos	.17
"B" Santos	.16
"C" Santos	.15
Peaberry Santos	.15
"A" Rio	.14
No. 1 Rio	.13
No. 2 Rio	.12
Lipton Special Mocha and Java, 1-lb. cans	.27
Lipton Perfection, 1-lb. cans	.20
Battleship, 1-lb. packages, any quantity	.15½
Log Cabin, 1-lb. packages, 100 to case	.14½
Arbuckle's, 100 lbs. to case	
King Bee, 100 lbs. to case	14.30

## TEA.

	Per lb.
No. 25 Gunpowder	.34
No. 28 Gunpowder	.35
Best Gunpowder	.45
No. 25 English Breakfast	.30
No. 28 English Breakfast	.33
Best English Breakfast	.40
No. 25 Moyune Gunpowder	.33
No. 28 Moyune Gunpowder	.38
Best Moyune Gunpowder	.50
No. 25 Imperial	.33
No. 28 Imperial	.35
Best Imperial	.50
No. 25 Oolong	.28
No. 28 Oolong	.33
Best Oolong	.45
Young Hyson	.35
Japan	.35
Hono, ¼- and ½-lb. packages	.50
Silver Moon	.27
Silver Bell, 1-lb. packages	.25
Salada (Ceylon and India)	
Green, Black and Mixed, ¼- and ½-lb. packages, 10 lb. to box	.45
Green, Black and Mixed, 10c. packages, 5 doz. to box	.90

## DRIED AND EVAPORATED FRUITS.

	Per lb.
Apples—	
Evaporated, 50 lbs.	.10
Evaporated, 1-lb. packages, 4 doz.	.10½
Dried, 50 lbs.	
Standard, 50 lbs.	.07
Choice, 50 lbs.	.07½
Extra fancy, 25 lbs.	.09
Apricots (evaporated)—	
Standard, 25 lbs.	.11
Choice, 25 lbs.	.12
Currents—	
Package, 36	.08½
Bulk, 25 lbs.	.08
New Figs—	
Box, 10 lbs.	1.20
Mats, 1 lb.	per doz.
Citron—	
American brand, 10 lbs.	.14
American brand, 25 lbs.	
Dates—	
Package, 30 x 1 lb.	.06½
Stuffed, 1 lb.	per doz.
New Prunes—	
30-40, 25 lbs.	.09
40-50, 25 lbs.	.07½
50-60, 25 lbs.	.07
60-70, 25 lbs.	.06½
70-80, 25 lbs.	.05½
80-90, 25 lbs.	.05¼
90-100, 25 lbs.	.04½
100-120, 50 lbs.	
Raisins—	
4 Crown, 50 lbs.	.06
2 Crown, 50 lbs.	
London Layers, clusters, 50 lbs.	per box
London Layers, 50 lbs.	per box
Seedless Sultana, 50 lbs.	
Seeded, 36 1-lb. packages	.06½
Sultana, 36 1-lb. packages	
Sultana, bulk, 25 lbs.	.09½
Thompsons Bleached Sultana, 50-lb. boxes	

## BEANS, PEAS, Etc.

	Per bush.
New York Hand-picked, about ¾ bushel bag	2.45
Imported Beans, about 200 lbs. to bag	2.35
Rangoon Beans, about 200 lbs. to bag	
Green Peas, dried, about 165 lbs. to sack	2.35
Black-eyed Peas	2.45
California Lima Beans, about 80 lbs. to sack	.05½
Imported Lima Beans, about 90 lbs. to sack	.05½
Split Peas, 200 lbs.	per bbl.
Less quantity	
White, about 100 lbs. to sack	.04
White Marrowfat Peas	.03½
Pava Beans	.04½

## CANNED FISH.

Salmon—	
Clover Leaf, 1 lb., flat, 4 doz.	2.10
Clover Leaf, ½ lb., flat, 4 doz.	1.25
Sockeye, 1 lb., flat, 4 doz.	2.00
Seward, 1 lb., tall, 4 doz.	1.60
Jockey, 1 lb., tall, 4 doz.	
Buster Pink, 1 lb., tall, 4 doz.	.95
Suwanee Belle, 1 lb., tall, 4 doz.	.90
Argo, 1 lb., tall, 4 doz.	
Sockeye, ½ lb., flat, 4 doz.	
Hawkeye, ½ lb., flat, 4 doz.	1.00
Lobsters—	
Gold Label, picnic size, 4 doz.	
Beaver, 1 lb., flat, 4 doz.	
Star, ½ lb., 8 doz.	1.50
Star, ¼ lb., flat, 4 doz.	2.25
Gold Label, ½ lb., flat, 8 doz.	
Beaver, ½ lb., flat, 8 doz.	
P. E. I., ½ lb., flat, 8 doz.	2.30
Clams—	
Orchard, 1 lb., tall, 4 doz.	1.10
Herring Roe—	
Old Virginia, 25, 2 doz.	.95
Mackerel—	
Blue Backs, in sauce, oval cans, 50 in case	3.85
Soused, 50 in case	3.85
Oysters—	
Standard, 3 oz., 2 doz.	.80
Sardines, in oil—	Per case
½ oil, 100	
Gold Label, ¼ oil, 100	6.50
Standard, ¼ oil, 100	3.75
½ lb. oil, with key, 100	3.25
Epicurian, ¼ oil, fancy cartons, 100	3.75
Mustard Sardines—	
Gold Label, 100	6.50
Standard, 100	3.00
Leon D'or, 100	3.75
Mustard Sardines—	
Gold Label, 50	4.50
Harbor, 48 cans	4.50
Imported Sardines—	
Martell, ¼ oil, 100	16.00
Marie Elizabeth, ¼ oil, boneless, 100	
Oil Imported Sardines—	
Martell, 100	10.00
North Cape, smoked, 100	8.50
Lion, 100	

## CANNED VEGETABLES.

	Per doz.
Baked Beans—	
Pin Money, 35, sauce, 2 doz.	1.15
Pin Money, 25, sauce, 2 doz.	.95
Pin Money, 15, sauce, 4 doz.	.50
Pin Money, 35, plain, 2 doz.	1.10
Wagner's, 15, tall, 4 doz.	.50
Wagner's, 35, plain, 2 doz.	1.10
Wagner's, 35, sauce, 2 doz.	1.15
Excursion, 25, sauce, 2 doz.	.95
Saratoga, 25, 2 doz.	.65
Campbell's, 25, 2 doz.	.95
Corn—	
Pin Money, Shoepeg, 25, 2 doz.	.90
Standard Shoepeg, 25, 2 doz.	.90
Standard, 25, 2 doz.	.80
Belmont Cream, 25, 2 doz.	.90
Winorr, Kernelled Corn, 2 doz.	
Peas—	
Mildens, extra sifted, 2 doz.	1.25
Belle, 2 doz.	.85
Little Fellow, 25, 2 doz.	
Runopod, 25, 2 doz.	1.75
Pin Money, petits pois, 2 doz.	1.50
Pin Money, standard Early June, 2 doz.	.90
French, extra fins, 100	per case
Pin Money Combination—	
25, 2 doz.	.85
Kidney Beans—	
25, 2 doz.	.75
Lima Beans—	
Derby, soaked, 25, 2 doz.	.80
Standard, 25, 2 doz.	1.00
Little Darling, 2 doz.	1.30
Pumpkins—	
35, 2 doz.	.70
No. 10	
String Beans—	
25, 2 doz.	.65
Pin Money Vegetables—	
25, 2 doz., 12 kinds in can.	.85
Sweet Potatoes, 35, 2 doz.	.85
12, Pulp, for soup	.40
Succotash—	
25, 2 doz.	.95
Tomatoes—	
Pin Money, whole, 35, 2 doz.	.80
Standard, 35, 2 doz.	.75
No. 10, ¼ doz	2.10
Fair Quality, 35	.70
25, 2 doz.	.62½

## SUGAR.

We do not handle imported sugar.	
Dominoes, 5-lb. packages	7.60
Cut Leaf	5.95
Powdered	5.30
XXXX, powdered	5.50
Cubes	5.50
Fine Granulated, American	5.00
Fine Granulated, 100-lb. sacks	5.00
Confectioners' A	4.90
No. 1, A	4.85
Light Yellow	4.80
Fine Granulated, 1-lb. bags	5.30
Fine Granulated, 5-lb. bags	5.20

## CANNED FRUITS.

	Per doz.
Apples, 35, 2 doz.	.85
Blackberries, 25, 2 doz.	.80
Blueberries, 25, 2 doz.	
Sockeye, 25, 2 doz.	.80
Cherries, 25, 2 doz.	.95
Gooseberries, 25, 2 doz.	.95
Pie Peaches, 35, 2 doz.	.90
Pears, 35, 2 doz.	.95
Sliced Pineapples, 25, 2 doz.	1.25
Singapore Pineapples, 1½, chunks, 4 doz.	1.25
Singapore Pineapples, 10c. chunks, 4 doz.	.95
Grated Pie Pineapple, James, 35, 2 doz.	.90
Strawberries, 25, 2 doz.	.95
Standard Peaches, Terrapin, 35, 2 doz.	1.75
California Apricots, 2 doz.	1.90
California Cherries, 2 doz.	3.00
California Peaches, 2½, 2 doz.	1.90
Wallace Peaches, 35, 2 doz.	1.25
Sliced California Peaches, 15, 4 doz.	1.85

## SALT.

	Per sack
Fine Table, large sack	.85
Kiln Dried	.95
Fine Table, bushel sacks	.32
Fine Table, ¼-bushel sacks	.19
Ground Alum, 140	.57
	Per bbl.
Fine Dairy, 25, 140 to bbl.	2.45
Fine Dairy, 35, 100 to bbl.	2.43
Fine Dairy, 45, 70 to bbl.	2.23
Fine Dairy, 55, 60 to bbl.	2.20
Fine Dairy, 85, 35 to bbl.	2.03
Fine Dairy, 105, 28 to bbl.	2.03
Worcester, 2½, 115 to bbl.	4.00
Worcester, 55, 60 to bbl.	4.00
Worcester, 105, 30 to bbl.	3.75
	Per case
Snow Flake, 48 10c. packages	3.10
Snow Flake, 36 15c. packages	3.75
Colonial, 36 5c. packages	1.30
Rock Salt	per cwt.
Shaker, 2 doz.	per case

## MOLASSES AND SYRUPS.

	Per gal.
St. Clair, N. O.	.39
Kingsland, N. O.	.36
Julian F. Bradshaw's Molasses, No. 44	.33
Cheapside Molasses	.29
Blackstrap Molasses	.20
Gilt Edge Syrup	.30
Gold Medal	.31
King Syrup	.31
Orange brand Syrup	.33
Orange brand, 2½, cans, 2 doz.	2.20
No. 6 Amber Syrup	.29
California Amber Drips, 25, cans, 2 doz.	1.70
California Amber Drips, 2½, cans	1.90
California Amber Drips, 35, cans, 2 doz.	2.30
California Amber Drips, ¼ gal. cans, 1 doz.	2.05
Calvert brand, Pure Porto Rico	.22

## CONDENSED MILK.

	Per case
Baby, 1 doz. glass jars	1.90
Challenge, 4 doz.	4.20
Eagle, 4 doz.	6.25
Magnolia, 4 doz.	4.50
Red Cross, 4 doz.	
Star, 4 doz.	4.65
Dime brand, 4 doz.	3.95
Premium, 4 doz.	
Hires' Silver, 4 doz.	4.75
Queen	
Hires' Jersey, 4 doz.	4.50

## EVAPORATED CREAM.

	Per case
Gold, double size can, 4 doz.	4.10
St. Charles, 4 doz.	3.30
Our Pet, large size, 4 doz.	3.15
Our Pet, baby size, 6 doz.	2.60
Peerless, small size, 6 doz.	2.60
Peerless, large size, 4 doz.	2.90
Peerless, tall cans, 4 doz.	3.60
Columbia, 4 doz.	3.20
Van Camp's, 4 doz. in cans	per can

## MATCHES.

	Per gross
Blue Hen, 25, 1 gross	1.60
Coast, 5 gross	.85
Globe, 15, 5 gross	.95
Doric, 1 gross	.90
Home Safety, 65, 5 gross	.45
Vulcan Safety, 50 gross	.50
Bird's Eye, 50, 100 packs	per case
Search Light, 15, 5 gross	1.00
Search Light, 55, 1 gross	4.50
Fast Mail, 15, 1 gross	.90
Bull's Eye, 5 gross	1.00
Pet, 15, 5 gross	.78
Chips, 25, 3 boxes to package and 50 packages to case, especially for coast trade and damp climate	per case
Black Diamond, 55, 100 in case	per case
Ignito, double dip, 5 gross	4.00
1 gross in case	per case
Black Swan, double dip, 55, 1 gross cases	3.50
Battle Ax, parlor style, 55, 1 gross cases	3.50

## RICE.

	Per lb.
Best Head, bbls. or 100-lb. sacks	.06½
No. 3 Head, bbls. or 100-lb. sacks	.05½
No. 3 Broken, bbls. or 100-lb. sacks	.03½
Japan, 100-lb. sacks	.04½
Panna, 100-lb. sacks	.06½

## LAUNDRY SOAP.

	Bars.	Box.
Acorn	120	2.45
*Pearl White Floating	60	2.40
Ark	100	1.85
Babbitt's	100	3.75
5 box lots freight paid, with 1 box "1776" or 60 cakes Best Soap free		4.95
10-box lots freight paid, with 2 boxes "1776" or 120 bars Best Soap free		4.90
Needawash	120	2.00
*Bee	100	3.90
*Big Schooner	100	3.75
*Fels-Naptha	100	4.00
Hoefner's Tiger Borax	100	3.50
*Fairy Oval	100	4.00
*Globe Oleine	60	2.50
*Ivory, 6 oz.	100	4.00
*Ivory, 10 oz.	100	7.00
*Kirkman's	100	3.75
*Kirk's Oleine	60	2.35
*Lenox	100	3.35
*Lifebuoy	50	2.00
*Fairbank's Tar	100	3.75
*Magic Cleaner	100	
*Octagon	100	3.85
*Philadelphia Oleine	72	2.85
*P. & G. Oleine	72	3.00
Premium	100	3.75
*Santa Claus	100	3.40
*Star	100	3.35
*Sunlight	100	3.90
*Sunshine	120	2.45
Star Oleine	60	1.75
*Sunny Monday	100	4.00
*White Cloud	100	3.90
*Wonder Worker	100	4.00
Wonder Worker Chips	4 doz.	2.00
Lion	100	
*Snowberry	100	3.90
Best Blue	100	3.40
*P. & G. Naptha	100	3.85
Duck	100	3.85
20 Mule Borax	100	4.00
U. S. Mail	100	3.00
Hustler	120	2.35
Brag	66	2.55
Export Borax	100	4.00
C. & C. Oleine	60	2.30

## TOILET SOAP.

	Bars.	Box.
Flash, for the hands	100	6.50
Grand Pa's, small size	100	3.85
Grand Pa's, small size	50	1.95
Grand Pa's, large size	50	3.25
Sweet Maiden	1 doz.	.40
Brown Windsor, Violet, Golf, Turkish and Rose	1 doz.	.40
White Castle, 36 lbs.	per lb.	.18
Conti, Imported Castile, 36 lbs.	per lb.	.15
Oat Meal	per doz.	.40
Glycerine	per doz.	.40
Jap Rose	50	3.75
Sweetheart	50	1.90
Lava	100	3.75
Pearl	60	2.40
Globe Pumice Tar	100	3.85

## SCOURING SOAP.

	Bars.	Box.
Fairbank's.....	50	1.85
Sapolio.....	3 doz.	2.25
Wrigley's.....	100	3.50
Wrigley's.....	50	1.80
Scourone.....	100	3.50
Lipp's Scourer.....	60	2.25
Sil San.....	50	2.25
Army and Navy Compound.....	4 doz.	
Finola Star Polish.....	100	3.85
Silver Sand.....	per bbl.	2.60
Scourall.....	100	3.75
Bon Ami, rec. size.....	3 doz.	1.50
Brooks' Crystal.....	100	3.50
Hoefer's Crystal, with spoons.....	24 pkgs.	1.25
Old Dutch Cleanser.....	4 doz.	2.25



# NEW YORK PRICE-LIST

NOTE.—Prices are those prevailing on date of issue. Corrected Weekly. Invariably F. O. B., New York.

## MOLASSES.

1909 New Crop Porto Rico—	Per gal. per bbl.
Extra fancy.....	.40
Fancy.....	.38
Extra fancy, Ponce.....	.40
Fancy, Ponce.....	.38
Extra choice, Ponce.....	.37
Choice.....	.31
Fair.....	.20

New Orleans—	
Peerless, extra fancy, open kettle.....	.42
Golden Star, fancy, open kettle.....	.40
Belle Rose, extra choice, open kettle.....	.38
Mayflower, choice, open kettle.....	.37
Mentacello, choice, open kettle.....	.35
Orlolo, centrifugal.....	.33
Nellie, centrifugal.....	.34
Octavia, centrifugal.....	.30
Blackstrap, centrifugal.....	.16

## PURE SYRUPS.

	Per gal. per bbl.
Fancy.....	.31
Extra fancy.....	.33
Fancy, No. 351.....	.27
Good.....	.24
Fancy, No. 324.....	.29

## SPICES.

See "Grocery World and General Merchant"  
Prices-Current.

## RICE.

See "Grocery World and General Merchant"  
Prices-Current.

## SALT FISH.

### Mackerel.

Irish—	Count.	200 lbs.	100 lbs.	50 lbs.	10 lbs.
No. 38.....					
Shore, 1909—					
Bloaters, fancy 85-90	32.00	16.51	8.35	1.78	
Silverbacks—					
Fat, limited... 270-280					
Cape Breton—					
Fancy, 18..... 125-	28.00	14.51	7.35	1.58	
Magdalen Island—					
Ex. Bloaters 110-120	26.00	13.51	6.85	1.48	
Norway—					
Fancy, 18..... 170-180	35.00	18.01	9.10	1.93	
" 28..... 230-250	28.00	14.51	7.35	1.58	
" 38..... 325-340	20.00	10.41	5.35	1.18	
" 48..... 425-450	16.00	8.51	4.35	.98	

## TEAS.

Gunpowder—	
Common to fair.....	.18 -.20
Choicest.....	.45 -.65
Imperial—	
Common to fair.....	.20
Choicest.....	.40 -.45
Young Hyson—	
Common to fair.....	.18
Choicest.....	.45 -.60
Hyson—	
Common to fair.....	.18
Extra fine to finest.....	
Japan—	
Common to fair.....	.25
Extra fine to finest.....	.35
Choicest.....	.38 -.42
Basket-fired, common to fair.....	.26
" choicest.....	.45
Oolong—	
Common to fair.....	.18
Choicest.....	.30 -.50
Congou—	
Common to fair.....	.15
Choicest.....	.40 -.60
India—	
Pekoe Souchong.....	.20 -.25
Pekoe.....	.25 -.35
Orange Pekoe.....	.30 -.35
Broken Orange Pekoe.....	.40 -.50
Ceylon—	
Pekoe Souchong.....	.15 -.20
Pekoe.....	.25 -.35
Orange Pekoe.....	.30 -.35
Broken Orange Pekoe.....	.40 -.50

## ROASTED COFFEES.

Mocha—	Per lb.
Mandeling, fancy.....	.34
Old Government, best.....	.27
" good.....	.21
Genuine Arabian.....	.26
Windsor blend.....	.23
Maracabo—	
Cucuta, best.....	.27
" good.....	.14
Laguayra—	
Caracas, finest.....	.18
" choicest.....	.16
Peaberry—	
Santos, fancy.....	.26
" fine.....	.14
Rio, fancy.....	.13 1/2
" fine.....	.13 1/2

Santos—	
Best.....	.15 1/2
Fair.....	.12
Rio—	
No. 1, golden.....	.15
No. 2.....	.14
No. 3.....	.13 1/2
No. 4.....	.13
No. 5.....	.12 1/2
No. 6.....	.12
No. 7.....	.11 1/2

## GREEN COFFEES.

Mocha—	
Genuine, bundles 2 1/2 s or 4 1/2 s.....	.22
Java—	
Old Government, Padang, light.....	.17
" best.....	.22
Mandeling, fancy brown.....	.32
Maracabo—	
Cucuta, good.....	.10
" finest.....	.12
Bucaramanga, fancy washed.....	.14
Savanna—	
Choice.....	.12 -.13
Finest selections.....	.14 -.16
Costa Rica or Guatemala—	
Choice.....	.12 -.14
Peaberry.....	.17
Laguayra—	
Caracas, best.....	.14 -.15
" fancy washed.....	.16
Santos—	
Fair.....	.09
Selected, fancy.....	.12
Peaberry.....	.13
" fancy washed.....	.14
Rio—	
Ordinary.....	.08 1/2
Good.....	.09 1/2
Choice.....	.10 1/2
Golden, fancy.....	.12
Peaberry, choice.....	.12
" fancy.....	.13

## CANNED VEGETABLES.

Asparagus—	Per doz.
California, Paris, white, peeled, No. 2 1/2.....	5.50
" Sunbeam, white, peeled, No. 2 1/2.....	3.25
" Big Tree, large white, No. 2 1/2.....	2.75
" Republic, large green, No. 2 1/2.....	2.75
" Carmelo, medium green, No. 2 1/2.....	2.75
New Jersey, Bucklin's, large, red label, No. 2 1/2.....	2.40
New Jersey, Bucklin's, selected, green label, No. 2 1/2.....	2.95
Long Island, Hudson, No. 3.....	3.50
Asparagus Tips—	
California, No. 1, 4 doz.....	1.40
Long Island Hudson, No. 3.....	0.75
Lima Beans—	
Sunbeam, small N. J., No. 2.....	1.40
Scottish Chief, extra standard N. J., No. 2.....	1.20
Harvest, extra standard, N. J., No. 2.....	1.20
Valley Field, standard, light color, No. 2.....	1.20
Memmouth, extra standard N. J., No. 2.....	1.20
Stringless Beans—	
Sunbeam, fancy N. Y., rattail, No. 2.....	1.25
Broadway, extra standard N. Y., medium, No. 2.....	.95
Scottish Chief, extra standard, cut, No. 2.....	1.30
Conewago, Pa., extra Refugee, No. 2.....	1.15
Wax Beans—	
Scottish Chief, extra standard N. Y., cut, No. 3.....	6.75
Navy, fancy N. Y., No. 10, 1 doz.....	6.75
Sunbeam, fancy N. Y., small, No. 10.....	6.75
Red Kidney Beans—	
Van Camp's, No. 2.....	.90
Joan of Arc, No. 2.....	.85
Baked Beans—	
Sunbeam, No. 1, 4 doz.....	.75
" No. 2, 2 doz.....	1.15
" No. 3, 2 doz.....	1.45
Republic, No. 1, 4 doz.....	.65
" No. 2, 2 doz.....	.95
" No. 3, 2 doz.....	1.35
Van Camp, No. 1, 4 doz.....	1.50
" No. 2, 2 doz.....	1.50
" No. 3, 2 doz.....	1.85
Booth's, No. 3, 2 doz.....	1.10
B. & M., individual, 4 doz.....	.70
" tall, No. 1, 4 doz.....	1.50
" No. 3, 2 doz.....	1.40
Salder's, No. 3, 2 doz.....	1.80
" No. 3, 2 doz.....	4.85
" No. 10, 1/2 doz.....	.60
Marathon, No. 1, 4 doz.....	.70
" No. 2, 2 doz.....	.70
" No. 3, 2 doz.....	.95
Peas—	
Paris, smallest, sifted E. J., No. 2.....	2.00
Sunbeam, extra sifted E. J., No. 2.....	1.75
Republic, sifted, No. 2.....	1.30
Big Tree, extra sifted sweet, No. 2.....	1.60
Telephone, sifted sweet, No. 2.....	1.15
Spinach—	
Sunbeam, fancy, No. 3.....	1.75
Republic, fancy, No. 3.....	1.75
J. R., standard Baltimore, No. 3.....	1.25

Corn—	
Special lot, Republic, fancy, No. 2 (1 case free with 10 cases) limited.....	.95
" Summertime, fancy Shoepeg, No. 2.....	1.00
" Winorr, kernelled, No. 2.....	1.35
Maine, Sunbeam, fancy, No. 2.....	1.25
" Paris, fancy, No. 2.....	1.25
New York State, Kornlet, No. 2.....	1.00
Western Scottish Chief, ex. stand., No. 2.....	.90
" Harvest, ".....	.90
Pumpkin—	
Sunbeam, fancy N. Y., No. 3.....	1.25
Republic, extra Pennsylvania, No. 3.....	1.00
Succotash—	
Sunbeam, fancy Michigan, No. 2.....	1.25
Tomatoes—	
Sunbeam, fancy hand packed, No. 3.....	1.50
Republic, fancy hand packed, No. 3.....	1.50
Carmelo, fancy machine packed, No. 3.....	1.25
A. N. & Co., fancy N. Y. hand packed, No. 3.....	1.20
Scottish Chief, extra standard N. J., No. 3.....	.95
Arlington, standard N. J., No. 3.....	.90
Keyport Beauty, standard N. J., No. 3.....	.90
Sunbeam, hand-packed Maryland, No. 2.....	.95
Scottish Chief, extra standard, No. 2.....	.70
Silver Lake, standard N. J., No. 3.....	.95
Scottish Chief, ex. standard N. J., No. 10.....	2.75
Beets—	
B. & M., sliced, No. 2.....	1.00
Sundries—	
Sweet Potatoes, Turkey, fancy N. J., No. 3.....	1.25
Carrots, B. & M., No. 2.....	1.00
Turnips, B. & M., No. 2.....	1.00
Parsnips, B. & M., No. 2.....	1.10
Sauerkraut, No. 3.....	1.00
Assorted Vegetables, for soups, No. 2.....	1.00
Hominy, Van Camp, No. 3.....	1.00
Cabbage, Webster's, N. Y., No. 3.....	.60

## CANNED FRUITS.

California Peaches—	
Sunbeam, extra fancy lemon cling, No. 3.....	3.25
" " sliced cling, No. 3.....	
Big Tree, extra lemon cling, No. 2 1/2.....	2.50
" " sliced, No. 2 1/2.....	2.50
Republic, extra stand. lemon cling, No. 2 1/2.....	2.00
" " sliced cling, No. 2 1/2.....	2.00
Geyser, extra standard lemon cling, No. 2 1/2.....	2.00
" " sliced lemon cling, No. 2 1/2.....	2.00
Scottish Chief, standard lemon cling, No. 2 1/2.....	1.70
Gold Band, standard lemon cling, No. 2 1/2.....	1.70
New York State Peaches—	
Sunbeam, fancy yellow, No. 2.....	1.75
Republic, fancy yellow, No. 2.....	1.65
Coral, fancy yellow Elberta, No. 2.....	1.65
Standard, unpeeled, yellow pie, No. 10.....	3.00
Maryland Peaches—	
A. N. & Co., Luscious Rare Ripe, fancy yellow Crawford No. 3.....	1.75
Iron Mountain, yellow pie, No. 3.....	1.00
California Apricots—	
Sunbeam, fancy extras, No. 3.....	3.00
" " peeled, No. 3.....	3.50
" " sliced, No. 3.....	3.50
Big Tree, extra, sliced, No. 2 1/2.....	2.00
" " peeled, No. 2 1/2.....	2.00
" " No. 2 1/2.....	2.00
California Cherries—	
Sunbeam, fancy extras, No. 3.....	3.25
Big Tree, extra R. A., No. 2 1/2.....	2.75
New York Cherries—	
Peck-a-Boo, standard white, No. 2.....	1.35
California Plums—	
Sunbeam, fancy extra egg, No. 3.....	2.75
Golden Gate, extra egg, No. 3.....	2.75
California Bartlett Pears—	
Sunbeam, extra, No. 3.....	3.25
Republic, extra standard, No. 2 1/2.....	3.00
Scottish Chief, standard, No. 2 1/2.....	1.90
Gold Band, standard, No. 2 1/2.....	1.90
Uvas, standard, No. 2 1/2.....	1.60
New York State Bartlett Pears—	
Shetland, extra, No. 3.....	3.00
Lake Ontario, extra standard, No. 2 1/2.....	2.85

## RAISINS.

Seeded.	
Fancy, 36 No. 1 cartons.....	per carton .07 1/2
Choice, ".....	.07
Choice, 45 No. 12 ".....	.05 1/2
Fancy, 25 lbs. loose.....	per lb. .07 1/2
Choice, ".....	.06 1/2
Seedless.	
Natural Smyrna Sultanias—	
Fancy, 6 crown, 28 lb. boxes.....	per lb. .09 1/2
Choice, 4 " 28 ".....	.08 1/2

## California Loose Muscatels.

	Per lb.
New crop, fancy, 4 crown, 50 lb. boxes.....	.06
" " 3 " " " " " " ".....	.05 1/2
" " 2 " " " " " " ".....	.04 1/2

## FIGS.

### Smyrna.

New 1909 Crop	Per lb.
Matinees—Our Specialty—	
Anco Cartons, Cs 12 boxes each 36 pkgs.....	per lb. .17
Anco Layers—	
Umbrella boxes, 3 in..... 27... 15 lb. bxs.....	.17
Mammoth Show bxs, 2 3/4 in. 3... 150 ".....	.14
Medium " 2 3/4 in. 7... 55 ".....	.14 1/2
Small " 2 3/4 in. 12... 30 ".....	.12 3/4
Counter Size..... 2 3/4 in. 21... 17 ".....	.13
" " 2 3/4 in. 27... 15 ".....	.12
" " 2 3/4 in. 32... 12 ".....	.11 1/2
" " 2 3/4 in. 40... 10 ".....	.11 1/2
Retail Size..... 2 3/4 in. 70... 5 ".....	.11 1/2
" " 2 in. 72... 5 ".....	.11 1/2

## CURRENTS.

### Washed and Cleaned.

Extra fancy, 36 No. 1 cartons.....	per lb.
" choice 36 No. 1 cartons.....	.08 1/2
" fancy, 25 lb. boxes.....	.08 1/2
" " 50 ".....	.08 1/2
" " 200-lb. barrels.....	.07 3/4
" choice, 25-lb. boxes.....	.07 3/4
" " 50 ".....	.07 3/4
" " 300-lb. barrels.....	.08

## Natural.

Fancy, 80-lb. cases.....	per lb.
Extra choice, 300-lb. barrels.....	.07

## DATES.

### Fard.

Extra fancy, new, Cs 9, 12-lb. boxes.....	per lb.
Fancy, new, Cs 9, 12-lb. boxes.....	.09
" " 60-lb. ".....	.08
Extra choice, Cs, 60-lb. ".....	.08

## PRUNES.

### California.

Red Label, Northern, 30-40, 25-lb. bxs.....	per lb.
Red Label, " 60-70, 25-lb. ".....	.06 1/2
Raven, " 40-50, 50-lb. ".....	.08 1/2
Owl, Santa Clara, 50 60, 50-lb. ".....	.07 1/2
Raven, " 60-70, 50-lb. ".....	.06
Owl, " 70-80, 50-lb. ".....	.07 1/2
Owl, " 90 100, 50-lb. ".....	.04 1/2
Tiger, " 100-120, 50-lb. ".....	.03 1/2

## CONDENSED MILK.

Republic, A. N. & Co's.....	
Bell, light weight.....	2.00
Baby Glass, 1 doz.....	4.35
Champion.....	5.00
Challenge, light weight.....	3.85
Daisy.....	6.25
Darling.....	3.13
Dime, light weight.....	4.80
Dixie.....	5.00
Eagle, 4 doz.....	6.25
" 8 doz.....	3.13
Fern.....	4.80
Full Weight.....	5.00
Lion.....	4.85
Magnolia.....	4.65
Meadow Brook, full weight.....	5.00
Rival.....	5.00
Red Cross.....	5.00
Rose, light weight, 4 doz.....	5.00
" 8 oz., 8 doz.....	5.00
Star.....	5.00
Sweet Clover.....	5.00
Silver.....	5.00
Tip Top.....	5.00
Victor.....	5.00
Winner.....	5.00

## UNSWEETENED MILK.

Columbian, family, 4 doz.....	
" small, 4 doz.....	1.80
Highland, family, 4 doz.....	3.40
" hotel, 4 doz.....	3.70
" tall, 4 doz.....	3.70
" baby, 6 doz.....	3.90
Imperial, family, 4 doz.....	3.00
Peerless, family, 4 doz.....	3.00
Our Pet, baby, 6 doz.....	3.20
" family, 4 doz.....	3.70
" tall, 4 doz.....	3.70
" hotel, 4 doz.....	3.70
Van Camp, family, 4 doz.....	3.00
" tall, 4 doz.....	3.70
" hotel, 4 doz.....	3.70
" baby, 6 doz.....	3.70



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. JANUARY 3, 1910.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

ADVANCES.		DECLINES.		ADDITIONS.		WEIGH AND MEASURE EVERYTHING YOU BUY.	
Column.		Column.		Column.		Standard Weights per Bushel.	
Butter.....	6	Sugar.....	1			Marrow Beans.....	60 lbs.
		Provisions.....	24			Medium Beans.....	60 "
		Dressed Poultry.....	25			Pea Beans.....	60 "
						Red Kidney Beans.....	56 "
						Hominy.....	56 "
						Pease.....	60 "
						Barley.....	48 "
						Potatoes.....	56 "
						Flaxseed.....	58 "
						Onions.....	55 "
						Shellbarks.....	48 "

COL.		COL.		COL.		COL.		COL.	
Marm Cash Drawer.....	18	Sardines.....	9	Drugs, Grocers'.....	26	Ink.....	21	Mustard.....	30
Ammonia.....	26	Meats.....	9			Insect Powder.....	26	Prepared.....	31
Ammonia.....	3	Soups.....	10			Ironing Wax.....	39	Marmalade.....	26
Ammonia.....	3	Capers.....	16	Eggs.....	16				
Ammonia.....	3	Catsup.....	11	Essence of Coffee.....	5	Jams.....	26	Noodles, Egg.....	17
Ammonia.....	3	Cereal Specialties.....	17	Extracts.....	27	Jar and Jar Rubbers.....	6	Nuts.....	
Ammonia.....	3	Cheese.....	16			Jellies.....	25		
Ammonia.....	3	Chocolate and Cocoa.....	11	Fancy Groceries.....	16	Junket Tablets.....	27		
Ammonia.....	3	Chewing Gum.....	28	Farinaceous Goods.....	17				
Ammonia.....	3	Cider.....	28	Figs.....	20				
Ammonia.....	3	Clams.....	28	Fish, Canned.....	8				
Ammonia.....	3	Clothes Pins.....	35	Fixtures.....	18				
Ammonia.....	3	Cocoa.....	13	Flour.....	17				
Ammonia.....	3	Codfish.....	19	Self Rising.....	17				
Ammonia.....	3	Coffee.....	5	Buckwheat.....	17				
Ammonia.....	3	Essence.....	5	Fly-paper.....	32				
Ammonia.....	3	Chicory.....	5	Food, Bird.....	32				
Ammonia.....	3	Coffee Mills.....	18	Fruit Butters.....	25				
Ammonia.....	3	Cooking Herbs.....	6	Fruits, Domestic, Dried.....	20				
Ammonia.....	3	Condensed Milk.....	12	Foreign, Dried.....	20				
Ammonia.....	3	Condensed Mince Meat.....	21	Fish, Fresh.....	20				
Ammonia.....	3	Corn Meal.....	17						
Ammonia.....	3	Corn Starch.....	31						
Ammonia.....	3	Cottolene.....	16						
Ammonia.....	3	Crackers, Cakes, etc.....	13						
Ammonia.....	3	Crescent Mapleine.....	33						
Ammonia.....	3	Cutters, Tobacco.....	18						
Ammonia.....	3	Counters.....	18						
Ammonia.....	3								
Ammonia.....	3	Dates.....	20						
Ammonia.....	3	Delicatessen.....	14						
Ammonia.....	3	Dressed Meats.....	25						
Ammonia.....	3								

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**SUGAR.**

Confectioners' Lozenge, XXXX.....	5.10
" Powdered.....	5.08
" Crown A.....	5.40
" Crystal A.....	5.05
" Coarse Granulated.....	5.30
Single Tablets.....	6.35
Crystal Dominoes.....	7.37 1/2
But Leaf.....	5.83 1/2
Instant Cubes.....	5.15
Powdered.....	5.00
Extra Fine Granulated.....	4.90
Coarse Granulated.....	4.90
Granulated.....	4.90
ine Granulated.....	4.90
" in 50-lb. bags packed 2 in 100-lb. bag.....	4.95
" in 25-lb. bags packed 4 in 100-lb. bag.....	4.95
" in 10-lb. bags packed 10 in 100-lb. bag.....	5.05
" in 5-lb. bags packed in bbls.....	5.10
" in 5-lb. bags packed in 100-lb. bags.....	5.10
" in 2-lb. bags packed in bbls.....	5.20
" in 2-lb. bags packed in 100-lb. bags.....	5.10
" in 2-lb. cartons in cases.....	5.10
" in 2-lb. paper packages in cases.....	5.10

Confectioners' A.....	4.75
—Keystone A.....	4.70
—American A.....	4.65
—Centennial A.....	4.60
—California A.....	4.55
—Franklin B.....	4.55
—Keystone B.....	4.45
—American B.....	4.45
—Centennial B.....	4.45
—California B.....	4.45
—Franklin Extra C.....	4.45
—Keystone Extra C.....	4.45
—American Extra C.....	4.45
—Centennial Extra C.....	4.45
—California Extra C.....	4.45
—Franklin C.....	4.45
—Keystone C.....	4.45

**TEA.**

Pans—Basket-fired.....	25	30
Pans—Pan-fired—Common to fair.....	25	30
Fine.....	24	28
Choice.....	30	38
Formosa—Superior to Fine.....	32	25
Choice to Extra.....	33	35
Choice.....	40	50
Rocky—Common, cargo.....	19	19
Good, medium.....	28	25
Superior.....	26	28
Fine.....	30	35
Choice.....	40	40

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GUNPOWDER—Choice to Extra.....	29	33
Choice.....	40	45
MOTUNE—Good.....	27	30
Fine.....	35	40
Choice.....	45	50
Choice.....	45	55
IMPERIAL—Superior to fine.....	18	22
Choice to Extra.....	25	28
Choice.....	30	35
YOUNG HYSON—Superior to fine.....	18	22
Choice to Extra.....	28	30
Choice.....	35	40
INDIA—Common to Fine.....	18	38
CEYLON—Common to Fine.....	18	40
ENGLISH BREAKFAST—Fair to Good.....	13	18
Choice to Extra.....	18	28
Choice.....	30	40

**PACKAGE TEAS.**

Lipton's—	Per lb., in 1/2-lb. tins
Ceylon and India, A.....	.48
Ceylon and India, B.....	.43
Black and Green, A.....	.48
Black and Green, B.....	.43
English Breakfast, A.....	.48
English Breakfast, B.....	.43
Formosa Oolong, A.....	.48
Formosa Oolong, B.....	.43
1/2-lb. tins 1c. per lb. more.	

Tetley's—	Per lb.
India and Ceylon, Formosa or Mixed—	
Extra, Gold Label.....	.75
No. 1, Buff Label.....	.60
No. 2, Green Label.....	.45
Sunflower, India and Ceylon, Formosa, Oolong or Mixed—	
1 lb., 1/2 lb. or 3/4 lb. sizes.....	.50
3 lb. packages.....	1.25
5 lb. packages.....	2.10
Caricool Blend, Martindale & Co.—	Per lb.
5-lb. Silver Sacks.....	.22
1-lb. Silver Sacks.....	.22 1/2
1/2-lb. Silver Sacks.....	.23
3/4-lb. Silver Sacks.....	.23 1/2
Spring Garden Tea—	
100 lb. barrels.....	18

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McCormick & Co., Banquet brand, Ceylon, Blended, etc.—	Per lb.
1-lb. canisters, 8-lb. boxes.....	.53
1/2-lb. " 12-lb. ".....	.53
1/4-lb. " 10-lb. ".....	.53
Trial " 10-lb. ".....	.53
McCormick & Co., Bee brand—	Per lb.
1-lb. lithographed cans, 20-lb. boxes.....	.56
1/2-lb. " 10-lb. ".....	.58
1/4-lb. " 10 and 20-lb. bxs.....	.60
Travellers pocket canister, 4 doz....	per doz. .80

**AMMONIA.**

Colburn's "A," 16 oz., 2 doz. boxes.....	Per doz. .90
Colburn's "A," quarts, 1 doz. boxes.....	1.50
Colburn's "A," 1/2 gals. 1/2 doz. boxes.....	9.70
Colburn's Mayflower, 16 oz., 2 doz. boxes.....	.75
Colburn's "A," hotel size, 2 doz. boxes.....	1.30
Violet, pints, 2 doz.....	.90
Tibbals Dri-Monia (con. dry), 10c. size, 1/2 gross case.....	per gross 9.00
Tibbals Dri-Monia (con. dry), 5c. size, 1/2 gross package.....	per gross 4.80
Free goods with 1/2 gross 5- or 10-cent sizes.	

**AXLE GREASE.**

Frazer's, 15 lb. pails.....	.80
Frazer's, boxes, 1/2 gross.....	per gross 9.25
Mica, 1/2 gross.....	per gross 8.40
Peerless, 1/2 gross.....	per gross 4.40

**BAKING POWDER.**

Sea Foam Baking Powder—	
1/2 lb., 4 doz. in case.....	.95
1/2 lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., 1/2-lb., 4 doz.....	per doz. .45
Davis' O. K., 1/2-lb., 3 doz.....	per doz. .90
Davis' O. K., 1-lb., 2 doz.....	per doz. 2.65
Davis' O. K., 5-lb., 1/2 doz.....	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.....	per doz. .84
Cleveland's 1/2-lb., 4 doz.....	per doz. 1.23
Leslie's, nickel.....	4 doz. cases .45
Leslie's, 5-lb. cans, 2 doz. cases.....	2.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder:—	
4 oz. glass, 2 doz.....	.82 1/2
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz. 1 gross, 1 bbl.....	1.08

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Rumford Baking Powder:—	
5c. tins, 4 doz.....	per doz. .45
10c. can, 2 doz. in box.....	per doz. .75
1/2-lb. cans, 2 doz. in case.....	per doz. 1.25
1-lb. cans, 1 doz. in case.....	per doz. 2.30
Royal, 10c. size, 4 doz.....	.86
" 1/2 lb., 4 doz.....	1.30
" 1/2 " 2 ".....	2.40
" 1 " 2 ".....	4.65

**BLACKING—Shoe.**

Shinola.....	per gross 8.25
Blackola, 1 doz., 10 cent size.....	.60
Blackola, 3 doz., 10 cent size.....	per gross 6.80
Mason's No. 1, 1/2 gross.....	.70
" " 2, ".....	.80
" " 3, ".....	.90
" " 4, ".....	1.35
" " 5, ".....	2.25
T. M. French.....	per doz. 1.05 1/2

**SHOE DRESSING.**

Mason's—	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.25 1/2
Bixby's Royal Polish, 1 doz.....	.80
Bixby Jet Oil Polish.....	.80
Brown's Shoe Dressing, 1 doz.....	.80
Brown's Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.65
" Oil Polish.....	.75
Admiral Russet Combination.....	.75
Admiral Shoe Dressing.....	.70
Whitmore Bros. & Co.:—	
Gilt Edge Polish, black.....	2.00
Boston Waterproof, black.....	2.00
Boston Jr. Waterproof, black, 10-cent size.....	.85
Elite Combination, Baby, black.....	.85
Elite Combination, large, black.....	2.00
Superb Patent Leather Paste, large.....	.75
Champion, black, friction polish.....	2.00
Champion Jr., black, friction polish.....	.85
French Glee, black, self-polishing.....	.75
Royal Glee, black, self-polishing.....	.75
Dandy Combination, russet.....	2.00
Star Combination, russet.....	.75
Dandy Russet Paste, large.....	.75
Bossola Waterproof Paste Polish, large.....	.75
Bossola Waterproof Paste Polish, small.....	.40
Quick White, cleans dirty canvas shoes.....	.75
Quick White, cleans dirty canvas shoes.....	1.75
Oil Paste black, never dries up, large tins.....	.75



Morel, $\frac{1}{2}$ s, boneless.....	15.
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# Manufacturers Whose Goods are Sold Through Grocers Have a Message for Them. We Show Them the Best Way to Deliver It for the Least Money

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"Retail Merchants' Journal," Peoria, Ill.	"Merchant and Manufacturer," Nashville, Tenn.
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## **Don't Blame the Clerk for Short Weights or Overcharges**

The average clerk is honest. He intends to protect your interest, but he is human and like all of us is apt to make errors. Every clerk is called upon a score of times each day to calculate charges for fractions of pounds and ounces at odd prices.

The clerk using the old-fashioned dial or even balance scale must make *mental* computations. No matter how many times he tries to, he *never* becomes proficient—there are too many combinations of figures to consider.

He must *guess* more or less every time.

He must be sure *not* to guess *too little*. That would eat up your profit. He must guess, if at all, *more* than is correct—a few cents here and a few there. The purchaser pays the overcharge, yet the clerk may be honest. It would be strange if he made no mistakes.

The dealer who installs a Dayton Moneyweight Computing Scale shows by the very use of this scale that he wishes to be accurate in his charge. For example. A one-pound 14-ounce cut of meat at 17 cents a pound is shown instantly to be 32 cents on the face of The Dayton Moneyweight Scale. It shows the money value and at the same time it shows pounds and ounces.

The Dayton Moneyweight Computing Scale insures accuracy to the purchaser and removes all suspicion of dishonesty and careless computations from those who operate them.

Merchants are using them because they want no guesswork—no mental calculations, no mistakes.

Dayton Moneyweight Computing Scales automatically indicate the price to be charged, and never make a mistake. The Scales correctly tell you what to charge your customer. The figures are in plain view on the chart of the scale. No chance for mistakes. No arguments about the charge.

The Dayton Moneyweight Computing Scale is the most reliable and accurate as well as the most durable and practical mechanism known. It costs from ten to twenty times more than the ordinary scales. There are in use over 250,000 of these scales in the United States and foreign countries.

Because of their accuracy and quick action they are used by the United States Government in weighing mail matter when figuring with Railroads on the mail carrying contracts.

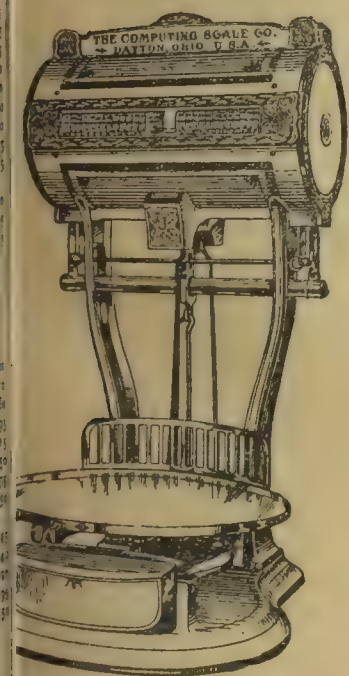
We want all merchants and clerks to know about these scales. Ask your fellow merchant to show you his Dayton Moneyweight Computing Scale and explain it to you.

Be sure to see the sign on the scale which reads thus:

**THE COMPUTING SCALE COMPANY  
DAYTON, OHIO**

Send for our printed matter so that you can post yourself on the merits and unusual advantages of this scale.

Address your inquiries to Dept. 35, Moneyweight Scale Co., Masonic Temple, Chicago. Sole agents for The Computing Scale Co., Dayton, O.



The new low platform  
**DAYTON Scale**



Local Sales Office  
122 North 13th Street  
Philadelphia, Pa.

## **Moneyweight Scale Co.**

**47 STATE STREET CHICAGO**

Please Mention Grocery World and General Merchant when writing

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"







## Make a Little Extra "Exton" Effort

and call the attention of your trade to the Crackers "Best Known and Known as the Best." Hand out samples. You will be surprised to see how your cracker trade can be increased with a little work. Exton Crackers are "different." Write us.



SOLD BY LEADING JOBBERS

A. EXTON & COMPANY, TRENTON, N. J.

*The Best Known and Known as the Best*

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

They say

Butter will sell for 50c. a lb.

You Can Sell 5 lbs. of

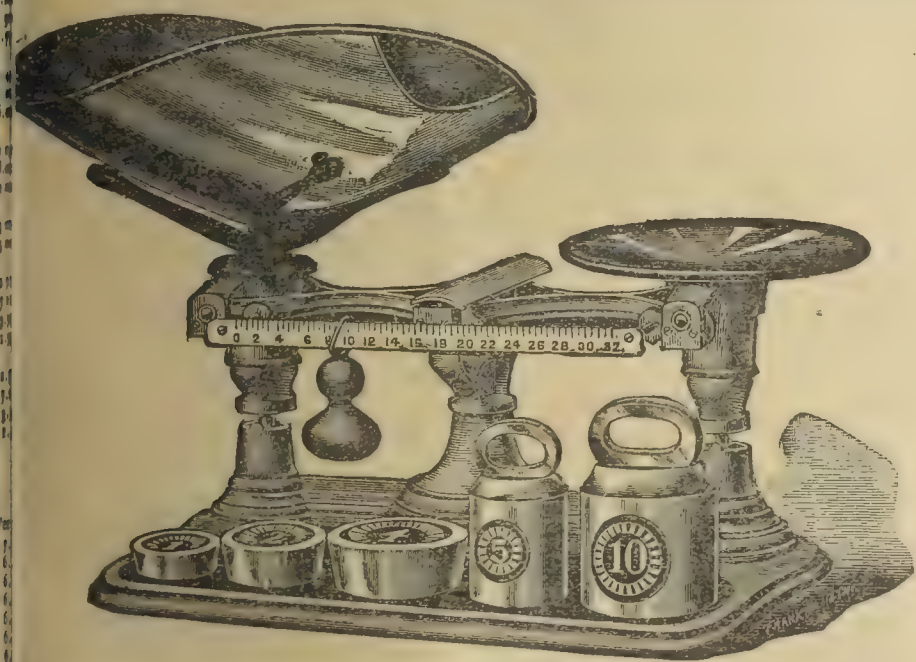
## RITTER'S APPLE BUTTER

for 50c.;

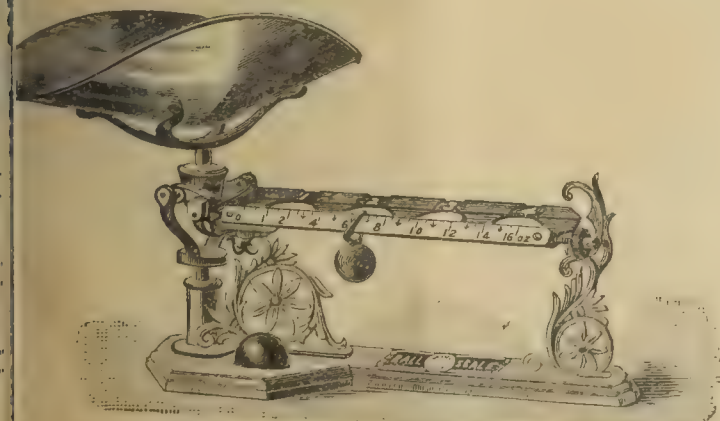
make more profit and  
please your customers  
better.

P. J. RITTER CONSERVE COMPANY

PHILADELPHIA, PA.



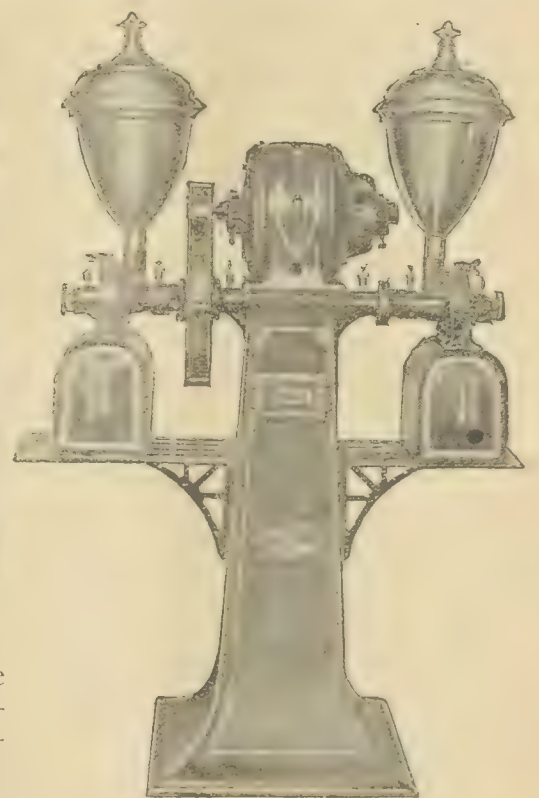
Troemner's No. 151 B, "AGATE" Bearing Scale, sensibility 32 oz. Leaves your profit in the bin every time. NO OVERWEIGHT.



Troemner's No. 44, "BALL" SCALE

Standards of Excellence  
Used by All Leading Grocers

## Troemner's New Electric Coffee Mills



The ONLY successful machine  
of the kind on the market. PUL-  
VERIZING and GRANULAT-  
ING coffee as it should be done.

FAMOUS "STAR" COFFEE MILLS  
STEEL and AGATE BEARING GROCER SCALES  
TEA, COFFEE and SPICE CANS AND BINS

Don't be talked into something "just as good;" there is NOTHING like  
GENUINE TROEMNER FIXTURE. WRITE FOR CATALOGUE.

## Henry Troemner

No. 911 ARCH STREET - - PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams Street - - CHICAGO, ILL.

GENERAL AGENTS FOR UNITED STATES

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



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## FARINACEOUS GOODS.

	Per bag.
Corn Meal—	
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
“ table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
“ yellow, 24 packages	1.80
Farina—	
Hecker's, 24 lbs.	per case 1.50
Schumacher's, 24 packages	per bushel 1.25
Beans—	
California Lima, about 80 lbs.	per lb. .05%
Marrows, fancy, N. Y. State, grain bags	2.95
Michigan Pea, bags 160 lbs.	2.35
Red Kidneys	2.95
Peas—	
Green	2.35
Scotch	2.30
Split, yellow	2.30
“ green	2.30
Lentils—	
Green, 100-lb. bags	per lb. .02%
Less quantity	.03
Shaker Corn—	
Fancy, barrels	2.35
Less quantity	2.35
Hominy—	
Lea's Breakfast, 10 packages	per case 1.60
“ Pearl, 100 lbs.	per bag 2.30
Schumacher's Breakfast, 10 pkgs. to case	1.45
Western Pearl, 100-lb. bags	1.75
“ Grits, 100-lb. bags	1.75
Mother's, Grits, 36 packages	2.35
“ Pearl, coarse, 36 packages	2.35
Barley—	
OO	2.35
No. 3, 100 lb. bags	2.35
Needles—	
Smith's, 30 10-c. packages	per case 1.90
“ assorted, 5 and 10-c.	1.90
Golden Egg, 5 and 10-c.	1.70
“ 5-c.	1.70
“ 10-c.	1.70
Royal Crown, 4 doz. 5c.	1.30
Royal Crown, 2 doz. 10c.	1.10
Oatmeal—	
B, 100 lbs.	per bbl. 4.95
B, 100-lb. kegs	per keg 2.90
Mother's, steel cut, 24 packages	2.65
Oaten Goods—	
Mother's Crushed Oats, 18 packages	per case 1.47%
“ 30 packages, large	3.90
Rolled Oats—	
Avena, 180 lbs.	per bbl. 4.75
“ 90 lbs.	per keg 2.30
Standard, 180-lb. bbls.	4.50
“ 90-lb. bags, fresh	2.20
Mother's, compressed, 18 tins	2.12%
Sago—	
Colburn's, 36 1-c.	per lb. .06%
Fine	.04
Tapioca—	
Instantaneous, 30 1-c.	per box .07%
Colburn's Heavy, 36 packages	per box .06%
Minute, 1/2 gross	per box 2.75
Flake, about 125 lbs.	per lb. .03%
Pearl, 150 lbs.	“ .03
“ less quantity	“ .03%

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 2-c.	per case 4.50
Egg-O-Sets, 36 packages	2.50
“ Corn Flakes, 36 packages	2.50
Maple Flake, 36 packages	4.05
5-case lots	3.85
Post Toasties, 36 packages	2.80
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages	2.50
1 doz. 20-oz. packages	2.25
2 doz. 10-oz. packages	2.70
3 doz. 20-oz. packages	6.75
Grape Nuts—	
2 doz. 1-lb. packages	2.70
3 doz. 1-lb. packages	4.05
Post Toasties—	
2 doz. family size	2.80
3 doz. popular size	2.80
Shredded Whole Wheat, 30 packages	5.00
“ 25 packages	2.60
Mother's Corn Flakes, 36 packages	2.55
“ Wheat Hearts, 18 packages	1.90
Cream Wheat, 30 packages	4.50
Wheatlets, 30 packages	3.60
Wheatena, 30 packages	4.50
Grape Nuts, 24 packages	2.70
Tri-Sift, 30 packages	2.50
Vita, 20 1-lb. packages	4.25
Kellogg's Toasted Corn Flakes, 36 packages	per case 2.80
H-O Company—	
Force, 205	2.00
Korn-Kinks, 36	1.45
Presto, small, 185	1.60
Presto, large, 105	2.25
Flour, self-raising, small, 185	1.60
Flour, self-raising, large, 125	2.10
Buckwheat, compound, small, 185	1.50
Buckwheat, compound, large, 125	1.50
Pancake, 185	1.50
H-O (steam cooked oatmeal), 125	1.55
Pawnee Oats, regular size, 185	1.50
Pawnee Oats, family size, 205, without china	3.00
Pawnee Oats, family size, 105, with china	3.40
O-G, 185	1.50
O-G, family size, china, 205	3.40
O-G, family size, no china, 205	3.00
DE-FI, barrels, 180 pounds	5.00
DE-FI, sacks, 90 pounds	2.35
Quaker Oats Co., The—	
Apitzo Biscuit, 245	3.00
Avena, 18 package	1.45
Banner Oats, 20 packages	4.35
Quaker Breakfast Biscuit, 245	1.85
Old Fashioned Scotch Brand Oat Meal, 245	2.60
Silver Brand Farina, with spoon, 245	2.80
Saxon Wheat Food, 245	3.00
Parched Farinose, 245	2.70
Quaker Cracked Wheat, 245	2.40
Quaker Oats, round, 365	4.25
Quaker Whole Wheat Flour, 105	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 245	1.85

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Scotch Brand Pearled Barley, 245	1.40
Pettijohn's Breakfast Food, 185	1.85
Quaker Puffed Wheat, 365	2.85
Quaker Puffed Rice, 365	4.25
Quaker Oats, 185	1.45
Quaker Oats, 205 Family (with China)	4.00
Quaker Oats, 365 Tins	4.85

## GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox's Crystal	1.12 1/2
“ Acidulated	1.12 1/2
Cox's, large	1.60
“ small	.97 1/2
Plymouth Rock, pink or white	1.20
Nelson's	1.40
Bromangelon, assorted, 3 doz.	.87 1/2
Jell-O, assorted flavors, 2 doz.	.86
Jell-O Ice Cream Powder, 2 doz.	.97 1/2
Jellycon, assorted flavors, 3 1/2 doz.	.87 1/2
Chalmer's	.90
Mother's, small, 1 doz.	.45
“ large, 1 doz.	.90
Cooper's	.85
Tryphosa	.95
Gelatine, McKinley's	.85
Wetmore's, double refined, 36 10-c. packages	.80
Pudding, assorted, 2 doz.	per case 2.70
Minute Gelatine, plain	per gross 12.75
Minute Gelatine, plain	per doz. 1.10
Minute Gelatine, flavored	per gross 10.80
Minute Gelatine, flavored	per doz. .90
Seven flavors, packed solid or assorted.	

## MACARONI.

## Domestic.

	Per lb.
Larosa Alphabets, square, 25 pkgs.	.05 1/2
“ Elbows, square, 25 pkgs.	.05 1/2
“ Macaroni, long, 25 pkgs.	.05 1/2
“ Spaghetti, long, 25 pkgs.	.05 1/2
“ Vermicelli, square, 25 pkgs.	.05 1/2
“ Macaroni, bulk, 25 pkgs.	.05 1/2
Woodcock, long, 24 pkg.	.10 1/2
Crystal, long, 25 pkg.	.06 1/2
Crystal, Elbows, 24 pkg.	.06 1/2
Crystal, Spaghetti, 25 pkg.	.06 1/2
Crystal, Vermicelli, 25 pkg.	.06 1/2
Extra, long, 25 pkg.	.04 1/2

## Imported.

B. S. J. Macaroni, 25 pkg.	.08 3/4
B. S. J. Elbows, 25 pkg.	.08 3/4
B. S. J. Spaghetti, 25 packs.	.08 3/4
B. S. J. Vermicelli, 25 packs.	.08 3/4

## FIXTURES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 30 per cent. discount.	
600-lb. Platform Scale	12.00
Tea Caddies, Red, No. 55	14.00
Tea Caddies, Red, No. 53	10.00
Tea Caddies, Red, No. 54	8.00
Tea Caddies, Red, No. 55	5.00
Scoops, Galvanized, Flour	.30
Scoops, Galvanized, Sugar	.25
Scoops, Galvanized, Starch	.15
Tobacco Cutters	1.25
Alarm Money Drawers	1.50
Bag and Twine Holders	.75
Barrel Covers, 21 in.	3.50
Barrel Covers, 19 in.	3.00
Cheese Cutters	15.00
Bung Bore, No. 2, 1 1/2 to 2 in.	1.50
Coffee Mills, No. 7	10.00
Coffee Mills, No. 9	16.00
Coffee Mills, No. 18	45.00
Less 25 per cent. discount.	

## Counters.

No.	Length.	No. of Drawers	Each.
6 1/2	3 feet, 8 inches	9	18.00
8 1/2	4 feet, 10 inches	12	22.00
10 1/2	6 feet	15	28.00
12 1/2	7 feet, 3 inches	18	32.00
14 1/2	8 feet, 6 inches	21	36.00
16 1/2	9 feet, 8 inches	24	40.00
18 1/2	10 feet, 10 inches	27	45.00
20 1/2	11 feet	30	50.00
Capacity of Drawers, 40 to 60 lbs. each.			

## Scoops.

Indestructible, No. 4	per doz. 9.00
“ No. 5	15.00
“ No. 6	15.00
Ex. Galvanized Steel Blades, No. 3	per doz. 4.20
“ No. 4	5.40
“ No. 5	7.20
X Quality, No. 3	2.60
“ No. 4	3.00
“ No. 5	3.40

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case	per doz. .90
Tins, Keyed (Jewel), 2 doz. in case	“ .90
Large cartons or tins, 2 doz. in case	“ 2.00
Dime Tumblers, 2 doz. in case	“ .90
Bulk, 15 lbs.	per lb. .15

## Thredded Fish.

Thistle, 24 packages	.65
Swansdown, 2 doz.	per doz. .
Osprey, 2 doz.	“
Swift & Co.—	
Talisman brand, 20-lb. boxes	per lb. .10 1/2
“ cartons	per case 1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins	per case 3.80

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## New Mackerel.

	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
New.					
Ex. Norway, No. 1. 170-190	34.00	17.10	9.00	1.95	
Ex. Norway, No. 2. 230-260	25.00	13.10	6.65	1.50	
Ex. Norway, No. 3. 380-360	19.00	10.10	5.25	1.20	
Ex. Norway, No. 4. 440-460	16.00	8.60	4.50	1.05	
Summer.					
Ex. Bleaters, X.X. 100-110	35.00	18.10	9.25	2.00	
Fancy Shore, No. 1. 130-150	28.00	14.60	7.50	1.65	
Ex. Shore, No. 1. 130-150	26.00	13.10	6.65	1.50	
Shore, No. 1. 130-150	24.00	12.60	6.50	1.40	
Extra Irish, No. 2. 325-375	16.00	8.60	4.50	1.05	
Medium Irish, No. 2. 350-400	15.00	8.10	4.25	1.00	
Small Irish, No. 2. 410-450	14.00	7.60	3.90	.95	
Small Irish, No. 3. 475-525	13.00	7.10	3.65	.91	
New Medium Shore. 160-180					
New Large Shore. 110-130					
Large, No. 2. 310-330					
Cape Shore. 110-120	16.00	8.60	4.50	1.05	
Cape Shore. 125-140					

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1.	7.00	4.60			
Lab. Split, Lg. No. 2.					
Shore, Round, Large.					
Shore, Round, Med.	7.00	4.10			
Ocean Fish.	5.00	3.10			
Shad, No. 1, Mess.	12.00	6.10	3.25	.75	
Shad, No. 2, Mess.					
Haddock, Pickled.					

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06
Gilt Edge, 40 lbs.	.05
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish—	
12 3/4 wood boxes	per lb. .15 1/2
12 25,	.15 1/2
24 15,	.16
10-lb. boxes	.15
5-lb.	.15
Cakes, 24 in fancy box	per case 2.80
“ 10-lb. cartons	per carton 1.20
24 jars, fancy box	3.10
12 “	1.65
Strips, 40 size, boxes	.10
“ 20 “	.10 1/2
Middles, 40 size, boxes	.12
“ 20 “	.12 1/2

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06
Snow White, 1-lb. bricks, 20 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case	1.50
“ small size, 2 doz. in case	.90
Small Tumblers, 2 doz. in case	.90
Large Jars, sealed, 2 doz. in case	1.50

## Loose Codfish.

Extra Large Georges Cod.	.08
Large Bank	.07 1/2
Medium Bank	.06 1/2
Pollock	
Hake	
In original cases, 450 lbs., 1/2 c. less.	

## Smoked Fish.

New Extra Scaled Herring	per box .16
Boneless Herring, fancy 10-lb. boxes	per lb. .12
Smoked Salmon, whole fish	.27
Cromarty Bloaters, 500	per box 10.00
“ 1000	“

## Swift &amp; Co.—

Talisman brand Boneless Herring, in glass,	
15c. size, 24 vacuum jars	per case 2.95
Talisman brand Boneless Herring, in glass,	
10c. size, 24 screw-top jars	per case 1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars	per case 3.10
“ 24 cartons	per case 2.10

## FRESH FISH.

	Per lb.
Cisco	.07
Halibut	.19
Salmon, fresh	.14
Codfish	.09
Large Hake	.08
Haddock	.07
Spanish Mackerel	.12
Sheepshead	.14
Smeits	.18
Flounder	.07
Cat Fish	.12
Butterfish, frozen	.06
Ells	.10
Sea Bass, frozen	.08
Weak	.07
Blue, frozen	.16
Fresh Mackerel, frozen, each	.23
Rock	.18
Boiling Rock	.26
Steak Fish 1/2 cent per lb. additional	

## OYSTERS.

Cove, Primes	per M. 10.00
Cove, Culls	4.50
Blue Points	per bbl. 5.00
Absecon, Primes	per M. 9.00
Absecon, Culls	4.50
Rockaways	per bbl. 5.50

## CLAMS.

Clams	per M. 6.00
Necks	5.00

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## DRIED FRUITS.

Raisins—		Per box
Royal Buckingham Clusters, 22-lb. boxes ...		3.75
Extra Dessert Clusters, 22-lb. boxes.....		3.45
Connoisseur Clusters, 22-lb. boxes.....		2.55
California Clusters, 20 No. 1 pks.....		2.05
		Per lb.
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes		.05¾
Fcy Cal. 3 cr. loose, 52 lbs.....		.05
Fancy Cal. 2 cr, loose, 50 lb. boxes.....		.04¾
Valencia, Rogers Fcy, 4 cr. Ondara layers		
28 lbs.....		.06½
5 or 10-box lots.....		.06¾
Standard Brands, 28-lb. boxes.....		.06¾
Seeded—		
Owl, Ex. Fancy, 36-1s.....		.06¾
Union Seal, Ex. Fancy, 36-1s.....		.06½
Ensign, Fancy, 36-1s.....		.06½
5 or 10-box lots.....		.06½
G. & S. Fancy, 36-1s.....		.06½
5 or 10-box lots.....		.06½
Admiral, fancy, 40-1s.....		.06½
Queen Bee, choice, 36-1s.....		.06
Eastern Brand, choice, 36-1s.....		.06
Pride of Malaga, choice, 36-1s.....		.05
5 or 10 box lots.....		.05¼
Jay Eff, choice, 36-1s.....		.05¼
5 or 10-box lots.....		.05¾
Seedless—Imported Sultanas, ex. fancy, new		
7 cr., boxes about 30 lbs.....		.09¼
Fancy, new, 5 crown, boxes about 30 lbs....		.08¾
Gold Cord Brand, Thompson's Bleached,		
seedless, extra fancy, new, 36-1s.....		.10¾
Thompson extra fancy Bleached, new, 50-lb.		.10¾
Thompson fancy Bleached, new, 50 lb.boxes		.10¾
Not-A-Seed, new, 36-1s.....		.06¾
5 or 10-box lots.....		.06¾
G. & S. Thompson Seedless, 50-1s..		.06¾
Notawun Brand, Thompson's Seedless,		
fancy, new, 45-1s .....		.06¾
Victor Brand Sultana Seedless, 40 1-lbs.....		.05¾
5 or 10-box lots .....		.05¾
Thompson's Seedless, fancy, 50-lb. boxes...		.04¾
California Seedless Muscatels, fancy,		
stemmed and cleaned, 50-lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
California Sultana, fancy, 50 lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
Prunes—		
	Wheel Brand, Fancy New Santa Clara	Preferred Growth Fancy New California
	Stannard Brands	Fancy Santa Clara
		Ruby
		Extra Fancy
20- 30, 25 lbs.....		.11
30- 40, 25 "		.08¾
40- 50, 25 "		.07¾
50- 60, 25 "		.06¾
60- 70, 25 "		.06
70- 80, 25 "		
80- 90, 25 "		
90-100, 25 "		.04½
30- 40, 50 "		
40- 50, 50 "		
50- 60, 50 "		.06½
60- 70, 50 "		.06
70- 80, 50 "		
80- 90, 50 "		.04¼
90-100, 50 "		.03¾
100-120, 50 "		
Prunes—Herbert's Challenge Brand, ex.fancy		
new Santa Clara, 20-30s, 25-lb. boxes.....		.12
Currants—Gold Medal, new, 36 1s.....		
Gold Medal, new, 25 lbs., loose.....		.07
Admiral, new, 40 1s.....		.07
Admiral, new, 30 lbs. loose.....		.07
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes .....		.12
Lemon Peel, fancy, 10-lb. hinge lid boxes.....		.12
Orange Peel—		Per
Fancy 10 lb., hinge lid boxes.....		.12
Dates—		Per
Fard, fancy, new, boxes about 14 lbs.....		.08
Hal'ow'en very fcy. new (Gldn) abt. 70lb.		.08
Sair, new, about 70 lbs .....		.08
5 box lots.....		.08
Century, new, 30 packs.....		per pack
Orient, new, pitted, 30 packs.....		"
Figs—		
Fancy, new, Cal., 10-1s.....		per box
Extra fancy new Smyrna layers, 7 crown,		
boxes about 12 lbs.....		per lb.
Fancy new Smyrna layers, 5 crown, boxes		
about 12 lbs.....		per lb.
5 or 10 box lots.....		"
Apricots—		Per
Blenheim, extra fancy large, very bright		
Santa Claras, 25 lb. boxes.....		.08
5 or 10 box lots.....		.08
Wheel Brd fancy new Moorpark, 25 lb. bxs.		.08
Challenge Brd, fancy Moorpark, 25 lb.....		.08
Forest King, fancy, new, 25 lb. boxes.....		.08
Victory, fancy, new, 25 lb. boxes.....		.08
5 or 10 box lots.....		.08
Commander Brand, new, 25 lb. boxes.....		.08
5 or 10 box lots.....		.08
Red Banner, extra choice bright, 25 lb. bxs.		.08
5 or 10 box lots.....		.08
Champion Brand, 25 lb. boxes.....		.08
Moorpark Slabs, fancy, very bright, 50 lb....		.08
Cherries—		Per
Extra fancy Cal., white, Royal Anne, pitted,		
25 lb. boxes.....		.08
Wheel Brand, extra fancy white, Royal		
Anne, unpitted, 25 lb. boxes.....		.08
Wheel Brand, unpitted, new, Cal. Black		
Tartarian, 25 lb. boxes .....		.08
Nectarines—		Per
Reliance Brand, choice white, 25 lbs.....		.08
5 or 10-box lots.....		.08
Peaches—		Per
Purple Ribbon, ex.fcy jumbo, yellow, 25 lbs.		
G. & S. Fortuna Brand, fancy Muirs, 25 lbs.		
Purple Ribbon, ex. fcy, large, yellow, 25 lbs.		



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers

IN

## 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



"GET SOME"

## Delivering the Dozen

It takes no longer to deliver a dozen cans of **Van Camp Pork and Beans** than one can, and it means *eleven more meals* on which *you make a profit*. So, offer a little discount and

"Sell her a dozen cans."

**The Van Camp Packing Company**  
Indianapolis, Indiana

## TO THE TRADE:

You Should in Stocking

# CEYLON TEA

Be Ever Careful to Buy

## The Better Grades

---

It Is

## The Most Profitable

Policy in the Long Run

---

**Selling Cheap Teas at Fine Tea Prices Might Show Big Profits Temporarily, but It Would Eventually Kill Trade. And It Would Discourage Growing Fine Teas.**



Hams, skinback, 18--20 lbs.	13 1/4
" 14-16 lbs.	13 1/2
" 10-12 lbs.	15 1/2
Picnics, 6-8 lbs.	12 3/4
N. Y. Shoulders, 10-12 lbs.	
Dried Beef, sets, city smoked.	
" tenders and knucks.	18
" flats	
" air dried, sets.	
" tenders and knucks.	21
Jersey Pork, butt.	24 50 per bbl.
" family	27 00 "
Breakfast Bacon, rib lb.	16
" boneless.	17
S. P. Bellies, 14-15 lbs.	14 1/2
Bologna, 25-lb. boxes	
Boiled Boneless Ham.	22
Beef Tongues, smoked, 5-6 lbs.	20 00
Cooked Compressed Ham, 25-lb. boxes.	
Covered Hams, 1/2-cent extra; Covered Shoulders,	
Picnics and Bacon, 1/2-cent extra.	
Armour & Co.—	
Star Hams, regular, 10 to 12 lbs.	16 1/2
" " 12 to 14 lbs.	16 1/2
" " 14 to 16 lbs.	16 1/2
" skinbacks	16 1/2
Shield Hams, 10 lb. average.	15
" 12 "	15
" 14 "	15
" 16 "	15
" 18 "	15
" skinbacks	15 1/2
Picnic Hams, 5 to 6 lbs.	13
" 6 to 8 lbs.	13
Star Smoked Ox Tongues, long cut.	17 1/2
" " short cut.	18
Beef Bologna	10
Shield Paraffined Bologna.	08 1/2
Berliner Ham.	10
New Orleans Luncheon Meat.	12
Star Cooked Ox Tongue.	12
Swift & Co.—	
Premium Brand Hams, 8 to 10 lbs.	16 1/2
" " 12 lb.	16 1/2
" " 14 to 16 lbs.	16 1/2
" " 18 lb.	16 1/2
" " skinned, 12--20 lbs.	16 1/2
" " boiled, skinned, fat-	
less	05 1/2
" " Bacon	23
" " Dried Beef, Indian.	10
" " Beef Tongues, short cut.	10





Nobody can make  
a better wagon  
than we do, and  
nobody can make  
as good a wagon  
cheaper :: ::

We not only make old wagons LOOK  
as good as new, but we repair them so  
skillfully that they WEAR almost as  
good as new.

Let us estimate on your next job.

## Rech-Marbaker Company

Eighth Street and Girard Avenue  
PHILADELPHIA, PA.

In selling  
bulk Mince Meat  
containing Benzoate  
of Soda you must label  
every sale, losing time, money  
and reputation.

### ATMORE'S MINCE MEAT

contains no chemical  
preservatives or adulterants.

*"Atmore's needs no stickers"*

ATMORE & SON, Philadelphia.  
Members of The American Assn. for the Promotion of Purity in Food Products.

## AS LONG AS EXPERTS DISAGREE

about the harmfulness of Benzoate of Soda  
in food products, just that long are thinking  
people going to avoid all doubt by demanding  
foods that they know are pure. The grocer  
who is alive to his own interests will give  
this point careful consideration.

## HEINZ 57 VARIETIES

### PURE FOOD PRODUCTS

will always be held in high favor by every-  
one who wants pure foods. They contain no  
drugs or chemicals of any kind and are guar-  
anteed to please. Your customers know that

Anything that's HEINZ is safe to buy.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London



## WHERE *the* GLASS JAR COMES IN

The glass jar in which  
Croft's Swiss Milk Cocoa—  
and that only—is packed  
offers the entering wedge  
to a sale, because it is un-  
usual.

No woman ever saw  
cocoa packed in glass be-  
fore; the sight is novel;  
she asks about it, and if  
you help a little, she buys.

Bought once, Croft's  
Swiss Milk Cocoa will  
always be bought again,  
for it has a flavor which  
has never been successfully  
imitated. Our exclusive  
making process removes  
the bad, develops the  
good, and the result is the  
smoothest, most delicious  
drinking cocoa on the  
market.

Croft & Allen Co.  
PHILADELPHIA, PENNA.



-25-

Winchester brand Hams, skinned, all aver.	.15 1/4
" " 8 to 10 lbs. aver.	.15 1/4
" " 12 lbs. aver.	.15 1/4
" " 14 to 16 lbs. aver.	.15 1/4
" " 16 to 18 lbs. aver.	.15 1/4
" " Picnic.	.13

Above average loose, if packed 1/4 cent a lb. advance.

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs.	.14 3/4	.10 3/4
Plain tubs, 50 and 60-lb. cans.	.15	.10 3/4
10-lb. tin pails, 60 lbs.	.15 1/4	.11
5-lb. " 60 lbs.	.15 1/4	.11 1/4
3-lb. " 60 lbs.	.16	.12 1/4
Armour's—		
Shield Pure, 60-lb. tubs.	.15 1/4	
Simon Pure Leaf, 30, 50 and 100.	.17 1/4	
White Cloud Compound, tubs.	.10 3/4	
" " tierces.	.10 3/4	
Vegetole, tierces.	.10 1/4	
" " tubs.	.11	
Swift & Co.—		
Premium brand, tierces.	.16 1/4	
Silver Leaf brand, tierces.	.15 1/4	
Jewel, compound, tierces.	.10 3/4	
Cotosuet, tierces.	.11	

## DRESSED MEATS.

	Per lb.
City Dressed Beef—	
Choice, native.	.08 1/4 - .10
Common.	.07 - .09
Western Dressed Beef—	
Choice, native cattle.	.08 1/4 - .10
Common to fair.	.07 - .09
City Dressed Veal—	
Prime.	.12 - .13
Good to choice.	.12 - .13
Dressed Hogs—	
Pigs.	.11 1/4 - .12
Hogs, heavy.	.11 1/4 - .12
" 180 lbs.	.11 1/4 - .12
" 160 lbs.	.11 1/4 - .12
" 140 lbs.	.11 1/4 - .12
Dressed Sheep and Lambs—	
Lamb, western, good.	.12 - .14
" " culls.	.10 - .10
Sheep, choice.	.09 - .10
" " medium.	.08 - .09

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues.....each	.75
Cow Tongues.....	.70
Calf Heads, scalded.....	.75
Sweetbreads, veal.....per pair	.40
" " beef.....per doz.	1.00
Calf Livers.....per lb.	.30
Beef Kidneys.....per doz.	1.00
Beef Livers.....per doz.	.60
Ox Tails.....per doz.	.50
Hearts, beef.....per lb.	.03
Rolls, beef.....	.05
Tenderloin, beef, western.....	.12 1/2 - .14
Fresh Pork, loins, city.....	.13 - .15
" " western.....	.13 - .15

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.	
Turkeys—	Per lb.
Western, young hens, 8 to 10 lbs.	.25 - .26
" " young toms, 15 to 17 lbs.	.25 - .26
Old hens and toms	.23 - .25
Common to good	.18 - .20
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.	.25 - .28
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair.	.24 - .28
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy.	.25 - .28
Western, 4 to 4 1/2 lbs. to pair, fancy.	.19 - .22
" " 3 to 3 1/2 lbs. to pair, fancy.	.19 - .22
" " fair to good	.15 - .17
Fowls—	
Western, fancy	.18 - .19
Heavy Roasters, 4 to 5 lbs.	.20 - .23
Fair to good.	.18 - .19
Old cocks.	.12 1/2 - .13
Squabs—	
Prime, large, fancy	3.50-4.50
Mixed.	2.75-3.75
Dark	1.50-2.00

## LIVE POULTRY.

Spring Chickens, nearby, 1 1/4 to 2 lbs.	.16 - .17
Large Springers	.16 - .18
Fowls	.16 - .17
Roosters	.11 - .13
Ducks	.15 - .16

## POULTRY SEASONING.

Bell's Spiced Seasoning—	Per doz.
Small, or rec. size, 2 doz.	.90
" " 1 doz.	.90
Large, or 25c. size, 1 doz.	1.80
1-lb. cans, 1 doz.	4.50
5-lb. cans, 1/2 doz.	12.00

## SAUER KRAUT.

Extra quality, long cut, about 50 gal.	6.15
" " 15-gal. kegs	2.55
Webster, No. 3, fancy, N. Y. State, 2 doz.	.85
Compass, No. 3, 2 doz.	.80

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## PLUM PUDDING.

Richardson & Robins—	Per doz.
Individual size, 1/4 lb.	.95
Round conical, with key, No. 1, 1 doz.	2.30
" " No. 2, 1 doz.	4.10
" " No. 3, 1/2 doz.	6.30
" " No. 4, 1/2 doz.	8.15
P. P. Sauce, No. 1, 2 doz.	1.50
Atmore's Genuine English, seedless—	Per case
Individual, 2 doz.	2.10
No. 1, cans, 1 doz.	2.30
No. 2, cans, 1 doz.	4.10
No. 3, cans, 1/2 doz.	3.35
No. 4, cans, 1/2 doz.	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	Per doz.
No. 32, jars.	.97 1/2
No. 5, toy pails.	2.45
American, pure apple, tumblers, assorted slices.	.88
Schimmel's, No. 10, tumblers.	.83
National, No. 10, tumblers.	.72 1/2
" " No. 6, tumblers.	.49
Preserves—	Per lb.
Schimmel's, pure, 30-lb. pails.	.13 1/2
National, 30-lb. pails.	.09
Southwark, 30-lb. pails.	.06
" " 4 1/2-lb. toy pails, 1/2 doz.	4.15
Fruit Butters—	Per doz.
Apple, No. 32, jars.	.98
Southwark, No. 3, tins.	1.00
" " No. 5, toy pails.	2.70
" " 30-lb. pails.	1.08
" " 30 lb. crocks.	.07 1/4
" " Schimmel's, 30-lb. pails.	.06
Prune, 30-lb. pails.	.07 1/4
Peach, 30 lb. pails.	.07
Jams—	
Schimmel's, pure, jars, 2 doz.	1.70
Southwark, assorted, jars, 2 doz.	.93
Orange Marmalade—	
Hartley's, imported.	1.80
Schimmel's, pure.	1.65
Warlock's Guava Jelly—	
1-lb. tumblers.	4.00
1/2-lb. " "	2.25

## FRESH FRUIT JAMS.

	In No. 1 tins, per doz.	In No. 1 glass jars, per doz.
Curtice Bros.—		
Strawberry Jam.	\$1.25	\$1.65
Raspberry Jam.	1.25	1.65
Raspberry and Currant Jam.	1.25	1.65
Cherry Jam.	1.25	1.65
Apricot Jam.	1.25	1.65
Red Currant Jam.	1.25	1.65
Quince (sliced) Jam.	1.25	1.65
Peach Jam.	1.25	1.65
Pear Jam.	1.25	1.65
Blackberry Jam.	1.25	1.65
Gooseberry Jam.	1.25	1.65
Green Gage Jam.	1.25	1.65
Damson Jam.	1.25	1.65
Grape Jam.	1.25	1.65
Orange Marmalade.	1.25	1.65
Pineapple Marmalade.	1.25	1.65
Red Cherry.	1.25	1.65
White Cherry.	1.25	1.65
Black Currant.	1.25	1.65
Egg Plum.	1.25	1.65
Tins packed in cases of four dozen each.		Glass jars packed in cases of two dozen each.

## DRUGS.

## Family Medicines.

	Guaranteed Full U. S. P. Strength.	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.83	1.25	
Sweet Oil.....	.45	.73		
Spirits Nitro.....	.45	.85	1.95	
Spirits Camphor.....	.45	.85	1.95	
Spirits Painters' Commercial.....	.45	.85	1.95	
Paregoric.....	.45	.85	1.95	
Glycerine.....	.45	.85	1.95	
Syrup Squilla.....	.45	.85	1.95	
Syrup Rhubarb.....	.45	.85	1.95	
Syrup Ipecac.....	.45	.85	1.95	
Turlington Balsam.....	.45	.85	1.95	
Golden Tincture.....	.45	.85	1.95	
Tincture Arnica.....	.45	.85	1.95	
Balsam de Malta.....	.45	.85	1.95	
Bateman Drops, rd bots.....	.45	.85	1.95	
Godfrey's Cordial, rd bots.....	.45	.85	1.95	
Turpentine.....	.45	.85	1.95	
Laudanum, rec. size.....per doz.	.88			
" " 25c. size.....	1.95			
5 per cent. discount in gross lots assorted.				
Alum.....per lb.	.03			
Borax, powdered, bulk.....per lb.	.07			
" " lump, bulk.....	.06			
Butter Color, W. & R.....per doz.	2.00			
Bluestone, bulk.....per lb.	.08			
Copperas.....	.01 1/4			
Camphor, gum, 1-oz. blocks.....	.95			
" " flakes, 250-lb. bbls.....	.02 1/4			
" " less quantity.....	.03 1/4			
" " Tar Balls, 250-lb. bbls.....	.02 1/4			
" " less quantity.....	.03 1/4			
Castoria, Fletcher's.....per doz.	2.80			
" " Pitcher's.....	.75			
Carbonate of Ammonia.....per lb.	.11			
Epsom Salts.....	.08			
Glauber Salts.....	.01 1/4			
Glue, ordinary.....	.09 1/4			
" " white.....	.20			
Gum Arabic.....	.50			
Haarlem Oil.....per doz.	.30			
Husband's Magnesia.....	2.85			
Jamaica Ginger, Hires', flasks.....	.90			
Licorice, P. & S., 5-lb. boxes.....per lb.	.23			
" " M. & R., 5-lb. boxes.....	.27			
" " 40, 60, 80, 120, 160, 5-lb. boxes.....	.24			
" " root.....	.11			
Patty, 25-lb. cans.....per 100 lbs.	1.60			
" " 50-lb. cans.....	1.55			
Petroleum Jelly, screw top, 5c. size.....per doz.	.35			
" " 10c. size.....	.75			

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Paris Green, 100-125-lb. kegs.....per lb.	.24 1/2
" " 1/4-lb. packages.....	.29
" " 1/2-lb. packages.....	.28
" " 1-lb. packages.....	.27
Rosin.....	.04
Roach Powder, Omega, 4-oz. cans.....per gross	9.00
Roachsalt, 10c. size.....per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.06 1/4
" " granulated, about 100-lb. kegs.....	.06 1/4
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.55
" " 100-lb. bags.....	2.35
" " less quantity.....per lb.	.03 1/2
Venetian Red.....	.01
Whiting.....	.02
Goff's—	Per doz.
Cough Syrup, 25c. size.....	1.75
Herb Bitters, 25c. size.....	1.75
Oil Liniment, 25c. size.....	1.75
Sarsaparilla, 50c. size.....	3.50
Worm Syrup, 25c. size.....	1.20
Horse and Cattle Powder, 25c. size.....	1.20
Dyspepsia Tablets, 10c. size.....	.75
Iron Glue, McCormick & Co.—	
No. 3.....	.40
No. 10.....	.75
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder.....	.85
Root Beer.....	.80
Talcum Powder.....	.75
Triangular Quinine.....	.80
Quinine Capsules.....	.80

## Druggists' Sundries.

Acid Phosphate, Horsford's.....per doz.	4.15
Bath Brick, box 25 bricks.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.25
Tar, pints.....per doz.	.75
" " quarts.....	1.00
" " gallons.....each	.30
" " 1/2 bbls.....	3.50
" " bbls.....	6.00
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....per case	3.75
U. S. Nerve and Bone Liniment, 25c. size.....	2.00
McCord's Magic Medicine, 25c. size.....	2.00
" " 50c. size.....	4.00
McCormick's Tasteless Chill Tonic, 25c. size.....	3.00
" " 50c. size.....	4.00
McCormick's Watermelon Syrup, 50c. size.....	4.00
Reliable Brand Headache Powders, 10c. size.....	.75

## Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, Rose, Pistachio, No. 2 size.....	.90
" " No. 3 size.....	2.00
" " No. 4 size.....	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size.....	.85
" " No. 3 size.....	1.75
" " No. 4 size.....	2.00
Lemon, No. 2 size.....	.90
Orange, No. 2 size.....	.90



Sauer's Flavoring Extracts—	
No. 1, Lemon and Vanilla.....	.45
No. 2, Vanilla and Rose.....	.90
No. 3, Lemon and assorted.....	.85
No. 4, " ".....	2.00
No. 4, Vanilla.....	2.25
Assorted cases, Nos. 1 and 2.....	10.80
" " Nos. 1, 2 and 4.....	11.80
Bulk.....	pts. qts. 1/2 gals. gals.
XXX Vanilla.....	1.50 3.00 6.00 12.00
XX Vanilla.....	1.25 2.50 5.00 10.00
X Vanilla.....	1.00 2.00 4.00 8.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery.....	1.00 1.60 3.00 6.00
Peach, Rose, Apricot, Violet.....	1.50 2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistache, Nutmeg, Mace, Cherry, Strawberry, Fruit.....	1.25 2.25 4.00 7.50
Tea.....	7.00
Kitchen Queen—	Per doz.
Extract Vanilla, No. 25.....	2.00
" " No. 2X.....	.80
" " No. X.....	.45
Extract Lemon, No. 25.....	1.75
" " No. 2X.....	.80
" " No. X.....	.45
Ingersoll's Flavoring Extracts—	
High Grade Vanilla.....	1.75
" " Lemon.....	1.75
Select Vanilla.....	.85
" " Lemon.....	.85
" " assorted.....	.85
" " small size.....	.45

## Mapleline.

Crescent Brand—	Per doz.
2 oz. bottle.....retail	.35 3.00
4 oz. bottle.....	.60 5.25
8 oz. bottle.....	1.15 9.50
16 oz. bottle.....	2.25 18.00
32 oz. bottle.....	4.00 35.00

## Liquid Rennet and Tablets.

Blair's Liquid Rennet.....	Per doz.
" " Rennet Tablets, 3 doz.....	1.10
Shinn & Kirk's Liquid Rennet.....	.75
Hanson's Junket Tablets, 3 doz.....	1.50
Union Tablets, 3 doz.....	.75

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## CIDER.

Corson's—	
Barrels.....per gal.	.16
1/2 barrels, 28 gals.....per bbl.	5.00
Kegs, 14 gals.....	3.00
Bottled Cider—	Per case
Duffy's 1842 Apple Juice, 1 doz. qts.....	3.50
" " 2 doz. pts.....	4.00
Anchor brand Golden Russet, 1 doz. qts.....	3.75
" " 2 doz. pts.....	4.25
Mott's brand Golden Russet, 1 doz. qts.....	3.75
" " 2 doz. pts.....	4.25

## CHEWING GUM.

Adams', counter jars, 100 5c. packages.....	2.75
" " boxes, 20 packages.....	.55
Gee Whizz, 72 packs.....	.47
Fleer's Chiclets, 3 lbs., bulk.....	1.25
Spearmint, 20 packs, 100 pieces.....	.55

## RICE.

Extra Fancy Head, XXXX, 100-lb. bags.....	.07 1/4
Fancy Head, 100-lb. bags.....	.06 1/4
Extra choice, 100-lb. bags.....	.05 1/4
Choice, 100-lb. bags.....	.04 1/4
Prime, 100-lb. bags.....	.03 1/4
Japan, fancy, 100-lb. bags.....	.05 1/4
" " choice, 100-lb. bags.....	.04 1/4
Java, fancy, polished, 100-lb. bags.....	.05 1/4
B. Fischer & Co.—	







## This Point Alone Would Be Enough

¶ If we said nothing more about **Gurnse** butter than that we authorized you to refund the money the minute anybody complained, it would make it the best butter proposition on the market.

¶ It takes some courage to put the whole thing up to the customer. Not so much courage in our case, perhaps, for we know that nobody could possibly complain of **Gurnse** butter. It is a perfect butter—sweet, rich, dry, tasty. We make it in our own dairies and know all about every grain. Packed in brine-dipped parchment.

¶ It will pay you to feature **Gurnse** butter and get the benefit of our advertising.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—42 cents.  
Prices subject to market changes.

**P. F. Brown & Co.** 39-41-43 South Front Street  
Philadelphia, Pa.

## He's Got His— "PEERLESS"



### READ WHAT HE SAYS!

COLUMBIA, PA., November 8, 1909

PEERLESS FIXTURES CO., MARSHALL, MICHIGAN.

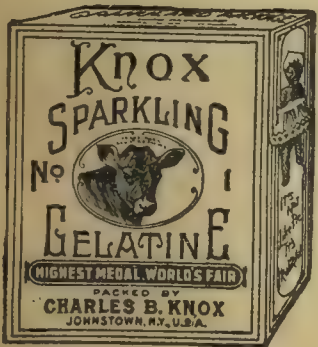
*Gentlemen:*—I would like to send you a picture of the interior of my store to show you how fine my Peerless Counter looks, but owing to plan of my store am afraid I cannot get a good picture. However, I am stuck on your counters and cannot see how I ever got along without them.

Wishing you good luck, I remain,

WALTER B. HOGENTOGLER.

Why wait any longer about getting yours? Send for our beautiful descriptive catalogue and compare our prices with others and remember you have the use of a **Peerless** while you are paying for it.

**Peerless Fixtures Company**  
MARSHALL, MICHIGAN



## Do You Know That Knox Gelatine Advertises You?

¶ Every customer knows that a grocer who sells **KNOX GELATINE** sells the best brands of other goods.

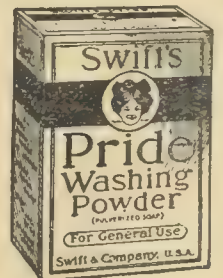
¶ We guarantee **KNOX GELATINE** to give perfect satisfaction, refunding its cost if it shouldn't.

¶ When we please customers and see that you get a good profit, we figure that we have done it all.

¶ That's why we believe you will push **KNOX GELATINE**.

**Chas B. Knox Company**  
JOHNSTOWN - - - NEW YORK

## Does Both of These



First, pays you a good profit; second, pleases your customers. That's why you ought to **PUSH**

## Swift's Pride Washing Powder

Another reason is our heavy advertising makes it sell **FAST**. Last but not least, we're giving a **Special Profit** at this season that you will find interesting if you write and ask the nearest **SWIFT BRANCH HOUSE** about it.

**Swift & Company**  
CHICAGO, U. S. A.





Extra Fancy Pence, No. 714, new crop.....	.4
West India, choice, No. 510, compound.....	.2



LAMSON



Air Line

CASH  
CARRIERS*Keep a check on your sales*

Fix responsibility—lessen labor—reduce  
selling expenses—give quick service—  
please your customers.

*Bulletin E explains all.*

Lamson Consolidated Store Service Company

BOSTON

Philadelphia Office, No. 500 Penn Mutual Building

SERVICE

## Our Indexed Coupon Books



are conceded by thousands of satisfied users, to be the most convenient and best made. If you are not using Indexed books you are making a mistake. They cost no more than the other kind, and are *delivered freight or express charges prepaid*. Good for cash and credit business. Saves you nine-tenths of your bookkeeping, and eliminates forgotten charges, losses and disputes. Saves you time, labor and annoyances. Their cost is trifling. Let us send you free samples and booklets at once, now.

J. P. FORBES, Forbes Building, COSHOCTON, OHIO

## Imitated But Not Equaled

Pearl Berax Soap  
Pearl Borax  
Soap Powder

SOAPS

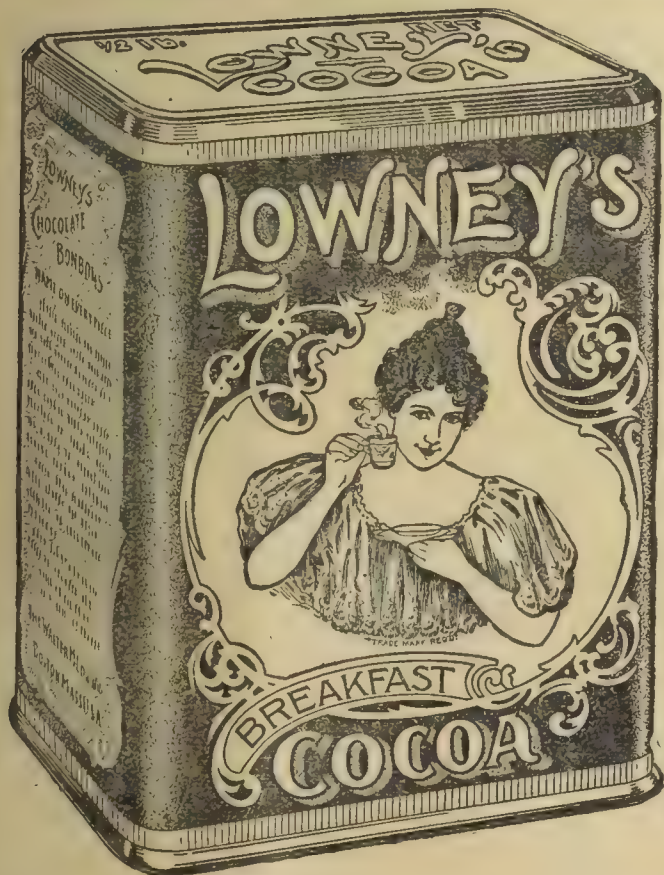
Young's Scouring  
Soap  
Cygnets Soap

CHAS. W. YOUNG &amp; CO.

ESTABLISHED 1877

Makers of Soaps of Merit

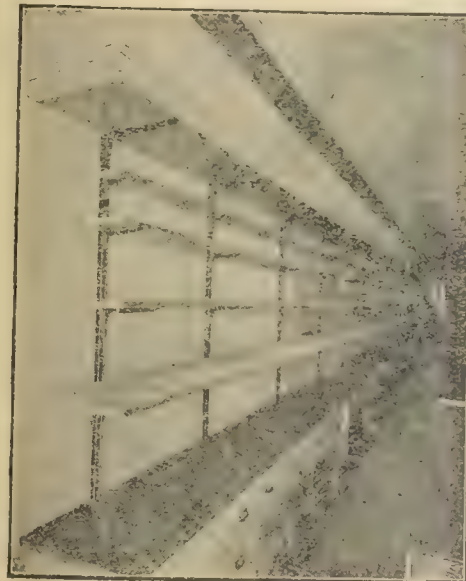
PHILADELPHIA, PA.



Reckon Up the Profit on LOWNEY'S COCOA and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

The Walter M. Lowney Company  
BOSTON, MASS.

Stores That  
Look Like  
Junk Shops

No matter how hard you try to avoid it, your store will look like a junk shop if its shelves are overcrowded.

Of course you can overcrowd shelves supported by Baines' Brackets, but you won't reach the crowded point until you've got 25 per cent. more goods on the shelves than you can put on the old-fashioned shelves.

Baines' Brackets hold up shelves without the old-time uprights that eat up space. The whole, unobstructed shelf-length is available for goods. We've figured up the gain many times—it amounts to a clear increase in shelf room of 25 per cent.

PIQUA BRACKET CO. = = Piqua, Ohio







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, JANUARY 10, 1910.

No. 2.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,  
AT  
927 Arch Street, Philadelphia.

TELEPHONES:  
Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:  
Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:  
825 Lewis Building.  
Land A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR  
United States and Mexico ..... \$3.00  
Canada ..... 3-50  
Great Britain and Continent of Europe  
and Asia ..... 4-50  
Single Copies ..... .10

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## National Attack Coming on High Food Prices

**Breaks Forth in Several Ways in National Capital. National Boycott Movement Started Against All Foods Believed to be Artificially High. Similar Plan Used in Germany. Resolutions Introduced in Congress for Investigation. Summary of the Discussion.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 7, 1910.

During the past week this city has become the centre of a national movement to inquire into the reason of the enormous cost of food products and to adopt means, if possible, to remedy them. A German physician well versed in economics, has inaugurated a movement for a national boycott upon all articles of food which are believed to be higher than they have any good reason to be. Another move with the same end in view, but from a different standpoint, was made in Congress by Representatives Moore and Hull. Mr. Moore believes that the holders of storage foods are largely responsible for the high prices and he introduced resolutions on Tuesday to investigate.

The originator of the boycott idea is Dr. E. L. Scharff, a German, who proposes to apply the identical remedy once used by the people of the German Empire, under similar circumstances. At that time there was a coffee combine in Germany. The price was jumped repeatedly, until it approached the prohibitive point. The Germans formed a national organization, and upon a given day practically the entire nation ceased the use of the beverage. Four days sufficed to bring the coffee combine to its knees, and the price was reduced and the German Empire quietly returned to its drink.

Dr. Scharff has been holding a series of meetings at his house here for the introduction of this plan in this country to compel the food combines to become reasonable. His idea has met an unexpectedly popular reception. Prominent citizens, members of Congress and others, have hastened to his support, and without solicitation he already has tenders

of ample capital with which to meet the expenses of the preliminary organization of his league.

At a mass convention soon to be held officers will be elected and an advisory board created to have charge of the formulation of the arrangements for making the league national in its scope and character. It is proposed to have a sub-committee of two in each of the principal cities of the country as well as a State organization at each State capital. The sub-committees in the various cities are expected to form local organizations, and as soon as one million householders have become members of the league the organization will be ready to start its first national boycott.

It is understood here that this plan, if carried out, will be first directed against the products of certain of the largest Western packing companies.

The resolutions introduced by Representative Moore is a very curious production. Mr. Moore proposes first that articles of food shall not be kept in cold storage longer than six months, and that the Secretary of Agriculture shall cause an inspection to be made of all cold storage warehouses where food is kept at least once a month; that he shall destroy all impure food and also all food remaining in storage more than six months.

Mr. Moore declares that there is a plain scheme to force the consumer to pay high prices and the storage warehouse owners are used to carry it out. Eggs and butter are packed away in the summer or spring, and in the winter they are released from the storage houses in such small quantities as to force the consumers to pay heavily for them. It is contended that the farmers are the real persons who are responsible for the high prices. They have unions and associations that keep them posted when to hold back their products and

when to sell. This, it is said, is in restraint of trade.

The Bradstreet Co. also supplied some specific figures on the subject, showing the prices of necessities of life, chiefly groceries, since 1896, as follows:—

Advance in the price of living, 1896 to 1909.				
	1896.	1901.	1907.	1909.
Flour, straight winter, per bbl.	3.25	3.40	3.35	5.40
Beef, carcasses, per lb.	.055	.085	.08	.09
Hogs, carcasses, per lb.	.0387	.071	.09	.107
Mutton, carcasses, per lb.	.055	.087	.095	.095
Milk, per qt.	.03	.027	.040	.047
Eggs, per doz.	.125	.14	.29	.38
Bread, per loaf.	.04	.04	.04	.04
Hams, per lb.	.10	.105	.14	.145
Lard, Western steam, per lb.	.042	.084	.097	.126
Butter, creamery best, per lb.	.15	.19	.335	.32
Cheese, choice East factory, per lb.	.066	.092	.15	.165
Coffee, Rio, No. 7, per lb.	.13	.062	.072	.081
Sugar, granulated, per lb.	.048	.055	.046	.05
Tea, Formosa, Oolong, superior per lb.	.18	.245	.165	.18
Molasses, New Orleans, prime, per gal.	.32	.35	.37	.28
Salt, domestic, sacks of 224 lbs.	.75	1.10	.98	1.00
Rice, domestic, good, per lb.	.047	.048	.051	.05
Beans, choice marrow, per bush.	1.15	2.50	2.17	2.75
Potatoes, per 180 lbs.	.75	2.37	1.50	1.50
Apples, per bbl.	.....	.....	2.00	2.50
Cranberries, Cape Cod, per bbl.	.....	.....	6.50	4.00
Lemons, per box, 300	2.00	2.75	3.00	5.00
Coal, anthracite, stove sizes, per ton	4.25	4.20	5.00	5.00

Another set of resolutions was introduced in the House about the same time by Representative Hull, of Tennessee. The Hull resolution calls attention to the fact that whereas in the last twelve months the prices of commodities have increased from 11 to 30 per cent., the increase in wages has not kept step with the advance, so that millions of people find themselves unable to buy food and clothing which they urgently need. He recounts the charges that the recent tariff legislation has had the effect of raising prices; that the prices of goods on which protective duties have been placed have been raised above any others in the world, and that on account of the absence of competition such companies as the American Sugar Refining Co. and Armour & Co. have been charging rates that give them an exorbitant profit.

The appointment of an investigating committee is provided for, to consist of seven members of the House and five of the Senate, which shall look into the various suspected causes of the present condition, with special reference to the effect of trusts and combinations, the existing tariff schedules, the increased population, the increased volume of money and

the increasing of the public debt by the issuance of Government bonds.

In the Senate another investigation was begun. Senator Elkins led off by introducing a sweeping resolution creating a special committee of five Senators to investigate the cost of living and any increase in the prices of food products since 1900. The committee was directed to ascertain the various causes which have contributed to such increased prices and also to learn whether wages have been raised in proportion to the increased cost of living.

The committee must compare the cost of necessary articles in 1900 with those at the present time and learn the cost of production then and now. If the committee shall find that the increase cost of living has been caused by Congressional legislation, relating to any feature of interstate commerce or otherwise, such bill must be recommended as will correct the evil.

Senator Crawford followed with a resolution calling on the Department of Commerce and Labor for information concerning the cost of living which has been obtained through investigations already made. He had written the proper officials and had been advised that the data desired can be forwarded to the Senate at once if requested in the usual manner. After reciting that prices for the necessities of life have steadily advanced the last ten years, the resolution instructs the department to investigate and report the percentage of increase in the cost of food products for ten years; the percentage of increase on cotton, wool, hides and manufactures thereof; the percentage of increase in retail prices on all such articles; the percentage in the increased cost of food for an average workingman's family; the percentage in the increased wages paid a workingman; the per capita circulation in the United States the world's production of gold and other data not so nearly allied to the real cost of living.

Another voice has joined the discussion during the week—that of Prof. Milton Whitney, of the Bureau of Soils of the Department of Agriculture. In a lengthy statement he ascribes the unremitting advance to the fact that as Americans grow richer

(Continued on page 9.)



## Enter the Grocery World *and* General Merchant's Free Employment Bureau

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Scattered over the territory covered by the GROCERY WORLD AND GENERAL MERCHANT there are thousands of clerks and managers wanting better positions, and retailers or wholesalers wanting better clerks and managers.

The GROCERY WORLD AND GENERAL MERCHANT has resolved to establish an exchange through which these people can get together. It announces, therefore, the launching of the "Grocery World and General Merchant Free Employment Bureau," whose object, in a nutshell, is to supply clerks or managers to employers, and positions to clerks or managers. There will be no charge for this service.

Every clerk wishing a position is invited to register his name with the GROCERY WORLD AND GENERAL MERCHANT'S Bureau. Naturally it will be held in strictest confidence. Every clerk so forwarding his name will receive a specification blank, which he will fill out and return, so the GROCERY WORLD AND GENERAL MERCHANT can without delay fit him to the position he is calculated to fill.

Every retailer, or wholesaler needing a clerk or manager is also invited to communicate with the GROCERY WORLD AND GENERAL MERCHANT. As soon as his communication is received, he, too, will receive a specification blank which he will fill out and return. The GROCERY WORLD AND GENERAL MERCHANT will then know exactly what sort of man to put him in touch with.

The GROCERY WORLD AND GENERAL MERCHANT will work in two ways to bring together the employer who wants a clerk, and the clerk who wants a job.

FIRST.—The application for clerk or job, with or without name, as the applicant elects, will be published in the GROCERY WORLD AND GENERAL MERCHANT in the form of a Want Ad.

SECOND.—If the applicant is an employer wanting a clerk he will be put directly in touch with several of the sort of clerks he wants. If the applicant is a clerk wanting a job he will be put in communication with several employers who have jobs open he could fill. All this will be done through the mail with perfect privacy.

Everything said here applies to store managers and department managers, as well as to clerks.

Nowhere through or after the transaction is there any charge to either clerk or grocer. The idea is by way of making the GROCERY WORLD AND GENERAL MERCHANT even more valuable to its readers.

Address all communications to

**The Grocery World and General Merchant Employment Bureau**

**927 Arch Street, Philadelphia, Pa.**



## Canned Goods Course for 1909

"Grocery World and General Merchant's" Annual Compilation of Price Range for Principal Lines of Canned Goods. Only Few Lines Closed Year Higher than They Opened. Most Lines Closed Lower, a Few the Same.

The "Grocery World and General Merchant" presents this week the compilation covering the range of the canned goods market for 1909, which as usual is prepared by Thomas Meehan & Co., the canned goods brokers of Baltimore. The figures show the opening, highest, lowest and

closing prices for the year. The table shows that certain grades of peaches, pears and corn are the only lines which closed the year higher than they opened. The balance either closed lower or the same, mostly lower. The greatest slump was in sauer kraut.

The figures follow:—

Opening. Highest. Lowest. Closing.

### PINEAPPLES.

No. 2 Seconds, small pieces, in water	\$ .70	\$ .75	\$ .65	\$ .70
No. 2 Standard, e. and c., syrup	1.00	1.30	.95	.95
No. 2 Extra Standards, e. and c., syrup	1.30	1.50	1.15	1.15
No. 2 Standard Grated, in syrup	1.25	1.25	1.10	1.15
No. 2 Extra Standard, Grated, in syrup	1.35	1.35	1.25	1.25
No. 3 Pie Grated, in syrup	.70	.95	.70	.95
No. 1 Lunch, Extra Sliced or Grated	.90	.90	.75	.85
No. 1 Cocktail, or chunks, syrup	.90	.90	.75	.85

### PEACHES.

No. 3 Pie Peaches, Unpeeled	.75	.85	.65	.85
No. 3 Peeled Pie Peaches	.97½	1.00	.90	.95
No. 3 Seconds White Peaches	.95	1.00	.90	.95
No. 3 Seconds Yellow Peaches	1.00	1.05	.95	1.00
No. 3 Standard Yellow Peaches	1.30	1.30	1.25	1.30
No. 3 Standard White Peaches	1.25	1.25	1.15	1.25
No. 3 Extra Standard Yellow Peaches	1.40	1.40	1.30	1.35
No. 3 Extra Standard White Peaches	1.35	1.35	1.25	1.30

### TOMATOES.

No. 2 Standard Tomatoes	.50	.55	.42½	.45
No. 3 Standard Tomatoes	.70	.70	.57½	.60
No. 2 Seconds Tomatoes	.45	.50	.40	.42½
No. 3 Seconds Tomatoes	.65	.65	.55	.57½

### OKRA AND TOMATOES.

No. 3 Okra and Tomatoes	.80	.90	.80	.85
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### PEAS.

No. 2 Seconds Marrow or Sugar	.65	.65	.55	.60
No. 2 Seconds Early Junes	.70	.70	.55	.60
No. 1 Fine Sifted Early Junes	.85	.85	.65	.65
No. 1 Extra Fine Sifted Early Junes	.90	.90	.70	.70
No. 1 Fancy Petit Pois	.95	.95	.80	.80
No. 2 Standard Early Junes	.80	.80	.65	.70
No. 2 Extra Standard Junes	.85	.85	.75	.75
No. 2 Medium Sifted Junes	1.00	1.00	.85	.85
No. 2 Extra Sifted Junes	1.10	1.10	.90	.95
No. 2 Fancy Extra Sifted	1.35	1.35	1.20	1.25
No. 2 Ordinary Petit Pois Junes	1.30	1.30	1.10	1.15

### SPINACH, PUMPKIN, SQUASH, BEETS.

No. 3 Standard Spinach	.77½	.90	.75	.80
No. 3 Standard Pumpkin	.55	.55	.50	.50
No. 3 Standard Squash	.75	.80	.70	.75
No. 3 Standard Beets	.90	1.00	.85	.90

### SAUER KRAUT, SWEET POTATOES.

No. 3 Standard Sauer Kraut	.75	.90	.55	.60
No. 3 Standard Sweet Potatoes	.75	.82½	.70	.72½

### OYSTERS.

No. 1 5-oz. Standard Oysters	.65	.70	.62½	.62½
No. 2 Lunch Oysters	2.00	2.00	1.80	1.80
No. 1 Select, 6-oz.	1.25	1.25	.95	1.10

### BERRIES.

No. 2 Standard Strawberries	.80	.80	.55	.55
No. 2 Extra Standard Strawberries	.95	.95	.70	.70
No. 2 Standard Blueberries	.90	1.00	.90	.95
No. 2 Standard Whortleberries	.90	1.00	.90	.95
No. 2 Standard Blackberries	.52½	.75	.50	.75
No. 2 Extra Standard Blackberries	1.25	1.25	1.00	1.00
No. 2 Standard Red Raspberries	.95	1.05	.85	.95
No. 2 Standard Black Raspberries	1.00	1.00	.80	.90
No. 2 Standard Gooseberries	.85	.85	.67½	.75
No. 2 Standard White Cherries	1.15	1.15	1.05	1.05
No. 2 Extra White Cherries	1.25	1.50	1.25	1.25
No. 2 Standard Red Cherries	.65	.75	.60	.75
No. 2 Standard Damsons	.90	.90	.85	.90
No. 2 Standard Egg Plums	.90	.90	.85	.90
No. 2 Standard Green Gages	.90	.90	.85	.90

Opening. Highest. Lowest. Closing.

### BEANS AND SUCCOTASH.

No. 2 Soaked Lima Beans	.60	.65	.60	.60
No. 2 Standard Lima Beans	.85	.85	.80	.82½
No. 2 Extra Small Lima Beans	1.25	1.25	1.10	1.10
No. 1 Baked Beans, plain	.36	.38	.35	.36
No. 2 Baked Beans, plain	.50	.50	.45	.47½
No. 3 Baked Beans, plain	.67½	.70	.65	.67½
No. 2 Extra Standard Baked Beans, plain	.55	.60	.55	.55
No. 2 Standard White Wax String Beans	.50	.50	.45	.50
No. 3 Standard String Beans	.65	.75	.60	.75
No. 2 Extra Stringless Beans	.80	.90	.80	.80
No. 2 Standard Succotash	.80	.80	.70	.80
No. 2 Soaked Succotash	.65	.70	.60	.70
No. 2 Red Kidney Beans	.57½	.65	.55	.55

### PEARS AND APPLES.

No. 3 Seconds Pears	.57½	.70	.57½	.65
No. 3 Standard Pears	.60	.70	.60	.70
No. 3 Standard Pears, in syrup	.70	.80	.70	.80
No. 3 Extra Selected Pears	.80	.85	.80	.85
No. 3 Standard Apples	.70	.75	.65	.65
No. 10 Standard Apples	2.00	2.50	1.80	2.10

### CORN.

No. 2 Standard Corn, ordinary quality	.55	.72½	.50	.72½
No. 2 Harford County Sugar Corn, Standard	.57½	.75	.57½	.75
No. 2 Extra Standard Sugar Corn, Shoepeg	.60	.80	.60	.80
No. 2 Standard Maine Style Corn	.57½	.75	.52½	.75
No. 2 Standard Maine Style, Extra Quality	.65	.80	.65	.80
No. 2 Extra Fancy Fine Quality Corn	.70	.85	.67½	.85

## English Commissioner Here to Persuade American Trade Not to Handle or Use Slave-produced Cocoa

The Four English Cocoa Houses Who Control the English Trade Boycott Cocoa Produced in Certain Portions of West Africa Where Slaves are Used. Commissioner Now Comes to this Country to Persuade Our Trade to do Likewise. Curious Appeal to Consumers.

There is an odd campaign on now. It comprehends inspiring consumers to refuse to buy, and grocers to refuse to sell the cocoa that comes from that part of West Africa which indulges in slavery. There is now in this country a commissioner with this object.

It has been repeatedly charged that upon the Portuguese islands of St. Thome and Principe, along the coast of West Africa, both of which produce large quantities of cocoa, all the work of cultivation is done by slaves. This fact became so notorious recently that four of the largest cocoa manufacturers of England had an investigation made, and as a result boycotted all cocoa coming from the St. Thome and Principe districts. Since the four firms named control the English cocoa trade, this is important.

The representative of these English cocoa houses, Mr. Joseph Burt, is now in the United States and is about to wage the same sort of a campaign here, not only among manufacturers, but among dealers and consumers. He has already taken up the mat-

ter with manufacturers, and has found that many of the large American manufacturers do not use the St. Thome or Principe cocoa at all. Some do, however, and these will be persuaded, if possible, to give it up. Consumers are also being worked with, after the fashion of the following notice, which appeared last week's "Outlook":—

Any reader of the "Outlook" who desires to know whether the concern whose cocoa or chocolate is customarily consumed in his household uses slave-grown cocoa or not can readily ascertain it by writing to the manufacturer direct, inclosing a self-directed stamped envelope. The manufacturers who are not using it will, we believe, welcome the chance to let their customers know the fact. Cocoa can be grown profitably without recourse to slavery, as Mr. Burt found elsewhere in Africa. Americans can exert a great deal of influence toward having it grown under conditions that do not disgrace civilization, and we feel sure that they will not be slow to act.

There has been a serious freeze in Florida during the week, and the effect is noticeable in the price of some of the products coming from there. The freeze hit oranges hard in some sections.



## National Attack Coming on High Food Prices

(Continued from page 6.)

material wealth, such as incomes from capital and from the results of labor in its various forms, they are constantly increasing the amount they eat, the variety of their diet and the quality of food which they demand.

Two other factors have also been introduced into the discussion in Governmental circles—a public statement by Prof. J. Lawrence Laughlin, of the University of Chicago, and a compilation by Bradstreet as to the average cost of the necessities of life.

Prof. Laughlin thinks the profits that have to go to middlemen are responsible for high prices. A part of his statement follows:—

The high cost of food products is due to manipulation. An enormous share of the profits goes to the middlemen. This, of course, should not be. The remuneration of the farmer, of the producer, whoever he may be, is not so great as we imagine. It is in the transportation of these commodities and their manipulation before they get into our hands that the prices are increased.

The prices of commodities are largely fixed by the combinations which handle or control them. The producers combine, the transporters combine, the distributors combine. And you and I, the ultimate consumers, find ourselves entirely at their mercy. We consumers do not combine, in America at least, and we have therefore no means of retaliating. We are consequently forced to pay higher prices for all the necessities of life, while our incomes do not increase correspondingly.

The same situation obtains in other countries to some extent. But they have come to recognize the situation abroad and to fight against it. How do they do it? Why, easily enough. The consumers fight the producers and distributors with their own weapons. They combine. The Consumers' League in England, for instance, has been organized expressly to keep down prices. These combinations of consumers decide what, as a general body, they will buy, and to a large extent what they will pay. They run stores which enable them to supply themselves with commodities without the profits of the middlemen and the combinations. In some places they have carried this idea so far as to manufacture shoes.

The figures compiled by Bradstreet cover the wholesale prices of 96 articles entering into general consumption. The man who had occasion to buy at the wholesale prices a pound of each of fifty-nine important commodities set forth in the list would have had to pay \$4.2177 on July 1, 1896; \$6.8033 on March 1, 1907, and \$7.2260 on December 1, 1909, which demonstrates pretty clearly that it is costing him more for the

## How to Get the Biggest Interest on Your Savings

¶ Will you *let* us insure your life for a *thousand dollars* if we guarantee not only to give your heirs the thousand dollars, but also return to them every dollar you pay us in premiums if you should die within a specified period, and *give you* in the meanwhile **10% to 15%** yearly dividends on your payments—for that is what you get in our Annual Dividend Contract. Can you realize what this means? It means just what we say—the premiums you pay us not only give you insurance and earn money for you besides, but *we give back every dollar* if you die. We are actually *paying you to accept a profitable investment*.

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Furnish particulars regarding insurance proposition.

Name .....

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Date of birth .....

It is understood that this inquiry does not impose any obligation on me.  
H. O. A.

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INSURANCE COMPANY

925 Chestnut St., Philadelphia, Pa.

necessities of life at the present time than it did even at the highest point reached by the general commodity record in March of 1907. The declines that have brought the general prices down as between March 1, 1907, and December 1, 1909, have appeared in the items of fruits, which must be classed as a luxury, building materials, metals, naval stores, and chemicals and drugs. The last four of these classes of commodities do not enter directly into personal consumption, but only indirectly, through such items as rent, carfare, freight charges, etc.

The resolution provides "that the Secretary of the Department of Agriculture is directed to report to this House whether in his judgment the public health is affected by the storage in warehouses or other places of deposit of meat, fish, poultry, game, butter, eggs, oysters or other food products; also

"Whether the accumulation of such food products on storage as indicated tends to render them unfit for food, and whether, to preserve the public health, it is advisable to limit by law the time such products may remain on storage, and if so, what the time limitation for storage with respect to the separate food products should be."

HOLT.

### Sulphured Fruits Declared Harmless.

California sulphured fruit is not injurious when eaten as a steady diet, according to the report which Dr. Alonzo P. Taylor, head of the pathological department of Stanford University, will send to Washington. Doctor Taylor is one of the five referees appointed by President Roosevelt as arbiters in the fight between the fruit growers and Chief Chemist Wiley, of the Department of Agriculture. The report carries the result of tests made upon a poison squad of fourteen students who have been eating sulphur-cured fruits steadily since September, and have increased in weight, instead of feeling ill effects the chemists of the Government had predicted.

Florida cucumbers are worth \$3 to \$4, and the demand is excellent. Hothouse cucumbers range from 75 cents to \$1.25 per dozen.



# WITH THE EDITOR

Readers of the "Grocery World and General Merchant" will remember various reflections which the "Grocery World and General Merchant" has from time to time made upon one Paul Pierce, editor of the "National Food Magazine," whose great specialty is creating out of the solid mass of untruth fables concerning food adulteration. Touching some recent comment along this line the "National Provisioner" speaks as follows:—

## HELPING HIM ALONG.

Complaint is made by the "Grocery World and General Merchant," of Philadelphia, concerning the lucubrations of a certain "food magazine" editor who has been going about the country lecturing to credulous feminine audiences about alleged food frauds, of which this man poses as an exposé, and upon which reputation he has been attempting to build up a circulation and business for his magazine. The "Grocery World and General Merchant" bewails the circulation of such fool tales as he tells and demands his suppression, but is only aiding him in his object by giving him more of the publicity he so much desires. This man is notoriously ignorant of the fundamental facts having to do with food questions he pretends to discuss, and has more than once candidly, though privately, admitted that he did not know what he was talking about. He would hardly be able to answer offhand half a dozen queries put by an expert on food matters. But so long as he can gain notoriety he will be able to keep his "shoestring" enterprises going. The "Grocery World and General Merchant" makes a mistake in noticing him. He isn't worth it.

If Paul Pierce can derive any satisfaction or advantage from being called a liar and a faker, he is perfectly welcome to it.

The Canning Machinery and Supplies Association has offered four prizes of \$50, \$25, \$15 and \$10 for the best suggestion on

## The Cannery Problem.

"How to Increase the Consumption of Canned Goods." The "Grocery World and General Merchant" will offer a suggestion now, and it won't cost the association a cent. The best way to increase the consumption of anything is to improve it. It seems reasonably certain that the better a food product is, the more of it will be consumed. Much of the

canned goods produced in this country is hardly fit to eat. Some of it is absolutely unfit to eat, and a great deal more, while edible, is not of a kind which the association would wish to represent the industry, or which would ever increase the consumption of canned goods by a single can. Rather the reverse.

In the "Grocery World and General Merchant's" judgment the solution of the canners' problem lies at the very bottom of the industry—with the quality of the goods.

The campaign to induce a boycott against cocoa produced by two Portuguese islands on the West Coast of Africa, which are

## The Cocoa Boycott.

charged with practicing slavery, will unfortunately not succeed, except in one way. If cocoa manufacturers can be induced, as they have been in England, to use no cocoa coming from those sections, the end will be accomplished. If it depends on consumers, or on dealers, it will not be done, for such movements, ten thousand miles away, do not arouse interest. They should, perhaps, but—well, they don't, and that is all there is to be said about it.

During the week Representative J. Hampton Moore, of Philadelphia, expressed some

## A Congressman's Ignorance on the Food Storage Question.

views on the cold storage of food products, as related to the present high prices, which are interesting if not convincing. He proposes first to forbid the storing of all goods longer than six months. This to be coupled with authority to the Government to destroy all foods found in storage after that time.

To any one informed on the subject this seems both revolutionary and absurd. Whether goods should be stored more than six months is a question of very simple fact—based on individual cases. If a given article will not keep wholesome and sweet longer

than six months, no. But if it will keep longer, what a crime to destroy it! And what a fearful inconvenience! Take butter as an example. The only facts which prevents fresh butter from going to a much higher price than it is even now is the butter that was mostly stored last June, nearly all of which has spent more than six months in storage. Mr. Moore would have all this destroyed!

Mr. Moore, however, probably has no idea that any storage foods will be destroyed; he expects that holders of storage goods, knowing their time limit to be six months, will be compelled to throw them on the market more rapidly, and thus soften prices. In fact, he says that one reason for the present high prices is the practice of the holders of storage food to dole out their holdings so as to compel consumers to pay top prices. The actual fact is that supply and demand dominates the market for storage foods more completely than in almost any other line. It is always known how much is in storage and there is always somebody to bring goods out if the price warrants it. Take the present condition of storage eggs as an illustration. The supply is far in excess of what it ought to be, and as a result the price is lower than for many years. Why haven't the holders of storage eggs doled them out and raised the price?

The National Canners' Association in the writer's judgment is wasting the greatest chance it has ever had to increase the consumption of canned goods. As readers of the "Grocery World and General Merchant" know, the organization is spending something like \$25,000 to advertise the goodness of canned goods to consumers. All of the advertisements which have appeared so far have dwelt simply upon purity, cleanliness and wholesomeness.

The main chance, which is being ignored, is this: The pages of all sorts of publications are to-day

full of talk about high-priced foods. Into the very halls of Congress the discussion has gone, and two investigations are under way there now. Meats, hog products, butter, eggs and most other staples are almost prohibitively high. Canned goods, on the contrary, are in some lines lower than for years, yet not a single canner seems to think it enterprising to say so. Think of tomatoes at 60 cents per dozen! It can hardly be doubted that if a sharp little campaign were undertaken, emphasizing the cheapness of canned goods as compared with other foods, it could certainly do as much good as tame talk about purity and cleanliness.

The use of the entering wedge has been the start of more successes than any other factor in existence.

## ASSOCIATION NEWS.

### Little Rock, Ark.

The following interesting paragraphs are taken from the current weekly bulletin of the Retail Merchants' Association of Little Rock, Ark.:—

### MEMBERS, ATTENTION.

We desire to call the attention of our members again to a practice of certain merchants of this city who, we are informed, have been in the habit of calling on members over the phone for credit information and representing themselves to be the association. We regret that there are some merchants in Little Rock too "small" to pay the minimum dues for membership in the association and who will resort to such methods as mentioned above to secure credit information. We ask our members to refuse to give credit information to any one except the association office, and respectfully refer any one who calls for such information to this office. Again we ask that members do not call upon each other direct for such information, but that they let the association get it for them. Please bear this in mind and you will thereby protect yourselves and assist in making the work of the association more complete and effective. Please instruct your credit men.

### EARLY CLOSING MOVEMENT.

During the months of January and February the downtown stores will close at 6 o'clock instead of 6.30, a customary, the large dry goods and clothing stores having already entered in an agreement to commence Monday evening, January 3d, and continuing until March 1st. This arrangement does not include Saturday nights.



## This Broker Ought to Win

Those who read the "Grocery World and General Merchant" regularly—and there are quite a bunch—have read much that I have said regarding canned goods contracts and the fact that very often they had come to mean—to both parties—an empty and an unenforceable form, to be observed if it suited the interest of both parties, and to be laid down on if it did not. Repeatedly I have expressed the hope that more victims of violated canned goods contracts would get after the violators for the double reason of teaching them a lesson and warning other parties who might do the same.

A Philadelphia house has now done that and it has my godspeed and should have that of all honest business men.

The facts, which are interesting, are these:—

Last spring a Western canning company with some future

goods to sell came to Philadelphia and employed a broker to sell for them. The broker hustled about and got an order for several thousand cases from one of the largest jobbers in the city. This order was properly drawn in the form of a contract signed by both parties. The only reference to quality in it was that the goods "should be equal to anything packed in the United States" in their line. There was another provision that samples should be submitted to the buyer in advance of shipment.

The season went along, and when the packing time arrived the price of this particular article had advanced. The packer would have lost a little money, though not much, had he filled the order.

Did he fill the order? No, and the subterfuge he invented to avoid it was ingenious. About the time he would naturally have shipped he submitted to the buyer

samples of the goods which he represented he proposed to deliver. The samples were by no means "the equal of anything packed in the United States." On the contrary they were at least 10 cents poorer than that. Of course the canner knew that.

Naturally the buyer refused to receive such goods. They were not what he bought. "All right," said the packer, "we have tendered delivery, you have refused to accept, and the deal is off." At this point he laid smilingly down and refused either to deliver anything else or to make good the difference.

The end, however, was not yet. The broker who made that sale has brought suit for his commissions and from all appearances he has a good case, on the ground that after the parties are brought together the brokerage is earned and due no matter whether the parties later fall out or not.

I am also informed that the jobber who bought the goods is deeply considering whether he hadn't better do the same thing. Apparently, he has just as good a case as the broker, for it goes

without saying that the rejection of inferior samples hardly relieves a seller of the obligation to deliver what he agreed to deliver.

I shall be exceedingly sorry if the jobber in this case lies down on his rights. Too many buyers in such cases lie down on their rights—that is one reason men have the nerve to treat their contracts as they do.

Still, the broker has gone ahead anyway, and he may be able, alone, to administer a wholesome lesson. E. J. B.

### Dealers Must Fight for Their Lives.

Byron Parsons, a wholesale grocer and member of the Parsons & Scoville Co., of Evansville, Ind., in an address before the Evansville Retail Merchants' Association a few days ago, said the retailers and jobbers of the country would have to unite and fight for their lives. He declared that the great combinations that eliminate competition, such as the Standard Oil Co., the American Tobacco Co. and the great mail-order houses have brought the manufacturer direct to the consumer, and that the middleman has been completely eliminated.

## Your Customers Want Dandelion Brand

Everyone of your buttermaking customers want Dandelion Brand Butter Color. Because Dandelion Brand has been proved the best by long years of trying tests.

Over 90% of the buttermakers in the country insist on Dandelion Brand. For it makes perfect butter—gives the rich, golden June color that appeals to the consumer, and doesn't interfere with the butter's natural taste or keeping qualities.

Somebody in your neighborhood is selling Dandelion Brand to your customers—getting profits that are rightfully *yours*.

Better send a trial order in to-day, and begin to get *all* the profits that belong to you.

Dandelion Brand Butter Color is endorsed  
by all authorities

**Dandelion Brand**  
PURELY



Dandelion Brand is the safe and sure  
Vegetable Butter Color

**Butter Color**  
VEGETABLE

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

**Wells & Richardson Company, :: Burlington, Vermont**  
Manufacturers of DANDELION BRAND BUTTER COLOR

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## The New York Letter

**Executive Committee of the American Specialty Manufacturers' Association Holds Important Meeting. Some Grocery Figures Bearing on Increased Cost of Living. Mr. Callanan's Views. National Jobbers' Association Gets New Discount. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, January 7, 1910.

The Executive Committee of the American Specialty Manufacturers' Association held their first meeting of the year Tuesday. The meeting was unusually long and many matters of importance were discussed in executive session. It was not deemed proper to make public all the proceedings, but Secretary Austin prepared for your correspondent the following summary of what is deemed of interest to the trade at this time:—

A tentative system for the handling of guaranteed specialty orders was adopted, and will be offered in due course to a specified number of jobbers for the purpose of testing its efficiency.

The secretary was instructed to arrange plans for commencing active work in all the Southern States. It is expected that the organizing of auxiliary associations will be begun in that territory about February 15th.

The following Publicity Committee, authorized by the convention, was appointed: Andrew Ross, Kellogg Toasted Corn Flake Co.; J. B. McMahon, N. K. Fairbank Co.; W. M. Wilkes, Van Camp Packing Co.; A. J. Morgan, Enoch Morgan's Sons Co.; W. F. Burrows, Libby, McNeill & Libby.

The appointments to the Legislative Committee, also authorized by the convention, were as follows: Louis Runkel, Runkel Bros. Co.; A. J. Porter, Shredded Wheat Co.; S. T. Butler, Great Western Cereal Co.; W. M. McCormick, McCormick & Co.; Warren Wright, Calumet Baking Powder Co.

A number of new members were elected and it was ascertained that there has been an increase in membership since the convention of about 25 per cent.

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Interviews and figures were given several days ago in a local paper in an effort to prove that the increased cost of living is not due to the cost of groceries; that the prices of staple groceries are, if changed at all, a little lower than they were a year ago.

From the grocery catalogues of R. H. Macy & Co., the uptown department store, at Broadway and Sixth avenue, the following comparisons were made:—

	1909.	1908.	Chgs.
Macy's breakfast cocoa, 1/2 lb.	\$.18	\$.19	— .01
Albert imported biscuits, 1/2 lb.	.17	.14	+ .03
Entire wheat flour, bbl.	8.44	7.14	+1.30
Rice, ex. qual., 50 lbs.	2.97	3.24	— .27

	1909.	1908.	Chgs.
Rolled oats, 2-lb. pkg.	.10	.11	— .01
Pearl hominy, 5 lbs.	.17	.18	— .01
Cherries, Royal Anne, can	.29	.34	— .05

The writer also gave the following comparative list, taken from sales slips, he says, of a downtown grocer on corresponding dates of 1909 and 1908:—

	1909.	1908.	Chgs.
Can tomatoes	\$.08	\$.10	— .02
Can corn	.08	.09	— .01
Can peas	.08	.09	— .01
Can lima beans	.11	.11	.00
Can Magnolia milk	.10	.10	.00
Can mammoth asparagus	.35	.50	— .15
Can Salmon	.15	.12	+ .03
Can pears	.15	.15	.00
Can soup	.09	.09	.00
Loose figs, lb.	.15	.15	.00
Raisins, lb.	.12	.15	— .03
Prunes, lb. (large)	.18	.20	— .02
Apricots, lb.	.25	.20	+ .05
Evap. pears, lb.	.20	.20	.00
Evap. apples, lb.	.18	.15	+ .03
Kidney beans, qt.	.12	.12	.00
Split peas, qt.	.12	.12	.00
Lima beans, qt.	.15	.15	.00
Sugar, 25 lbs.	1.37	1.35	+ .02
Sugar, 10 lbs.	.55	.53	+ .02
Soap, 6 cakes	.25	.25	.00
Eggs, doz.	.47	.44	+ .03
Butter, lb.	.42	.35	+ .07
Flour, bbl.	7.75	7.00	+ .75
Molasses, gal.	.68	.68	.00
Potatoes, bush.	1.25	1.35	— .10
Rice, lb.	.08	.08	.00
Lemons, doz.	.30	.30	.00
Spaghetti, lb.	.11	.11	.00
Cranberries, lb.	.11	.17	— .06
Tea (same grade)	.40	.40	.00
Coffee (same grade)	.30	.30	.00
	\$16.70	\$16.10	

L. J. Callanan, the Vesey street grocer, was interviewed on the same subject and said:—

Take out butter, eggs, cheese, poultry and meats and the cost of what goes on the table is really less than a year ago. Some things are a trifle higher, some lower, but taking what the average family eats in a year it is cheaper, with the exceptions I have noted, than a year ago.

All this talk about the grocer boosting his prices is a desire on the part of some newspapers to stir up trouble, but they cannot verify their statements so far as strictly grocery products are concerned.

Canned goods were never lower for the present, quality considered, and folks are finding them to be staples which give better satisfaction and are cheaper than the fresh vegetables in the long run.

When you come to analyze all this talk of high prices of living you cannot fail to find that people now are calling for a higher grade of goods, and are using more of the luxuries than they did five or ten years ago.

In the retail grocery line we find that we cannot change our figures every day, as the wholesale market fluctuates. Tomatoes, peas, corn and such products are changing daily, but they change on a basis of 2½ cents a dozen cans, and we are unable to apply those differences to individual purchases. If the price goes up that fraction we have to pocket the loss without advancing the price, if there is a similar decline we are the gainers, but until there is a large variation in the wholesale quotations we have to

make things even up. Take evaporated milk, for instance, a staple which has shown an advance in cost to us from 20 to 30 cents a case in the past few months; we are selling at retail at the same figures as before.

Getting to the bottom of the question, and not taking the articles which have been printed in some papers, which have distorted the real situation by picking out only the advanced goods, the grocery bill of the average family—mind, I say grocery bill and exempt the meat, butter and egg bill—is not one bit more now than it was a year ago.

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L. Muench, president of the American Dehydrating Co., Waukesha, Wis., entertained a party of forty officers from the naval fleet, which is visiting New York, with a dinner at Dejenhardt's, in Hudson street, a few nights ago. The menu was composed of "dehydro" products, such as cream of vegetable soup, potatoes, bean salad, cranberries, spinach, asparagus and raspberry glaze.

The "dehydro" products are a comparatively new development in preserving vegetable and fruit. The process consists of extracting the water only, by means of dehydrated air, and preserving the essential oils, flavors and colors of the fresh fruits or vegetables. The products have been successfully tested by the American Navy. The Argentine Government recently placed an order for a quantity to provision the South Pole expedition which leaves Buenos Ayres soon. A ten-pound can of dehydrated spinach will produce 190 pounds of cooked spinach; ten pounds of cabbage becomes 180 pounds when boiled, and one and one-half ounces of vegetable soup greens is sufficient for ten plates of soup.

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It was announced this week by Secretary Alfred H. Beckmann, of the National Wholesale Grocers' Association, that another discount concession to buyers has been procured through the efforts of the association. This one is from the Oxnard Commercial Co., Oxnard, Cal. The discount is 1 per cent. and took effect January 1st. It was pointed out in a letter sent to the members of the association that this was the second concession secured by the association from California bean growers in the past two months, the California Lima Bean Growers' Association being the first to grant a discount.

In this letter it was also pointed out that all wholesale grocers,

whether members of the National Wholesale Grocers' Association or not, participated in the benefits of these concessions.

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A report has been circulated that one or more dairymen have sold some prints of butter supposed to weigh a pound, but really weighing only 14 ounces. The State officials have begun no prosecution, but are said to have warned several dairymen that they must be careful to have the prints weigh a full pound.

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The annual meeting of the New York Mercantile Exchange was held Tuesday. The meeting was one of the best attended in some years, about 150 members being present to hear the reports of the officers and to install the new officers. A handsome loving cup was presented to Henry Dunkan, the retiring president.

The newly elected president, D. Mahr, in his address referred to the high prices of produce. He said that as producers in the country are not increasing the supply to meet the increasing demand, Congress should lower the duties on imported produce and so relieve the market.

\*\*\*

The East Jersey Match Co. was incorporated this week with a capital stock of \$300,000 to manufacture and deal in matches. The incorporators named in the certificate, H. O. Coughlan, S. Turner and John R. Turner, are all employees of an incorporation agency, with offices at 15 Exchange Place, Jersey City.

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New York jobbers were notified this week that the Johnson & Edgator Cracker Co., of Boston, had discontinued its plan of requiring a monthly affidavit from jobbers showing that they had not cut prices, and the company will in the future depend upon the jobber's honor. The company insisted as before, that jobbers must not cut prices, and when selling goods will make this request. If evidence that jobbers have made concessions in prices is put before the company it will ask them to correct each special case. If a jobber refuses to do this, then manufacturers will refuse to supply him with their products.

This change was made by Ralph W. Ashcroft, the





# The Song of the Imitators —

“We’re just as good as  
*Kellogg’s*”

But there are none so good and absolutely  
none are genuine without this signature

*W.K. Kellogg*



“Ours are just as good as Kellogg’s—”  
Is the burden of their song;  
But the buyers never encore,  
For they know the score’s all wrong!

There is discord ’mongst the chorus  
As it pants in vocal race,—  
(How can harmony be perfect  
When each singer’s off his bass?)

Though the leader “draws the long bow”  
And the rest swell the refrain,  
The public hears the false note  
And the lyres are tuned in vain!



York manager of the cracker company, had spent several days in Boston discussing the sales policy of the firm. Mr. Ashcroft believes that manufacturers have a right to maintain their prices, but does not think they have the right to demand affidavits from jobbers. The claim put up by jobbers that they have as much right to demand from the manufacturer affidavits showing that he has not granted price concessions to other jobbers, as he has to demand affidavits from them, Mr. Ashcroft believes is sound.

Early last spring a large New York jobbing firm was refused supplies by the company. A member of this firm, when seen by your correspondent, said that it is perfectly satisfied with the new requirements and expects to do business with the cracker company again.

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It is said that the Government's investigation of the sugar trade is to take a new turn this week; the investigators are to try to learn whether or not the sugar companies are in a conspiracy, in restraint of trade and in violation of the Sherman anti-trust law. The bankers of several sugar companies, it is said, have been examined by Federal authorities to find out if there is any inter-relation of interests.

The new inquiry, it is given out, is not to interfere at all with the investigation of the customs frauds with which the sugar companies are charged. The Federal

authorities, it is asserted, are striving hard to get at the "men higher up" if there are any who are involved.

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A new wholesale grocery is to be started in Corning, N. Y. The company will be composed of W. S. Heyniger, at present president of the C. B. Maltby Co.; Charles Pitt, of New York, and Marvin Olcott. Mr. Pitt is well known in the trade, and Mr. Olcott is a local capitalist.

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John E. Dellett, who has been assistant buyer of canned goods for Austin, Nichols & Co. for many years, has left his old company to take a position with Johnson, North & Co. Mr. Dellett is one of the most well-known men in the canned goods trade.

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A statement describing the manufacture of oleomargarine and similar products has been prepared by Charles A. Ackernecht, of Utica, N. Y., former United States Inspector, at the request of grocers of that city. The best grade of oleomargarine, Mr. Ackernecht says, is made of oleo oil, neutral lard and cow butter. The second grade is made by substituting milk containing 30 per cent. of cream for the butter. Cheaper grades are made by substituting cottonseed oil for lard and a poorer grade of milk.

#### SUMMARIZED MARKET CONDITIONS.

There was more inquiry from the interior in the past week for

coffee, especially for such roasters as had not been imported heavily direct. The demand for mild coffees continues, many sales of Bogotas being recorded. Maracaibos have considerable inquiry, the large bean making it desirable, as the present crop of Santos is small bean. The demand for Maracaibos from Europe keeps the prices high.

The tea market is recovering from its holiday dullness and some inquiry from distributors was noted. First hands are not pressing sales, as it is thought that the country is carrying a short stock and will be in the market for supplies as soon as the inventories are over. Prices are firm in all grades, first hands not pressing sales.

Holders of Cuban raw sugar are still refusing to make any concessions to buyers, and as refiners are fairly well supplied little business is being done. The firm reports from London are keeping up the prices here, dealers believing that while London is firm Cuba could not decline materially.

Refined sugar went up 10 points this week, all interests doing a good business. The raise in prices is accounted for in several ways. The firm tone of foreign markets, some say, has affected New York. Others think that the margin of profit for the refiners was too low with raw sugar at its present high price. A large business was transacted, wholesale grocers appearing to think that the situation warranted high prices.

More interest is being shown in spices on account of the small shipments reported. Many sales were reported by brokers to grinders, who, now that the holidays are over, are beginning to take more interest in the market, their supplies being small.

Southern rice millers are still firm in their prices of both Honduras and Japanese. Little business is being done, although there has been more inquiry from the country. Prices are firm.

An increase in receipts relieved the butter market this week, fresh creameries and extras dropping 1 cent. The increased receipts is the result of several dairies, which have been shipping to the far West, now shipping to the East. The market has been so injured by the high prices that it was necessary to broaden the demand by reducing prices to absorb the increased receipts. Process and storage butter are firm.

Fresh-gathered eggs went up from 1 to 3 cents this week. Receipts are small and advices received here indicate that shipments now in transit are small. The demand is limited, but the scarcity of supplies caused the increase. Storage eggs are now selling at from 27 to 27½ cents, an increase of 1 cent since last week. Holders are showing more inclination to sell.

FRED. A. MCGILL.

Florida peppers are quoted \$2 to \$2.50 per carrier and a in limited demand.



# Cruiser Brand

## HIGH-GRADE CANNED GOODS



**CRUISER BRAND** Tomatoes, selected from choicest New Jersey stock, finest goods packed, extra weight cans, averaging 2 lbs., 12 ozs., we challenge competition. Price, per doz., . . . . . \$1.15

**CRUISER BRAND** Corn, choicest New York State stock, Fancy Grade, a fine corn, guaranteed to please. Price, per doz., . . . . . .90

**CRUISER BRAND** Small Sifted Peas. Extra choice quality, early packing, small and tender. Price, per doz., . . . . . 1.65

**CRUISER BRAND** Telephone Sugar Peas. This is an extra fine quality large sugar pea, Telephone variety, one of the most popular peas in the market. Price, per doz., . . . . . 1.40

**CRUISER BRAND** Early June Peas. An extra quality Early June Pea, sifted and of fine flavor. Price, per doz., . . . . . 1.10

**CRUISER BRAND** Stringless Beans. Extra choice quality, young and tender, and packed for the finest trade. Price, per doz., . . . . \$1.45

**CRUISER SMALL LIMA BEANS.** These are a choice variety small Lima Beans, about the size of your thumb nail. They are selected and packed with great care, being strictly high grade. Price, per doz., . . 1.40

**CRUISER SUCCOTASH.** A choice dish, being strictly high grade. Made of the choicest varieties of Corn and Lima Beans. Price, per doz., . 1.25

**CRUISER WHITE WAX STRING BEANS.** This is an extra quality Golden Wax Stringless Bean. Finest variety of its kind and highly recommended. Price, per doz., . . . . . 1.40

**KIRK, FOSTER & CO.**

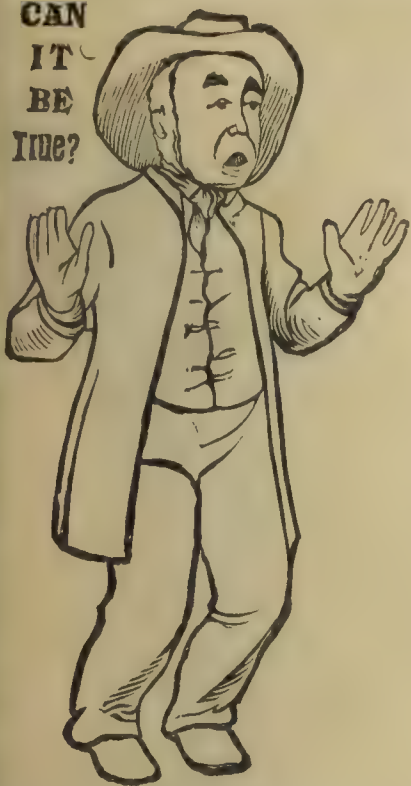
WHOLESALE  
GROCERS

**209**

**NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



CAN  
IT  
BE  
True?

## IT IS TRUE

We do sell goods lower for CASH than others can or do sell on Credit.

### IT IS TRUE

We sell better quality goods than most other houses.

### IT IS TRUE

We carry the largest stock, and the best assortment of Groceries in this city.

### IT IS TRUE

We have many little things at low prices that many other houses do not carry at all.

### IT IS TRUE

We solicit a larger share of your business because we believe we deserve it.

Snider's Catsup, high-grade, 8-oz. bottle, 2 doz.	per doz., \$1.20
Snider's Catsup, high-grade, 16-oz. bottle, 2 doz.	per doz., 1.92½
Excelsior Bird Food, 24 1-lb. packs	per lb., .05½
Snowboy Washing Powder, 24 4-lb. packs	per case, 3.70
100 1-lb. packs	per case, 3.70
Extra Fancy New Head Rice, whole grain, blue-lined barrels, about 325 lbs.	per lb., .06¾
One of the handsomest lots of Rice we have seen for many a day. Large whole bean, clean, very white, very flinty. A beauty and a bargain.	
Quaker Oats, 20 25-cent packages, without china, per case	3.15
A dandy package to sell at 20c.	
Evaporated Milk, St. Charles Brand, family size, 4 doz.	per case, 2.95
Silver Cow Brand, family size	per case, 2.70
Silver Cow Brand, baby size, 6 doz.	per case, 2.20
Fallston Brand Standard Cold Packed Tomatoes, No. 2 cans, 2 doz.	per doz., .47½
5 or 10-case lots	per doz., .45
Cocoanut, Peerless, long threads, 20-lb. pails	per lb., .10¾
25-lb. boxes	per lb., .10½
50-lb. boxes	per lb., .10¼
Barrels, about 140 lbs.	per lb., .09¾
Nysa Brand Extra Standard California Lemon Cling Peaches, No. 2½ cans, 2 doz.	per doz., 1.67½
Automobile Brand California Lemon Cling Peaches, No. 2½ cans, 2 doz.	per doz., 1.87½
Columbus Brand California Lemon Cling Peeled Pie Peaches, No. 2½ cans, 2 doz.	per doz., 1.12½
These are special values in California Peaches of their respective grades. All goods go with our guarantee of entire satisfaction, or they may be returned at our expense of freight both ways.	
Plums, Curtice Bros., Monroe Brand, New York State Green Gage, No. 2½ cans, 2 doz.	per doz., .95
Plums, Curtice Bros., Monroe Brand, New York State Egg, No. 2½ cans, 2 doz.	per doz., .95
Same size cans as California canned fruits. Elegant quality and in heavy syrup.	
Iceberg Brand Full Red Alaska Salmon, No. 1 tall cans, 4 doz.	per doz., 1.42½
5 or 10-case lots	per doz., 1.40
Autumn Brand Medium Red Salmon, No. 1 tall cans, 2 doz.	per doz., 1.30
5 or 10-case lots	per doz., 1.27½
Extra Choice New Crop New Orleans Molasses, barrels, about 53 gallons	per gal., .27
This is absolutely pure New Orleans Molasses, good color, good flavor, good body and an elegant baker.	
Peaches, Commander Brand, extra choice yellows, 25-lb. boxes	per lb., .07¼
5 or 10-case lots	per lb., .07
Columbian Brand, ¼s. oil, Sardines, 100 cans	per case, 2.57½
Columbia Brand, ¼s. mustard, Sardines, 100 cans	per case, 2.57½

These Prices for This Week Only—Jan. 10th to Jan. 15th, inclusive.

WRITE FOR THE "CASH GROCER," CONTAINING OUR QUOTATIONS ON A FULL LINE OF GROCERIES

**BARBER & PERKINS**  
WHOLESALE CASH GROCERS  
29, 31, 33 N. Water Street      28 N. Delaware Avenue  
PHILADELPHIA, PENNA.

There are two sides to every man. Which side are YOU developing?



Develop the *profitable* side of yourself. You can't make money doing work that *doesn't pay* a good salary. Get trained for the work that *does pay*. Learn to be a salesman. Many of them who used to be clerks but weren't satisfied to grub all their lives have taken the Sheldon Course in Scientific Salesmanship and are making from \$1,000 to \$10,000 a year.

WRITE FOR OUR CATALOGUE

**SHELDON SCHOOL**  
504 Republic Building - - Chicago





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XXXII.—Which Receipts Are Binding and Which Are Not.

At first glance it may seem trifling to devote the space occupied by one of these articles to the simple question of receipts, but I am perfectly clear that some illumination is sorely needed on the subject. There is much vagueness in the average business man's mind as to how to compel his creditor to sign a receipt which shall prevent him from setting up any further claim, and, when conditions are reversed, how to avoid signing a receipt as a creditor which will conclude himself from setting up a further claim which is owed and justifiable.

A good definition of a receipt is a written acknowledgment of the receipt of money or some other thing of value. The most important thing to remember about it is that if in ordinary receipt form it is never conclusive, but can always be overturned by proof that payment was not actually made as the receipt represents that it was made.

Suppose a simple illustration. A owes B \$100 for goods purchased. There is no dispute as to the amount of the claim, but by mistake A pays B \$75 and gets from B a receipt "in full of all demands." B subsequently discovers the \$25 balance and demands it. A declines to pay on the ground that he holds a receipt in full. If B brought suit, the receipt wouldn't last one minute in court, for it was simply prima facie evidence of payment and could be overturned by proof that payment of the full amount was not made.

This is only one of the causes on which a receipt can be overturned. Generally speaking, the other main reasons are these: That the receipt was given under a mistake of fact; or that it was given in ignorance of what legal rights

were surrendered thereby; or that it was obtained through fraud, force or undue influence.

The first principle to remember, therefore, is that the merchant who gives a receipt in full of all demands, and who subsequently finds that some item or items were not included and have not been paid for, can still go after his debtor for the balance, and collect it. The receipt in such a case will last only until evidence of the mistake is produced.

The law has always been very liberal on this point, and the cases on the subject throughout the States are practically all one way. A typical case was decided recently in New York State. The receipt covered payment for goods sold, and was "in full settlement of all demands of every kind and nature." Subsequently it was found that certain goods had been sold and delivered, of which fact both parties were ignorant at the time the receipt was given. An attempt was made to collect for these, but the debtor produced his receipt, and refused to pay. The matter went to court, and it was decided that the debtor was still liable in spite of the receipt; that it did not relieve from liability for the goods in question.

The form of receipt which I have been discussing is the ordinary form of receipt for a claim about which there is no dispute between the parties. The law assumes a different aspect when a receipt in full is given for a disputed claim. Under such conditions a receipt sometimes becomes a contract between the parties and cannot be explained away by verbal evidence. If it has become a contract the law allows it to be overturned only by the same sort of proof which will overturn any contract, usually

fraud, accident, mistake, failure of consideration, etc.

Very frequently checks are tendered bearing the words "in full of all demands." Where a man finds that he has carelessly or accidentally accepted such a check for a sum much less than his real claim, it is always an important question what chance he has to collect the rest.

If his claim was for a certain sum which had never been disputed by the debtor, the words "in full of all demands" on the check or in the receipt would not prevent him from getting after the balance even if he knew they were there when he accepted it. If, however, the claim had been disputed the creditor's position would be quite different. Suppose a case frequently arising in business transactions, where A claims that B owes him \$50 and B denies it and contends that the amount is \$45. In such a case, if B tenders and A accepts a check for \$45 marked "in full of all demands," A is done. He cannot collect the remaining \$5, because he has accepted \$45 as a compromise settlement of a disputed debt. The receipt has become a contract between the parties which the law will uphold. If the creditor had no intention of accepting \$45 in full settlement, he should have refused the check or obtained the debtor's consent to apply it on account.

Naturally the principle is the same when payment is not made by check, but where the creditor signs a receipt "in full of all demands" under the same circumstances.

Only one State, so far as I have seen, applies the principle differently. There is a New Jersey case which rules that even in a disputed claim, where the creditor accepts a less sum than his claim, and receipts for it "in full of all demands," he can still collect the balance, because the receipt is void for want of consideration.

There is another form of receipt, or another receipt given under still other circumstances, which it is also important to consider, because it is one representing a very common transaction. I refer to the receipt "in full" given when a creditor agrees to accept a part of an undisputed claim in full settlement for the whole.

Such cases are arising every day. For example: A owes B \$100 and is very slow in paying it. B presses him without result. Finally A offers to settle the matter if B will accept \$75 in full. B does so, and A demands a receipt marked "in full of all demands," which B gives him. A considers himself perfectly safe against any claim for the remaining \$25, but as a matter of fact, in most States he is not safe at all. B could at once bring suit for the other \$25, even after he had accepted the \$75 in full, and he would win, because the courts would hold the receipt void for lack of consideration. The philosophy of that is this: A was bound to pay the \$75 anyway; consequently when he paid it he performed no more than his legal duty, which was no consideration at all for B's agreement to waive the other \$25.

There are two States only which refuse to go quite this far—Colorado and Connecticut. The courts there have ruled in some cases involving this point that where a receipt in full is given in full knowledge of all the circumstances, and without mistake, surprise, fraud or imposition, it will be upheld even though given for only part of the claim. Outside of these two States, however, the rule is general that a receipt for a part of an undisputed claim, given in full of all demands, will not prevent the creditor from collecting the balance.

(Copyright, January, 1910, by Elton J. Buckley.)

Question: G. E. Buchanan, Johnstown, Pa.—Being a reader of your valued paper for years, I would like to have legal advice on the following question as soon as possible: I have a girl clerking for me who was eighteen years old when she went to work for me. The girl's mother got my wife to persuade me to give her the position. I paid her every

Bell Phone  
Spruce 65-66

Keystone Phone  
Race 6-33

Cable Address, "Enyap"

**Payne Detective Agency**  
LICENSED. BONDED

THEO. E. PAYNE, PRINCIPAL

Legitimate Work Only

Male and Female Operators

Highest Legal Connection

Main Offices (Open all night)

WOOD BUILDING

34 and 36 S. 16th Street, Philadelphia, Pa.  
New York Office, Longacre Building, Times Square,  
New York City.



saturday her wages, with which he and her mother were perfectly satisfied. Now the father is going to bring action for her wages, he says, because I did not consult him and give him the wages, she being a minor child. Is the girl a minor child at eighteen years?

Is there a law to compel you to pay wages twice if the child is a minor when there is no dispute?

Answer.—A girl of eighteen is a minor in Pennsylvania, and her mother undoubtedly has a right to her wages until she is of age. However the father has no case, in my judgment. It is not the custom to pay a minor's wages to the father; the custom of the state, in fact, is almost invariably the reverse—to pay wages direct to the minor. If the father of this girl wished to break through this custom he should have given you notice to pay the wages to him. Had he done that, you would have had no alternative but to do it. In the absence of notice you were perfectly justified in paying them to the girl herself.

Question: "T," Lancaster, Pa.—Will you please inform me through the "Grocery World and General Merchant" if a woman having money of her own at interest can make a will leaving all her children, or can the husband claim part of it by law? Also, is a written statement signed by the maker legal, or must it be signed by witnesses to make it lawful?

Answer.—In Pennsylvania a woman who has personal property of her own cannot leave it in such a way as to oust her husband's interest in it. She can only give it away during her lifetime, but if she still owns it at her death her husband gets one-third of it if she leaves children and one-half of it if she does not. If she leaves a will which does not conform with this requirement, it will be overruled. If she leaves no will the state laws will give the husband one of the above shares, according to whether there are children or no children.

A statement written and signed by the maker is just as legal and binding without witnesses as if, though having witnesses, it fully makes it easier to prove.

Question: X X, Pa.—To-day a collector representing "The Mercantile Reporting Co." came here soliciting subscribers who wished to have bad accounts collected. We

told him we would give the matter our consideration, and he said he would call on us again next week some time. Will you kindly favor us with the reliability of said company, as well as your personal opinion. We enclose the solicitor's card and form of subscriber's agreement and our self-addressed envelope. Kindly return card and form.

Answer.—This scheme is in no sense different from the average collection agency scheme. The contract is too long to reproduce, but the substance is as follows:—

I agree, of the first money or its equivalent, paid me on said claims, to send to the company within five days of its receipt, one-half until the development fee of \$25 shall have been paid. Upon all settlements thereafter I agree to send to the company 10 per cent.; upon settlements made through attorney, magistrate or its law department, I agree to send the company 50 per cent.; said company in case of suit to stand cost, win or lose. Claims withdrawn in process of settlement are subject to the above-mentioned conditions.

So far as I know or can gather from this contract, there is nothing hidden or dishonest about it, but it is extortionate. Fifty per cent. commission on all claims handled through the agency's "law department"—and probably all they handled at all would be handled that way—is of itself exorbitant. But when it is coupled with a \$25 "development fee" it becomes out of all character. I should not sign this contract.

Question: A. R. B., Philadelphia, Pa.—Please state whether partnerships are liable to the new Federal corporation tax, and give some idea of scope of the law.

Answer.—The tax referred to is that imposed by the act of Congress dated August 5, 1909. It includes neither partnerships nor individuals, but only corporations, joint stock companies, associations and insurance companies. Upon all the net income of these in excess of \$5,000 the law imposes a tax of 1 per cent. The net income is that which remains after the following items have been deducted: All ordinary and necessary expenses for operation and maintenance; all losses sustained during the year and not compensated by insurance; a reasonable allowance for depreciation; interest paid on bonded or other indebtedness, and taxes.

The Internal Revenue Department sends blanks to all concerns which it thinks are liable. The

## YOU CAN GET Bitter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

P. J. Ritter Conserve Co.  
Philadelphia, Pa.



## "Money Back If You Don't Like It"

¶ Begin the New Year by guaranteeing your butter to satisfy or money refunded. If you say that you can't always do that, we answer that you always can if it is Gurnsey butter, because we stand behind the guarantee.

¶ There can't possibly be a better advertisement for butter than this. In this case it is stronger because it has so little competition—what other manufacturer do you know who will do it?

¶ Gurnsey is a gilt-edged dairy butter, made in spotless dairies from the clean, certified milk of pedigreed cows. Wrapped in brine-dipped parchment and warranted to be uniformly splendid in quality.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—41 cents.  
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St.  
Philadelphia, Pa.



tax is for the calendar year, and the blanks must be filled out and sent in by March 1st. The tax itself must be paid before June 30th.

The penalty for refusing or neglecting to make a return is a fine of \$1,000 to \$10,000, and for making a false return a fine not exceeding \$1,000 or (or and) imprisonment not exceeding one year.

#### What Refined Sugar Did in 1909.

Granulated, the standard of refined sugar, opened the year 1909 at 4.50 cents per pound net cash, declined to 4.30 cents in February, advancing from 4.45 cents to 4.80 cents in March, advance con-

tinued to 4.90 cents in April; declined in May to 4.70 cents, and in June to 4.60 cents, and recouped to 4.75 cents, and then with slight reactions advanced to 5 cents in September, closing the month at 4.85 cents; October, 4.85 cents to 4.90 cents; November, 4.90 cents to 5 cents; December, 5 cents to 4.80 cents at the closing of the year. The highest price was 5 cents per pound in September. The lowest price was 4.30 cents per pound net cash in February. The average price of granulated sugar in 1909 was 4.765 cents per pound, against 4.957 cents in 1908; 4.649 cents in 1907; 4.515 cents in 1906; 5.256 cents in 1905; 4.772 cents in

1904; 4.638 cents in 1903; 4.455 cents in 1902; 5.05 cents in 1901, and 5.32 cents in 1900, all net cash. The average difference between raw and refined in 1909 was .758 cent per pound, against .884 cent in 1908; .893 cent in 1907; .829 cent in 1906; .977 cent in 1905. The average price of granulated for the past ten years is 4.838 cents per pound. The average difference between raw and refined for the past ten years is .873 cent per pound, or .115 cent per pound more than in 1909. The highest price of granulated sugar since July, 1897, was 6 cents per pound in March, 1905, and the lowest 4.21 cents per pound in November, 1902.

#### U. S. Supreme Court Asked to Destroy Tobacco Trust.

United States Government's Attack Against Tobacco Trust Heard Before Highest Tribunal. Government Wants it Declared Illegal Monopoly and Receiver Appointed.

Special Correspondence of "Grocery World and General Merchant."

Wash., D. C., January 6, 1910.

The attack of the United States Government against the American Tobacco Co., usually known as the Tobacco Trust, has been argued before the United States Supreme Court here this week. The object of the attack is to declare the Trust an illegal monopoly and to have a receiver appointed for its business.

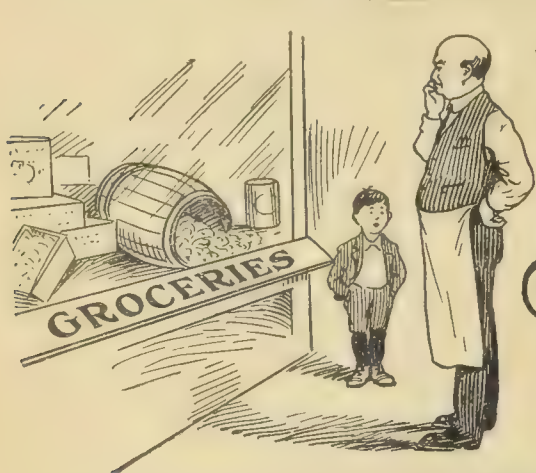
The case heard this week is on appeal. The cases were first tried in the United States Circuit Court for the Southern district of New York, which, after dismissing the petition as to foreign tobacco companies and some of the subordinate American companies, adjudged the others to be parties to an unlawful conspiracy and enjoined them from continuing their operations and from engaging in interstate commerce.

The Attorney-General takes the position that these findings sweeping as they seem to have been, were not broad enough, and he asked the Supreme Court to extend them as to so widen their scope as to take in the foreign companies and some individual who were relieved from the operation of the verdict. Many other extensions of the judgment are also requested.

The Government contended during the hearing that the combination manufactures all of the cigarettes for export and almost three-fourths of the smoking tobacco and of the cigarettes for domestic sale, more than three-fourths of the plug, twist and cut tobacco and almost all of the snuff and little cigars that are made. It is declared that "the defendants have persistently exercised duress, have practiced wicked and unfair methods, and used their great power in oppressive ways." Further, it is asserted that they have been actuated by a fixed purpose to destroy competition and obtain monopolies.

Several lawyers were heard on each side, but the court reserved its decision.

Hor



## WINDOW DRESSING IDEAS

In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

#### Two Particularly Simple, but Effective, Trims.

##### 1—A PRESERVE WINDOW.

Cover bottom of window with white paper. In front of window place a showcard reading as follows: "Our Canned Fruits Are Unexcelled," or with any wording you wish to place on it. In each corner put three cans of

fruit, as shown. Seven or more cans should be put in a semi-circle, or, at intervals, take three long boxes (or as many as you will require to cover width of window) and cover with dark colored paper. Place one in window and on it put cans of peaches, pears, pineapples, apricots, etc. In back of this place



two more, one on the other. On top box put any preserved fruit which may be in glasses. A large, deep fancy basket filled with oranges, apples, grapes, etc., suspended from top of window on a few strong ribbons adds to the daintiness of the window.

##### 2—A PANCAKE AND SYRUP DISPLAY.

A simple window, advertising syrup and pancake flour, was made by taking about sixteen cans of syrup and placing them in a pyramid, as shown in the illustration. Take also eight or more small bags of buckwheat flour and lay them crosswise upon each other on one side of the window. Then take the same number of bags of pancake flour and place in the same manner on the other side of window. At top of window, towards back, hang a card bearing this sentence: "Pancakes and Syrup for Breakfast These Crisp, Cool Mornings."

JOSEPH MULLINS.

Jersey City, N. J.





# BORDEN'S EAGLE BRAND CONDENSED MILK

HAS ENJOYED A MERITED REPUTATION FOR PURITY AND HIGH  
QUALITY FOR MORE THAN HALF A CENTURY.

BORDEN'S CONDENSED MILK CO.  
"Leaders of Quality,"  
Est. 1857. New York.



Its name is familiar to  
trade and consumer  
throughout the world.



## A Great Loss

The longer you put off the purchase of a stock of  
our Soda Biscuits, Grahams and Sweet Cakes, the  
greater is the loss to all concerned—yourself, your  
customers and our firm.

*"We have the goods," why not try them?*

**The Hitchner Biscuit Company**

PHILADELPHIA BRANCH, 7 S. FRONT ST.  
MAIN OFFICE AND BAKERY, WEST PITTSBURGH, PENNA.

**LEISCHMANN'S**  
**COMPRESSED YEAST**  
**HAS NO EQUAL**

### John Mount TEAMSTER

ALL KINDS OF HAULING AT

**Lowest Rates**

139 Market Street, Phila.  
BOTH TELEPHONES

### MANY GROCERS

Find it pays them to read the  
"good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

## PATENTS

and Trade-marks procured promptly and  
properly in all countries.

Davis & Davis, Washington, D. C.

**John B. McFetridge & Sons**  
**Printers**

927 Arch Street

Philadelphia

You don't need to  
cut the price to sell

**MILLBOURNE  
FLOUR**

A cent or two more a  
bag will not reduce your  
sales; people will have  
the best flour.

**MILLBOURNE MILLS**  
Sixty-third and Market Streets  
Philadelphia, Pa.

## Consider These Talking Points

You can say more for **Rumford's Baking Powder** and **Rumford's Yeast Powder** than for any other baking powder on the market. You can not only say that they will leaven more perfectly than either alum or cream of tartar powders, but that they are foods instead of drugs. Every objection that anybody has ever raised to alum or cream of tartar baking powder is satisfied in the **Rumford** powders. They contain only healthful phosphates, corn starch and bicarbonate of soda, and not one woman out of a hundred trying them once has ever gone back to the old harmful powders.

The Rumford powders are the only reasonable priced baking powders legal under Pennsylvania laws.

**RUMFORD CHEMICAL WORKS, Providence, R. I.**







This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

C. A. Yeager, of Reading, Pa., sends in a copy of his cleanly printed circular for criticism. It measures 9 x 11 inches and is printed on good white paper. Here is a photographic reproduction:—

This arrangement of the heading would give the sheet a much more pretentious look.

\*\*\*

Another typographical fault, according to my way of thinking, is the setting of the text of the

The usefulness of boldface is in providing contrast. If it doesn't do that it might just as well be left out, for if the whole advertisement is black with boldface there is no more contrast than if it was all light. This advertisement

boldface and an inch and a half of space for the name and address is wholly unnecessary. I should put the whole thing in one line, which can easily be done, if condensed type is used. It is really a sin to waste as much space as

## Yeager's Grocery Bulletin

ISSUED EVERY THURSDAY BY

C. A. YEAGER, 125 N. FRONT STREET.

READING, PA., THURSDAY, DECEMBER 9, 1909.

<p><b>TRY OUR</b> 20c <b>Coffee</b></p>	<p><b>YEAGER'S</b> <b>Grocery Bulletin</b> ISSUED EVERY THURSDAY BY C. A. YEAGER, 125 NORTH FRONT ST.</p>	<p>Don't forget Gentlemen We Sell Cigars &amp; Tobacco</p>
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READING, PA., THURSDAY, DEC. 9, 1909

Buy YEAGER'S WHITE ROSE FLOUR for your Xmas Cakes. It will insure you of their getting good. Our special Xmas price.

37c a bag.

Use our CONFECTIONER'S SUGAR for icing cakes. We sell the best kind. Requires very little work and no eggs. Special Xmas price.

7c a lb., 4 lbs. 25c.

Pure, white, clean COCOANUT grated and ready for use. The nicest Cocoanut you ever seen. Special Xmas price.

17c a lb.

The genuine WALTER BAKER'S CHOCOLATE, put up in small size cakes. No more necessary to buy a large cake. Special Xmas price.

Small, 9c a cake. Large, 18c.

NEW ORLEANS MOLASSES is best for baking. We have the real kind and it's pure and positively guaranteed to make nicer cakes than any other kind. Special Xmas price.

15c a qt.

The best quality of BAKING BUTTER is wanted at this season and ours is sure to please. Rich and sweet and of nice color. Special Xmas price.

31c a lb.

Use our SEEDLESS RAISINS for your Mince Meat, Fruit Cakes, etc. The cleanest, best tasting raisins you can get. Packages weigh a full pound. Special Xmas price.

9c a lb. 3 lbs. 25c.

Our CURRANTS are as nice as any, and the packages are as large as any and the quality is as good as any and the price is lower than any. Special Xmas Price.

9c a package.

Finest hollowee DATES, Big, bright juicy fellows with a small seed. Finest thing you can get. Special Xmas price.

9c a lb.

Best grade CITRON, the kind we sold at 24c a lb last year. Fine, clean, bright halves of the richest, best tasting citron. Special Xmas price.

18c a lb.

Orange and Lemon Peel, 17c

FIGS that will do you good to see. The finest looking, richest and juiciest fruit. Large and small, both layer and pulled. Special Xmas price.

Layer Figs, 15c a lb.  
Layer Figs, large, 18c a lb.  
Pulled Figs, 20c a lb.

Nice, fresh COCOANUTS, both large and medium size. All heavy, meaty fellows with plenty of milk in them. Special Xmas price.

Medium Size, 5c  
Large Size, 7c

Fine New York BALDWIN APPLES. Every apple a beauty with that distinct New York Baldwin Flavor. Special Xmas price.

25c a 1/2 peck.

Fine, large bunches of WHITE MALLA LAGRA GRAPES, nicely tinted, solid, and of better taste than usual. Special Xmas price.

15c a lb.

CHOICE LEMONS. Bright, clean, thin-skinned, full of juice and few seeds. Special Xmas price.

19c a dozen.

Fine grade of CHOCOLATE DROPS. Pure goods, fresh, clean, excellent eating. Regular 20c quality. Special Xmas price.

15c a lb.

LUDEN'S FANCY CHOCOLATES, all kinds, bitter sweets, peanut clusters, nougates, and Luden's whole line of 24c chocolates, assorted only. Special Xmas price.

19c a lb.

**SPECIAL FOR**  
**Saturday, December 11th.**  
**FINE, CRISP, PURE**  
**PEANUT CANDY**

9c a lb.

**C. A. YEAGER,**

125 NORTH FRONT ST.,

**READING, PA.**

Except in some minor points, one of which is typographical display, this in my judgment is good advertising. The heading is too much cluttered up. I should leave off the two panels as to coffee and tobacco, and put them either in the body of the circular or at the bottom. Let the heading simply consist of the name of the advertisement. This I would arrange as I have shown in the next column, making it as wide as the sheet.

paragraphs in boldface. It should have gone in body type, the small side heads being put in boldface. Also the price. I have had one of the paragraphs reset in order to illustrate the effect I have in mind:—

New Orleans Molasses is best for baking. We have the real kind and it is pure and positively guaranteed to make nicer cakes than any other kind. Special Xmas price.

25 cents a quart.

would have looked immensely more attractive, I feel sure, if the paragraphs had all been in body type, except the side heads and the price.

\*\*\*

The name and address at the bottom could also have been improved. To take three lines of

the arrangement of this name wastes. I don't believe in covering all the white space on the sheet, but in this case the room saved by condensing the name could have been distributed among the paragraphs, thus making the whole circular more open and easier to read.

### Hot Roast for Railroads that Delay Settling of Freight Claims.

Wilkesbarre (Pa.) Shipper, Victim of Twenty Cents Overcharge on Freight Shipment, Fails to Get Satisfaction from Railroad and Complains to Interstate Commerce Commission. Commission Says What it Thinks About the Many Roads that do Likewise.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 6, 1910.

Every shipper and receiver of merchandise will be gratified at a decision just handed down by the Interstate Commerce Commission over a claim of freight overcharge made against the Aberdeen & Ashboro Railroad by a Wilkes-Barre, Pa., firm. The claim was for only 20 cents, but the railroad followed its usual evasive course concerning it and the shipper finally took the bit in his teeth and complained to the Interstate Commerce Commission.

The case was based on a charge by the Wilkes-Barre concern that the railroad had overcharged it 20 cents in a shipment to Carthage, N. C. The Aberdeen & Ashboro Railroad admitted the overcharge, but did not settle with the shipper until the latter had exhausted ordinary methods of collection and had finally filed a formal complaint with the Commission. The Commission intimates that if carriers persist in such de-

lays, it might be under the necessity of calling the attention of Congress to the matter. Commissioner Harlan, in writing the report of the Commission, says:—

From shippers in all parts of the country many complaints have been received of the inattention of carriers to plain overcharge claims and of their delay in adjusting them, and a survey of these complaints has led us to the conclusion that this practice among carriers is open to severe criticism.

From the shipper's point of view, nothing in connection with transportation is more vexing and irritating than the labor and delay incident to the following up of an overcharge claim and securing its repayment.

The Commission expresses the opinion that all ordinary claims of this character should be adjusted and paid by the carriers within 30 days, and in special cases no more than 60 days should be required for settlement, and adds that "will expect the cordial co-operation of all carriers in our request that the claims departments be so organized as to give more prompt results."

In another case decided to-day originating in Chicago, the complainant had died before his claim had been adjusted, and the Commission ordered the Chicago Great Western Railway to pay the amount of the claim to his estate.

HOLT.

**Exports of Food Products Which Fell Off in Ten Years.**

Breadstuffs, second in importance in the list of agricultural



# HOW ABOUT COFFEE?

The finest Coffee grown in the world will make a poor cup to drink, unless it is perfectly roasted.

The origin of the bean—the country in which it is grown—has much to do with quality. But any GOOD raw Coffee can be made into a fine drinking Coffee by expert shading of the taste in roasting the beans lightly, or to a very deep color.

This shading of the roast explains the manner in which some of our very fine-tasting, low-price blends are made.

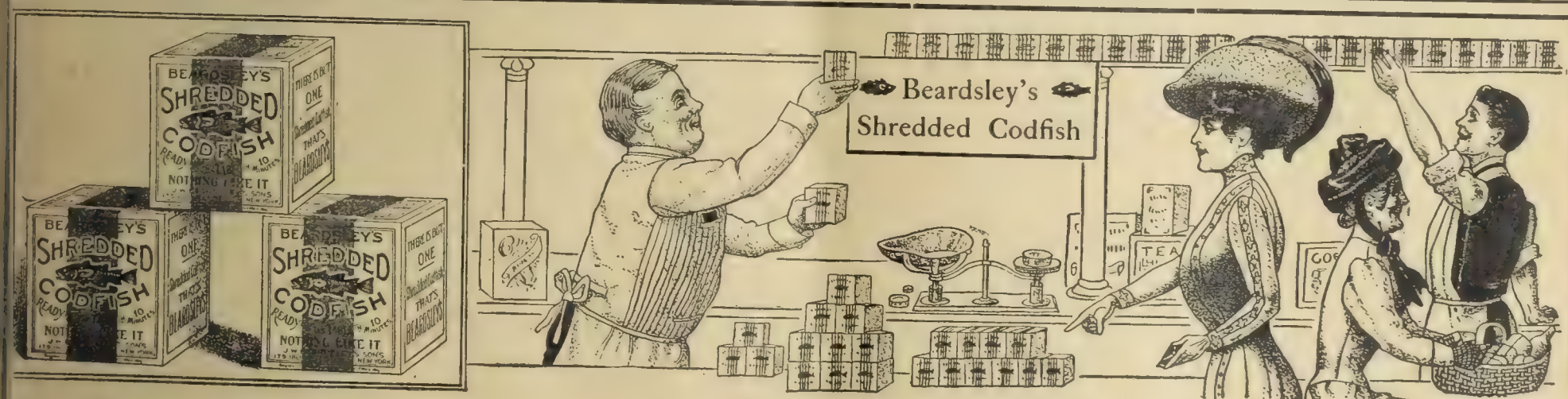
In these Coffees we have an interesting proposition to make, both as regards quality and price.

**WILL YOU LET US INTEREST YOU?**

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us



**You've Just Got Time  
To Put It on Your Shelves**

Our extensive advertising of **Beardsley's Shredded Codfish** has met with instant success—sales are increasing—we know it from the increased orders from wholesale men. Let people know you have it and reap the profits.

We have done our work, now it's your turn—lay in a good stock to supply the demand you are sure to have. People know all about it. You can sell it "without trying."

"Push the Package with the Red Band"

**J. W. Beardsley's Sons, New York**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

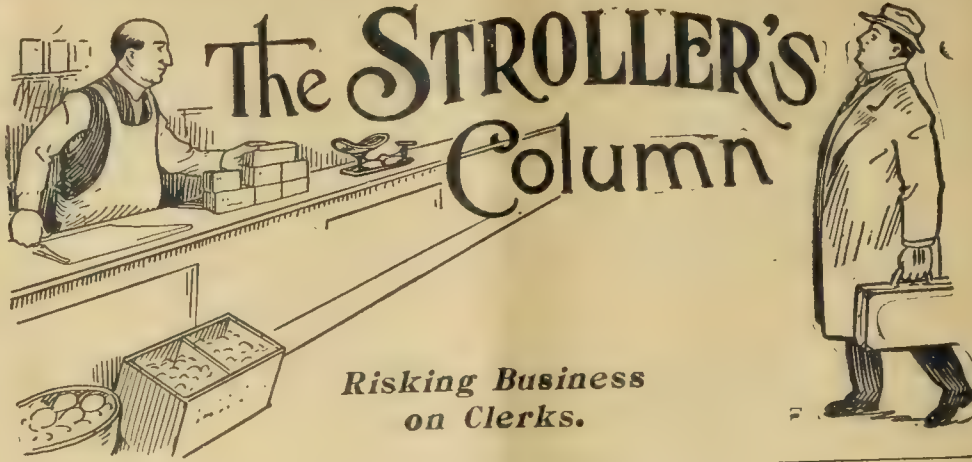


products exported, show a marked decline in the quantity exported by this country during 1909, as compared with the exports in 1899, the value of their exports having decreased from \$274,000,000; and oats, from \$10,000,000 to 1909. The principal items contributing to this decrease of \$100,000,000 in ten years are corn, which decreased from \$69,000,000 to \$25,000,000; wheat, from \$104,000,000 to \$68,000,000; wheat flour, from \$73,000,000 to \$51,000,000 in 1899 to \$160,000,000 in less than \$1,000,000. This decline in exportation reflects increased local consumption of breadstuffs, as illustrated with reference to wheat, production of which has materially increased meantime. Meat and dairy products constitute the third largest class in the group of farm products exported. Their exports have, on the whole, been better maintained during the decade than has been the case with cotton or breadstuffs. In 1899 the total exports of meat and dairy products were valued at \$176,000,000; in 1909, \$167,000,000, while in 1907 and 1908 the totals were \$202,000,000 and \$193,000,000, respectively. Exports of bacon decreased from \$42,000,000 in 1899 to \$26,000,000 in 1909; hams increased from \$21,000,000 in 1899 to \$24,000,000 in 1909; lard increased from \$42,000,000 to \$53,000,000; oleo and oleomargarine from \$10,000,000 to \$19,000,000; while fresh beef declined from \$24,000,000 in 1899 to \$13,000,000 in the fiscal year which ended last June, and other beef, including tallow, from \$11,000,000 in 1899 to \$6,000,000 in 1909.

### PERSONAL.

The "Grocery World and General Merchant" is advised that J. E. Lenhart, who for several years has been connected with Swift & Co., more latterly as manager of their fish department, with headquarters at Gloucester, Mass., has purchased the Swift fish business and the celebrated "Talisman" brand of fancy fish products with it. The "Grocery World and General Merchant" congratulates Mr. Lenhart on controlling a large and high grade fish business.

Cranberries are still weak and dull, and command only \$1.25 to \$1.50.



I had a long talk last week with a big grocer who I'll bet has about as many clerks as almost anybody in this part of the country.

"I've got to put a new one on next week," he said, "and every time I do it I wish I didn't have to."

"I don't know why," I said, "the fact that you have to put him on means more business, don't it? Why should you care how much expense you have to go to, so long as you don't have to move until the business moves?"

"Oh, it isn't the expense," he said, "it's the fact that I've got to bring another man in here to maybe hurt my business."

"It's too deep for me," I said, "I don't know what you're talking about."

"You would if you were in the retail business," he said. "Don't you know that every clerk behind my counter can lose me customers by the dozen if he wants to, or if he don't know any better? If I could wait on every customer who comes in here I wouldn't be afraid, for I know how to handle 'em, and I'd handle 'em right. But I can't—the clerks have to do it, and my business depends on the way they do it. Every new man I hire means one more risk."

"I see," I said.

"Look here," he went on, and he reached in a pigeon hole and brought out a bunch of papers that looked like reports.

"When a customer who has been in the habit of dealing here right along drops off," he said, "I argue that there's a reason for it, and I have a man that I send out to see why. He's a great diplomat, that fellow, and he can usually get the reason if there is any. Of course some customers drop off for no reason that you can help—they drift into other stores, or move away, or something like that. About 10 per cent. of all the customers we lose

go for reasons like that. Sixty-five per cent. of the balance go because they took offense at something that a clerk did, and the balance didn't like some of the goods. Now do you see—over 50 per cent. of all the losses came from bad clerks. Do you wonder why I don't like to hire any more?"

"I should think with the wages you pay you could get clerks that wouldn't do fool things," I said.

"So should I," he replied, "but pretty often I can't. I do everything I can. When a new man is hired I ask him to read a little list of things not to do, and he signs his name at the bottom to show that he takes the position subject to not doing any of them. If I catch him doing any of them after that I have the right to discharge him without notice."

"Let's see one of those papers, will you?" I asked.

"I'm almost ashamed to show it," he replied. "Why if I was out for a job and the boss asked me to sign such a thing I'd feel insulted, for a man with any intelligence ought to know better than to do one of them."

He handed over one of the papers and I read it. It's pretty rich. Here it is:—

#### DON'TS FOR OUR CLERKS.

Don't pick your nose in business hours.

Don't expectorate anywhere in store.

If the nature of your work requires you to wear an apron, change it the minute the first spot appears.

Don't call female customers "lady." If you don't know their names, find out if you can. If you can't, address them as "madam."

Don't carry toothpicks or matches in your mouth in the store, and don't pick your teeth under any circumstances.

Don't wait one minute to wash your hands after handling articles that soil.

Don't run your hands through your hair or maul your faces while waiting on customers.

Don't wear dirty shirts, collars or cuffs.

Don't smell sweaty.

Don't talk to other clerks while waiting on customers.

Don't work to make conversation with customers. If you haven't anything worth while to say, say nothing.

Don't forget to offer to wrap up the customer's other packages with those she buys of us whenever you have the opportunity.

Don't forget to cut and clean your finger nails.

Don't say one word or do one act which can offend the most fastidious customer, or which you would hesitate to do if the store were yours and the customer one you were exceedingly anxious to keep.

I hereby agree to the above conditions, and agree that if I shall violate any of them my employer may dispense with my services without notice.

Witnesses:—

"Pretty complete," I said, as I finished it. "There's only one or two things I miss."

"What are they?" asked the grocer eagerly.

"You ought to tell 'em not to change their socks while waiting on customers," I said. And you don't say anything about wearing their nightshirts in the store either. That seems mighty important to me. It's a fearful mistake to take chances."

"You can guy it all you like," he said, "but you'll change your tune when I tell you that these reports show that doing everything there, was at the bottom of losing a customer. There isn't a thing in there," he went on, "that some of my clerks haven't done and lost me a customer by it. What have you got to say to that?"

"Is that right?" I said.

"Sure it is," he replied. "It's the gospel truth."

"Then I'll shut up," I said, and I did. You can hardly believe it, though, can you?

If I was a clerk and was out to get the best living that the world owed me, I'd work to treat every customer as I would a stranger who had offered to leave me a million dollars if I could act like a dead swell gentleman every time I waited on her. You know how you'd treat a good thing like that. I do, anyway—I'd even blow her nose for her if it needed it.

THE STROLLER.

Inclosed please find \$3 for on year's subscription to the "Grocery World and General Merchant." I think lots of it and should miss it if I had to do without it.—J. W. Comer, Haleyville, N. J.



# THE GROCERY MARKETS

## Tea.

The tea market is showing considerable more activity, as is usually the case in January. The demand is already considerably better than last month at steady prices. There is no surplus of tea anywhere; in fact in certain grades there is an actual scarcity. Ceylons, for instance, are scarce and high, the lowest grade being now quoted at 15 cents in a large day.

## Coffee.

There has been no change to speak of in coffee during the week. Rio and Santos close the week rather firm, but with no actual change in price and no special demand. Mild coffees are wanted to some extent at firm prices. Java and Mocha quiet and unchanged.

## Sugar.

The raw sugar market has been very quiet during the week, though firm and advancing. Both beet and cane raw sugar have shown an advance, and in consequence refined sugar moved up 10 points during the week. This somewhat improved the demand from first hands, but has not affected the consumptive demand, which is dull. It is a little early for sugar to advance, and whether the refiners will be able to hold the market up just now remains to be seen. It is reported that the Warner Sugar Refinery will from now on make a dead set for business. They have acquired two of 'buckle Bros.' most valuable practical men, and have a daily capacity of around 2,000 barrels.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is likewise unchanged and in fair demand. Sugar syrup is scarce and high. Molasses is firm. Good molasses is hard to buy in New Orleans at a satisfactory price. The production so far is about 10 per cent. short of last year, and this is bound to make the season firm, especially on fine grades.

## Fish.

There is still no demand for haddock to speak of, though it would resume almost any day.

Prices of Norway and Irish mackerel are about steady. Cod, hake and haddock are in fair demand at unchanged prices. Salmon is quiet and steady. Domestic sardines show no change in price and but very small sales from first hands. There is some selling from second hands at shaded prices. Imported sardines are unchanged, steady and quiet.

## Canned Goods.

Tomatoes are unchanged and in moderate demand. Blocks of goods below the market seem to be almost worked out. Corn is in fair demand and still quite firm. Peas are wanted to some extent at ruling prices. Apples show no change and but light demand. Apples are now in their dull season. Peaches, outside of California, are quiet and unchanged. California canned goods are unchanged in price and quiet. Boat deliveries are just now being made. Small Maryland canned goods are unchanged and quiet.

## Dried Fruits.

Prunes seem to be a trifle easier and have gone back to the  $2\frac{3}{4}$ -cent basis. The demand is light. Peaches are dull, though well maintained as to price. Apricots quiet and unchanged. Raisins dull, weak and unsettled. Currants are in light demand at ruling prices. Fard dates are scarce and firm, but Hallows are in ample supply and not so strong. The demand for dates, figs and citron is moderate.

## Beans and Peas.

Domestic pea beans show no change and neither do imported. The demand is fair. Domestic marrows are scarce and considerably higher. Most holders want \$3, which is an advance of 25 cents. Some will sell at  $12\frac{1}{2}$  cents advance, however. Imported marrows are still practically out of the market. California limas are weaker and sales are being made around 4.85 cents to come forward. On spot, however, the quotation is about 5 points higher than that.

## Butter.

The receipts of butter have increased the past week, and as a result the market declined 2 cents

a pound on both solid pack and print. The market is firm at the present price. The stocks in storage on all grades are very light, and we do not look for any change during the coming week.

## Eggs.

The receipts of fresh eggs continue to run very light, on account of the continued bad weather, and owing to the good consumptive demand the market advanced 5 cents per dozen. The stock of storage eggs is gradually decreasing. The future price depends entirely upon weather conditions. There is not likely to be any further advance at this time.

## Cheese.

The cheese market remained stationary during the past week. The stock of cheese is very short and the trade very light. There is not likely to be any change in the market during the coming week.

## Provisions.

The market on everything in the smoked meat line remains firm at unchanged prices. We are now passing through the season when the consumptive trade is very light. Barreled pork, canned meats and pure lard are firm at unchanged prices. Compound lard is firm at  $\frac{1}{4}$  cent advance over one week ago.

## Produce.

Potatoes, white, New York State, 50 to 65 cents per bushel; Pennsylvania, 75 to 95 cents per bushel; New Jersey, 50 to 65 cents per bushel, demand good; sweets, prime, 35 to 50 cents per basket; culls, 20 to 35 cents per basket, demand fair; onions, 35 to 45 cents per basket, demand good; New Jersey cabbage, \$1.50 to \$2 per hundred; 10 to 18 cents per basket, demand poor; New York State, \$18 to \$20 per ton, demand fair; bunch beets, \$1.50 to \$3 per hundred bunches, demand fair; bunch carrots, \$2 to \$2.50 per hundred bunches, demand fair; celery, New York State, 45 to 55 cents per bunch, demand fair; string beans, Florida, 45 to 55 cents per hamper, demand fair; pumpkins, 15 to 20 cents per basket, demand fair; cauliflower, short cut, \$1.75 to \$2.25

per barrel; long cut, 90 cents to \$1.10 per barrel, demand fair; carrots, \$1.40 to \$1.50 per barrel, demand fair; lettuce, \$1.60 to \$1.85 per barrel; Florida lettuce, \$1.25 to \$1.75 per basket, demand good; white turnips, 15 to 20 cents per basket, demand fair; eggplants, \$1 to \$1.80 per box, demand poor.

## Green Fruit.

Apples, Holland Pippins, \$3.60 to \$4.25 per barrel; Harvey Pippins, \$4.20 to \$4.50; Hulberson, \$3.80 to \$4; Fancy, \$4.25 to \$4.50; Kings, \$4.50 to \$5.60; Baldwins, New York State, No. 2, \$2 to \$2.50; No. 1, \$3.75 to \$4; Eastern fruit, 30 cents per barrel higher, according to grade; Greenings, New York State, No. 2, \$2 to \$2.50; No. 1, \$3 to \$3.25; Fancy, \$4.25 to \$5; Northern Spy, No. 2, \$2.75 to \$3; No. 1, \$3.25 to \$3.50, demand good; pears, No. 1, 60 to 70 cents per basket; No. 2, 25 to 40 cents per basket, demand fair; bananas, large, \$1.55 to \$1.75 per bunch; 8-hands, \$1.20 to \$1.35; 7-hands, 80 to 90 cents per bunch; 6-hands, 50 to 70 cents per bunch, demand good; Florida grapefruit, \$2.50 to \$4 per crate, demand fair; oranges, Florida, \$2 to \$2.50 per box; California, \$2.50 to \$3.50 per box, demand good; tangerines, strap, \$3.30 to \$4.25 per box, demand fair; lemons, Messina, \$4.50 to \$5 per box, demand fair; pineapples, Florida, \$2.50 to \$3.50 per crate, demand fair; limes, \$1 per hundred.

## Nuts.

Peanuts, green, choice,  $3\frac{1}{2}$  cents per pound; fancy, 5 cents per pound; jumbo,  $6\frac{1}{2}$  cents per pound; roasted, choice, 85 cents per bushel; fancy, \$1.30 per bushel; jumbo, \$1.50 per bushel, demand fair; almonds, paper shell, 17 cents per pound; Brazils, 8 cents per pound; pecans,  $11\frac{1}{4}$  cents per pound; filberts, 11 cents per pound; walnuts, 13 cents per pound; mixed nuts, 11 cents per pound.

## INDIVIDUAL MARKET REPORTS.

### Rice.

Market for the week has been largely subject to holiday influences. In spite of these distractions, a good demand prevailed, both from in and out-of-town



buyers. Prices are well sustained on Honduras styles and a trifle harder on Japan sorts.

Advices from the South note but little doing on the Atlantic Coast. At New Orleans market is dull, but strong, with advances noted on offerings of Japan.

In the interior, Southwest Louisiana and Texas, the market for cleaned rice is firmer and quotations advanced. Offerings are not so plentiful; millers insist on full figures, as they cannot take on re-supply of rough except at higher prices.

Cables and correspondence from abroad note quiet conditions, awaiting quotations on the new crop.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### Baltimore Canned Goods.

The rather active buying and interest in tomatoes has been very much in evidence during the past few weeks. The holiday season, usually accompanied by an almost total absence of interest in tomatoes, has not this year prevented buyers from keeping a sharp lookout for anything in the way of a snap. The result is that some pretty good size lots of tomatoes are being sold most every day. Orders for large lots of No. 3 standard tomatoes at 59 cents per dozen Peninsula have been declined. Sellers of tomatoes at 60 cents per dozen are not plentiful. A strong disposition is showing itself on the part of packers to stand pat, as they all seem to think the extremely low prices of tomatoes, together with the improved trade conditions, will cause a reaction in the not very distant future.

THOS. G. CRANWELL & Co.  
Baltimore, Md.

#### Imported Fish Specialties.

The demand for Holland herring is keeping up exceptionally well, and following the advancing tendency in the Dutch market, prices here have been advanced on Holland herring all around.

Scotch herring are selling rather slowly and price concessions have to be made to effect sales.

The same may be said of Irish herring; quality this season is not as fine as last season, although the herring in general are not bad by any means.

Norway herring, after having been dull for some time, have taken a sudden spurt and prices are advancing both for Norways as well as for Iceland.

Mackerel of all kinds are quiet. There are still a good many Norway mackerel in Europe which have to be shipped over here and Norwegian exporters are beginning to get rather restless and are anxious to realize. It is likely that this may cause a slight re-

duction in price in the near future.

Imported oil sardines are selling in a fair hand-to-mouth way. French sardines are in much better demand than they have been for a few years past and Portuguese sardines are selling quite well.

The demand continues very good for Norway smoked sardines, and as, according to a mutual agreement between the Norwegian packers, the packing season will end with the last of January, packers are inclined to believe that they will be unable to execute existing contracts during the season. At least our packers cabled us that they could not accept an additional order that we cabled them for 5,000 cases, as they were quite sure that they could not get sufficient fish to fill

this order. Other packers are most likely in the same position.

STROHMEYER & ARPE CO.  
New York, N. Y.

#### Spices.

The market is much more active. There has been considerable buying during the last few days and a general stiffening of prices. Spot stocks are small and the general tendency is towards better values.

Pepper much firmer. Stocks abroad are firmly held at prices  $\frac{1}{4}$  to  $\frac{1}{2}$  cent per pound above our prices. When we consider the short crops of last year, it is likely that much higher prices are going to rule, especially during the early months of 1910.

Cloves.—Fair demand at unchanged prices.

Red pepper very firm and scarce. The tendency is, no doubt, toward higher values.

Pimento (Allspice) unchanged in price; demand fair.

Paprika steady, but unchanged. Demand very satisfactory.

Mace scarce at present, especially for the better grades. It is predicted that higher prices will rule this year.

Nutmegs are steady, but unchanged; big demand will soon be on and should have the tendency of making a very firm market.

Cassias.—China and Saigons are high at present in China. Our market is somewhat firmer. Supplies are reported short.

Gingers.—African, crop about sold out and it is reported that there is practically none in London. Cochin grades are also scarce. All indications point to very high prices for ginger during this year.

Tapioca.—Demand fair; market unchanged. It is predicted in some quarters that the production will be decreased. This will indicate a higher range of prices.

Seeds.—Prices all steady, without any changes of any importance to note. Hemp seed keeps firm, with higher tendency.

Sage and sweet herbs, French and German marjoram, thyme and savory are selling in a satisfactory way. Rubbed sage is also in demand. Prices on this class of goods are unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Tangerines are selling at about unchanged prices—\$3 to \$4 per box. The demand is good.

Florida salad shows a sharp advance, due to scarcity of good stock. The present range is \$1.25 to \$2.50.

California celery of fancy appearance ranges from 65 to 7 cents per bunch. The demand is good.

New Bermuda potatoes are selling in a small way at \$5 to \$6 per barrel. The quality is good.

Florida eggplants range from \$2.50 to \$3 per crate, and are moderately wanted.

California cauliflower is not coming forward and ranges from \$1.25 to \$1.50 per crate. The demand is excellent.

Florida tomatoes range from \$1.75 to \$2.50 per crate. They are not coming very good, being green. The demand is light.

## Important Alum Cases to be Tried this Week

On Monday and Tuesday Pennsylvania Food Department Will Attempt to Show in Dauphin County Courts that Alum in Pickles and Baking Powder Violates New Food Law. Outcome Vital to Pickle Men.

Next week in Dauphin County, Pennsylvania, there will be tried cases under the food act of 1909 which will have an exceedingly important bearing upon the future of alumed pickles and alum baking powder in Pennsylvania. The cases are brought by the Dairy and Food Department against dealers in both products, the charge being that the presence of alum violates that provision of the food act which holds that food products, etc., containing alum shall be considered adulterated. Both actions are being defended by the manufacturers whose products are involved, though the dealers appear in all cases as the nominal defendants.

The pickle case is particularly important; much more so, in the effect it will have upon the industry, than the baking powder case.

As is well known, it has been a universal custom of the pickle trade, almost from time immemorial, to harden pickles with alum. This made them firm and crisp; without it they were limp and stale. If the State wins its contention that this practice is a form of adulteration, the pickles thereafter sold in Pennsylvania

will be of the limp variety, which consumers do not fancy. Certain manufacturers hoped for a while that this would make no difference in sales, but they no longer believe that, for it can be conservatively stated that since manufacturers, in order to be on the safe side, left alum out of their pickles, the trade in Pennsylvania has fallen off 75 per cent. This refers only to bulk pickles that are treated with alum. Some brands of bottle pickles do not need alum.

The manufacturers are preparing a vigorous defense, which seems to rest on the double ground that the practice is harmless, and that the act is unconstitutional.

The reason this case is of relatively more importance to the pickle men than the baking powder case to the baking powder manufacturers, is that there is no substitute for alum as a pickle hardener, while the baking powder manufacturers can substitute phosphate for alum, if the case goes against them. As a matter of fact, some of them have already done that.

It is understood that the pickle cases are to be tried on January 17th and the alum baking powder cases immediately after.



Florida beans are coming frozen and the price for anything good ranges from \$3.50 to \$5 per basket. The receipts are light.

Florida peas are still very scarce and high, commanding \$7 to \$8. The demand is good.

Florida oranges are a little firmer, on account of the Florida freeze. The price ranges from \$2 to \$3.50 and the demand is good.

Florida grapefruit shows no advance as yet, ranging from \$2.50 to \$3.50 per box. The demand is good.

### Look for this Stamp on Your Specialty Orders.

Official Insignia Printed on Salesmen's Order Books by Specialty Manufacturers. Means Less Chance of Misrepresentation and Also Increased Obligation to Take the Goods.

Retailers who give orders to specialty salesmen are advised to look for this stamp on the salesman's order blank:—



This is the official stamp which has been adopted by the American Specialty Manufacturers' Association to designate its members, who print it on the order books of all their salesmen. The presence of the stamp upon an order book means two things: first, that there will probably be no misrepresentation made to obtain the order, and second, that the retailer who signs the

order will be expected to take the goods.

The Manufacturers' Association advises each retailer who signs an order on which this stamp appears, and who should subsequently find that he has been imposed upon, to write direct to the association in New York. A copy of every order given should be kept for this purpose.

### Most Peculiar Food Case Soon to be Tried.

Leading Brand of Cornstarch to be Proceeded Against Because it Contains Nitrates. Manufacturer Admits Charge, but Says Nitrates Got There by Unavoidable Chemical Change in Process of Manufacture.

Probably the most peculiar food case which has ever arisen will be tried in the courts of an interior Pennsylvania county within a few days. It is an action against a retailer on the charge of selling adulterated cornstarch, but the burden of the defense is being borne by the manufacturer.

The cornstarch involved is one of the best known brands on the market, and the charge against it is that it contains nitrates, which are an objectionable chemical substance similar to that which the process of bleaching leaves in flour. The peculiar part of the case is that the manufacturer admits the presence of the nitrates, but denies absolutely that he added it. The quantity present is small, being, it is understood, only about four thousandths of 1 per cent.

The manufacturer's position regarding the matter is that the starch in question is made by the

old-fashioned process and that somewhere in it a chemical change occurs which produces the nitrates. He contends that he is just as anxious as the State to learn the legal status of the matter, and is defending the case simply for that purpose.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

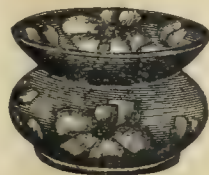
943,706. Canning outfit. James M. Ponder, Ruston, La.

943,830. Device for testing the consistency of catsup, tomato pulp and other thick liquids. Rudolph W. Huss, Chicago, Ill.

943,871. Barrel swing for store counters. Chas. C. Gimbel, San Antonio, Texas.

943,879. Dust proof receptacle for tubular straws. John Hurley, Little Falls, N. Y.

943,945. Liquor containing confection. Julius Liebich, Gorlitz, Germany.



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co  
ZANESVILLE, OHIO



### THE NEW FLAVOR MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

### HIGHEST IN HONORS

## Baker's Cocoa & CHOCOLATE

52

HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA



Registered  
U. S. Pat. Off.

A perfect food, preserves  
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

Your customers like it

BECAUSE

It is absolutely pure.  
It requires no soaking.  
It can be cooked in  
fifteen minutes.  
It is never soggy or  
lumpy.  
One package makes six  
quarts of pudding.

You ought to like it  
BECAUSE

It always satisfies your  
customers.  
It brings to your store  
the best class of trade.  
It moves; it's a real  
staple.

It pays you more than an ordinary profit.

If you have Minute Tapioca in stock, push it. It will pay you. If you haven't it, send us your jobber's name and we will send you a regular package to try in your own home. A trial will tell you more in a minute than we can tell in an hour. When sending for the package ask for "The Story of Tapioca." It's free. We are ready to do our part. Are you?

MINUTE TAPIOCA CO.,  
212 W. Main St., Orange, Mass.



## Stand By This—It Will Stand By You

Wheatena is a good breakfast food to tie to during 1910. The best of it is that you can surely expect to find it on deck at the end, for Wheatena is a stayer. It doesn't make as loud a noise as some of the others, but it is as steady as a commodity can be. Ever since it was introduced, Wheatena has been a repeater and it always will be—it appeals to substantial people.

The tender kernels of selected wheat—quite different from other cereals; there's really no competition for it.

THE WHEATENA CO.

RAHWAY, N. J.

## Window-Dressing Articles Wanted

For several months the "Grocery World and General Merchant" has been looking for the right man to take charge of its "Window-Dressing Department" and contribute a good, suggestive weekly article. We have tried several, but none was exactly what was wanted.

We will now attempt to get these articles from our subscribers, probably every one of whom has some technical knowledge of window-dressing. What we want is articles clearly describing window displays that can be made by the average retailer; not necessarily new or original—in fact, those which have been used successfully are perhaps preferable to all others.

For all acceptable articles, the "Grocery World and General Merchant" will pay an average price of \$5 each. All matter sent in under this arrangement should be addressed to the "Window-Dressing Department." If drawings are also sent they should be made throughout in black ink (not pencil).





## CORRESPONDENCE

We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### Books on Coffee and Tea.

Columbia X Roads, Pa.,  
January 5, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—In your last issue (page 10, "With the Editor") is an article on coffee that interested me. I wish to educate myself right along this line on coffee, teas; in fact, all lines. Can you refer me to book or publications that will furnish me details?

Yours truly,  
GEO. C. CORNELL.

The "Grocery World and General Merchant" doesn't know a single good work on coffee that it can conscientiously recommend.

Perhaps the "Tea and Coffee Trade Journal," 91 Wall street, New York, does.

A good book on teas is published by John H. Blake, Denver, Col.

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### Tin Show Bins Wanted on the Coast.

Tulare, Cal., Dec. 26, 1909.  
Editor "Grocery World and General Merchant."

Dear Sir:—Will you kindly send us the address or addresses of manufacturers in Philadelphia who make tin show bins and tea and spice caddies. Show bins are the kind that Childs & Co., Acme Tea Co. and most of the chain-store concerns use.

The writer was a subscriber to your paper at Phoenixville, Pa., in 1904-5.

We think we can make a hit out here with those same show bins in use, as they don't seem to be known here.

Thanking you in advance for the favor, we remain,

Yours truly,  
CHILDS & GRATER.  
(G.)

Henry Troemner, 911 Arch street, Philadelphia, can supply these bins.

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### To Get a Small Printing Press.

Philadelphia, Pa.,

December 30, 1909.

Editor "Grocery World and General Merchant."

Dear Sir:—Will you kindly inform me if there is a place in Philadelphia where they make small printing machines to work by hand large enough to print a sheet of paper 8 x 12 inches, or if any of the stores sell them?

Thanking you in advance for the information, I remain,

Yours truly,  
D. F. DONOVAN.

You probably cannot get a hand printing press which will print as large a sheet as 8 x 12. The largest sheet printable by the largest hand press the writer knows of is

about one inch smaller than that all around. Get in touch with R. W. Hartnet & Co., 50 North Sixth street, Philadelphia, Pa.

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### Address of Rice Association.

Dubuque, Iowa, Dec. 30, 1909.  
Editor "Grocery World and General Merchant."

Dear Sir:—In a recent issue of your paper you gave some space to the plans of the Rice Growers' Association for increasing the rice consumption in this country. Will you kindly give me the address of this association, so I may write to them for details in regard to their work, as I have considerable copy to write for grocers throughout the country on this cereal.

Yours truly,  
A. D. SCHIEK,  
Dubuque Advertising Agency.  
The address of the Rice Growers' Association is Crowley, La.

### ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

ESTABLISHED 1808

# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia



## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

"Where Am I At."—We have entered upon another year and one of the good things to do is to size yourself up. Where do I stand to-day compared with a year ago? Am I wiser? Am I more faithful? Am I of more importance to my employer—more respected by my fellows? If the word "No" is the answer, admit its truth. Turn right about face and say at the end of this year the answer will be "Yes." Business progress is good. But growing a better man is better. The worth that counts is our moral worth. Try this year to be a clean, manly fellow. Maybe you have got the swearing habit to some extent. Stop it, and at the end of the month you'll realize how repugnant the habit is. Will you write and give me this promise?

\*\*\*

**And Now To Business.**—Are you selling goods? Really and truly selling goods? After you have taken an order for a dozen articles to-morrow stop and think how many of these you "sold." Maybe not one. Is that salesmanship? Certainly not. You're neglecting an opportunity. You're neglecting your duty, in fact. That woman you took the order from had just twelve items on her memorandum and you let her go out without even selling her the thirteenth. And you have thirteen hundred to talk about! Don't imagine that I consider every boy that reads this guilty of such an act, but if you are guilty it's your eyes I want to open. "Straight Talks," as I implied in a former article, are to make you worth more to your employer. Your negligence in not selling goods may be a lack of realization, of lost opportunity or a want of training. Anyway, start in this very week and I promise you that you'll be better satisfied with yourself. This to me is of such importance that it is with an effort that I finish the weekly article without making reference

to it. Just bear in mind that any fellow who can write a fair hand and remember prices can take an order. The clerk with something to him goes him a "lot better."

\*\*\*

**Clean Hands.**—Wonder how many women in this country keep away from certain stores because "the clerks have such dirty hands," and sometimes dirty aprons and dirty coats. This is an age of dirt-chasing, and however foolish the microbe agitation may seem sometimes, it discloses the spirit of the times—cleanliness. So I say get in the swim and keep your hands clean. If you don't no one is going to tell you about it. I once knew a young man who worked in a New Haven store, and somehow or other he managed to keep his hands and finger nails as clean as a minister's. He had splendid success.

\*\*\*

**Selling Mackerel.**—Do you ever show up salt mackerel? I think the most effective way is to put a nice, clean board, about 10 inches wide, on top of the barrel and place on this forty or fifty fish, letting the brine drip into the barrel. There's money in No. 3s at 10 cents a pound, and if I were you I'd do this early in the week. Wouldn't it please the boss if you were the means of selling six times more mackerel this week than is usually sold?

\*\*\*

**The Selecting Nuisance.**—It takes tact to work off undesirable things. For instance, in selling Malaga grapes, you ought to make it a point to have few loose ones around. A few thrown in the bag to make up weight will help prevent selling them at half price. No harm to work in a few "thin" sweet potatoes in your peck measure. And by no means select the largest lemons for anybody. The selecting nuisance applies to lots of things in our business, but the safe and wise

thing to do always is to be loyal to your store in this matter and let no customer work you for an easy thing. The most despicable of all employees is the fellow who gives away the goods of the man who pays him his salary, in order to make a good fellow of himself.

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**A Country List.**—If you have any farmer's trade it's a mighty good thing to have some special prices on a handy list. Soap by the box. Beans by the bushel. Barrel flour. Sack rolled oats. Bushel salt. Lard by the tub. Kit mackerel, and so on. Loose molasses "has gone out of fashion" to some extent, but you'll find the farmer going to the store that sells it. So you ought to mention this to him. Lots still use it "on their buckwheat cakes."

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**A Few Things You Ought To Know.**—The holes in imported Swiss cheese are the result of fermentation. Ripe olives are those that are allowed to ripen on the tree, usually for the purpose of extracting the oil. The best rice in the world comes from Patna, East India. Most of the imported peas come from Belgium now. Compound lard is largely composed of pure cotton oil and beef stearine. Comb honey is never manu-

factured. Duty on raw sugar is "2¼ cents a pound." An original sack of peanuts weighs 105 pounds. After roasting it weighs 90 pounds. There are 180 5-cent measures in a sack.

### Mail Order Wholesale House Fails.

Lyon Brothers, of Chicago, well known wholesalers of dry goods and general merchandise, have been forced into bankruptcy as the result of long-pending financial difficulty. The present liabilities of the company are estimated in the bankruptcy petition to be between \$600,000 and \$700,000, and the assets approximately \$400,000.

### MAGAZINE NOTES.

With the dawn of the new year the magazine world puts its best foot forward, and proceeds to fulfil promises made in enticing forecasts of good things to come. One of the most interesting of these 1910 publications is the January "Lippincott's," which doesn't at all suffer by comparison with its attention-attracting Christmas issue. The complete novel is "The Heaven of the Unexpected," by Lucy Meacham Thruston. This writer's name is comparatively unknown to the reading public, but any one who can write stories so absorbing as "The Heaven of the Unexpected" is not likely to remain unknown long. The scenes are laid in New York and in a Southern mountainous region. The character-drawing is cleverly done, and the local color excellent. The author has a rather unusual, tense style of writing which grips the reader and quite refuses to let go.

## Foreign and Domestic Green Fruits

Jamaica Bananas—	Per bunch.
Selected, 10 hands, packed 1 in barrel .....	2.00
Selected, 9 hands, packed 1 in barrel .....	1.75
Selected, 9 hands, packed 2 in crate .....	1.65
Selected, 8 hands, packed 1 in barrel .....	1.25
Selected, 8 hands, packed 2 in crate .....	1.15
Selected, 8 hands, packed 3 in crate .....	1.10
Selected, 7 hands, packed 2 in crate .....	.95
Selected, 7 hands, packed 3 in crate .....	.90

Cocoanuts—	Per sack.
Porto Rico's, Extra Fancy, 80 size .....	3.50
Jamaica's, Extra Fancy, 100 size .....	

Fancy Brights and Golden Russetts	
Florida Oranges—	
Fancy Brights, 126-150	3.00
Fancy Brights, 176-200	2.50
Fancy Brights, 216-250	2.25
Fancy Brights, 288-300	2.15
Golden Russetts, 126-150 .....	2.75
Golden Russetts, 176-200 .....	2.25
Golden Russetts, 216-250 .....	2.00
Golden Russetts, 288-300 .....	2.00

Fancy Florida Grapefruit—	
Fancy Brights, 36-46 ..	4.00
Fancy Brights, 54-64 ..	4.00
Fancy Brights, 80-96 ..	3.50 —3.75
Golden Russetts, 36-46 .....	3.50 —3.75
Golden Russetts, 54-64 .....	3.50
Golden Russetts, 80-96 .....	3.25
Cranberries—	Barrels. Crates.
Extra Fancy, dark color .....	6.50 —2.00
Fancy, well colored ..	6.00 —1.85
Choice, medium color ..	5.50 —1.50

Messina Lemons—	Per box.
Extra Fancy, 300 size ..	3.50
Extra Fancy, 360 size ..	3.25
Choice, 300 size .....	3.00
Choice, 360 size .....	3.00

California Lemons—	Per box.
Extra Fancy, 300 size ..	4.00
Extra Fancy, 360 size ..	4.00
Choice, 300 size .....	3.50
Choice, 360 size .....	3.50

Almeria Grapes—	Per Keg.
Extra Fancy, 60 to 64 lbs. ....	5.50
Extra Fancy, 58 to 60 lbs. ....	5.00
Fancy, 60 to 64 lbs. ....	4.50
Fancy, 58 to 60 lbs. ....	4.00

Fancy Tangerines—	Per Strap.
120 size .....	4.00
144 size .....	4.00
168 size .....	3.75



# WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## WANTED.

WANTED.—Manufacturer selling the wholesale grocery trade through brokers is in position to take on a line of goods sold to the same trade. Address "C. R.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

## FOR SALE.

FOR SALE.—General store in central Pennsylvania town of 1,000 inhabitants. Only store in the town, which is joined to another town of 6,000 inhabitants by bridge. Business has averaged \$30,000 to \$35,000 for five years. No old stock or fixtures. Fixed charges low and a satisfactory lease can be had on building. Price, inventory. About \$5,000 will be required. Full investigation solicited. Address M. E. M., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

FOR SALE.—Grocery and meat market. Grand opportunity for young grocer and butcher. Has been established for twenty-two years. Most growing city in this State. Retiring from business on account of having interest in other business. Will lease property for a term of years at reasonable rent. Apply Burke & Bolger, Perth Amboy, N. J. 3

FOR SALE.—Four cars fancy white Pennsylvania potatoes at 65 cents bushel of 60 lbs. here. L. A. Leathers, Bookville, Pa. 5

FOR SALE.—In good New Jersey town of about 2,000 population, in center of rich farming district and surrounded by a large number of summer resorts that are growing each year and only three stores in town, a grocery and provision business doing over \$32,000 yearly, all cash, at a net profit of 10 per cent. above all expenses. Expenses very low. On account of desiring to retire, will sell stock and fixtures at inventory. Full investigation invited. Will take about \$2,500. Address H. W. J., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

FOR SALE.—Fine corner property in Ocean City, consisting of double dwelling with two stores in front, one fitted for dry goods, notions and millinery, the other for groceries, the latter with an established trade. Each dwelling has eleven rooms and bath and modern improvements. Good reason for selling. For particulars address 460 Asbury Ave., Ocean City, N. J. 4

FOR SALE OR EXCHANGE.—On account of ill health, I will dispose of my country store property (without stock) and dwelling, with two acres of land, at Alfarata, eight miles east of Lewistown, Pa. Business \$10,000 per year. Price \$2,500. Part cash, balance security. Address J. H. Myers, 209 Electric Ave., Lewistown, Pa. 3

FOR SALE.—A grocery, provision, fish and oyster place. Stock, fixtures, horse and wagon can be bought for \$800. Property 40 x 116½ ft., two story, eight rooms, \$4,700. Call 140 N. Vodge St., West Philadelphia, Pa. 3

FOR SALE.—Delicatessen and grocery, doing good cash business. Established several years. Other business cause of selling. 2917 Kensington Ave., Philadelphia, Pa. 2

FOR SALE.—Store and dwelling suitable for butcher, in a new locality in Germantown. No competition nearby. Excellent chance for good man. Apply 5747 Stenton Ave., near Chew St., Germantown, Philadelphia, Pa. 3

FOR SALE.—A sausage making machine, in perfect order and suitable for chopping any kind of vegetable as well as meat. Cost \$35, will sell for \$10. Inspection invited. H. H. Mellbourne, Penn and Sellers Sts., Frankford, Philadelphia, Pa. 3

FOR SALE.—Prosperous general store, doing a business of \$15,000 to \$18,000. Stock of about \$5,000 to \$6,000. Located in the heart of a thriving town with a population of 600 to 800. Reason for selling, bad health of owner. Will sell at a bargain at once, so investigate without delay. Address "P. M. H.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

FOR SALE.—A baker's push cart in good condition, cheap. 746 S. Broad St., Philadelphia, Pa. 2

FOR SALE.—Old-established general store and real estate in Lehigh Valley town; 6,000 population. Apply to P. M. Gaul, Lehigh, Pa. 2

FOR SALE.—An old established grocery store, located on the busiest corner of a live town in central New York State for twenty-seven years. Every modern fixture and improvement, making this the finest store here. No old stock. All property free of any incumbrance. Proprietor desires to retire because of old age. Address "H. C.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

## HELP WANTED.

PHILADELPHIA SUBURBAN GROCER selling tea, coffee and fancy groceries, wants salesman for counter and outside work. Either single or married man. Wages \$12 to \$14. Hours 7 to 6, with Friday and Saturday evenings. Must have good reference and be a worker. Good chance for advancement. Address E 4, care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

GROCER AND GENERAL STORE-keeper near Philadelphia wants man to take orders and deliver on a commission of ten per cent. Should be single and board with employer. Good chance for hustler. Chance will be given to invest \$200, if desired. Address E 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

LARGE PENNSYLVANIA TEA AND coffee store wants man for solicitor on retail route. Will pay \$15 weekly for good man. City near Philadelphia, where house rents are low. What is wanted here is a hustler, and for such a one an unusual chance is open. Address E 3, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

WANTED.—If you are a clerk with natural qualifications as a salesman, I have an exceptional opportunity to offer you. If you are a merchant going out of business and looking for an opportunity to go on the road, my proposition will appeal to you. I want two or three capable men with the work habit, and who have energy plus. I want men with ability to sell goods all day long. I require references, also send an abstract of your qualifications. I have an advertising specialty proposition that interests all progressive retailers. Hundreds of the best retailers have endorsed my plan because they have found it profitable. Samples will go in coat pocket. My best salesmen are making from \$500 to \$1,000 a month. I want men who can do just as well or better. If you are of the right calibre, think you can handle a high-class, ready-selling proposition, write me immediately before all territory is assigned. W. F. Main, Dept. 135, Iowa City, Iowa 1f

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 1f

WANTED.—In Northwestern Pennsylvania. Grocery clerk in large store to work into head clerk and eventually manager of a branch store. Preference is for married man; a good house can be rented in the town for \$15 monthly. Also prefer man twenty-five to thirty years old. Eleven other clerks employed. A bright chance to right party. Salary to start \$15 per week. Address E 1, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

## SITUATION WANTED.

WANTED.—Young and active salesman, desiring to make a change, will be open for position about January 1st. Best of reference. W. F. D., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

WANTED.—A specialty salesman, acquainted with trade in southern States, desires position as traveling salesman. Address "Quick," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

EXPERIENCED CLERK AND MANAGER, now employed in interior Pennsylvania county, wants position with wholesale house either as salesman or as resident manager of grocery store or department. Will go anywhere in Pennsylvania. Been nine years with present employer and can give gilt-edged references. Have some knowledge of window dressing. Wages desired at least \$15 weekly. Address C 5, care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

PENNSYLVANIA CLERK, 21 YEARS old, with five years of general store and one year of grocery experience, wants position as manager or under buyer in a store where a hustler is needed. Will go anywhere. Has done ad. writing and window dressing, also has good knowledge of shorthand and typewriting. Excellent salesman. Salary wanted to start, \$50 per month. References. Address C 4, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

WANTED.—Clerk and salesman of eight years' experience wants position as salesman for manufacturer, manager of large retail grocery store, or with wholesale grocer. Will go anywhere. Experience, three years in office, five years selling. Is also a fair window dresser. Twenty-five years old. Has been and is successful with present employer, but wants to go with somebody where there is a future. Salary wanted, \$25 weekly, but expect to earn it. References. Address C 1, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

WANTED.—Bookkeeper and office man, now employed in Pennsylvania, wants position, preferably in wholesale house. Age twenty. Has had three years general office work. Knows shorthand and typewriting. Salary wanted, \$60 monthly. Will go anywhere. References. Address C 3, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

WANTED.—Competent grocery clerk and manager, now employed in New York State, wants position anywhere which offers living and chance to advance. Now employed as buyer and manager. Had seven years' experience and knows grocery business thoroughly. Age, twenty-seven years. Married. Salary wanted, \$15 to \$20. Highest references. Address C 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

WANTED.—Position as manager of a general merchandise store, or any of its departments, by a man with years of experience. Best of references. Can also make some investment. Address X. Y. Z. 4, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

## BUSINESS OPPORTUNITIES.

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 463.—In Central Philadelphia, meat market, doing \$125 weekly, all cash. This can be bought for about \$150, as fixtures belong to the property.

No. 464.—Meat, provision and produce store, located in a prominent section on Columbia Ave. Does \$350 to \$400 weekly, all cash. Carries about \$200 worth of stock. Will sell entire business for about \$900. The reason this store and No. 463 is put on the market is on account of owner being made secretary and treasurer of a wholesale meat business a few weeks ago, and the directors of this company desire him to sever his outside connections. Both of these stores show a clean net profit of ten per cent. above expenses. Full investigation invited.

No. 466.—In North Philadelphia, meat, provision and can goods market. Did last year \$34,694.57, making a net profit above all expenses for the owner of \$1,940.02. This profit can be materially increased by a working proprietor taking charge. Carries about \$500 worth of stock and will sell entire business for about \$1,400.

No. 467.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth

of stock and business can be bought, including fixtures, for about \$1,600. The real estate is for sale. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 504.—In West Philadelphia, grocery, meat and provision store doing \$250 to \$300 weekly, mostly cash. In one of the best locations for doing business on Fifty-second street. Carries about \$500 worth of stock and will sell fixtures for \$400 and stock at inventory. Rent \$30 per month. This is worth investigation.

No. 553.—In northwest Philadelphia, grocery, meat and provision business located in desirable section, doing \$250 weekly, all cash. This business can be bought for \$750. Owner desires to leave city.

No. 554.—In Tioga, grocery and provision business. Last year did \$29,850.73, practically all cash. Will sell horse, wagon and fixtures for \$2,000; stock of about \$1,500 at inventory. Rent \$45 per month. Nets ten per cent. This business will stand investigation.

No. 556.—In Tioga, grocery, meat and provision business doing \$300 to \$350 per week, on which is netted a clean ten per cent. profit. Fixed charges are very low. Rent only \$40 per month, including two-story brick stable. Owner is going into other business. Will sell fixtures for \$300 and stock at inventory. About \$700 required.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

## GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

## WARNER & CO.,

927 Arch Street, Philadelphia, Pa.

## MISCELLANEOUS.



MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2. If satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 12



# BALTIMORE PRICES-CURRENT

Corrected Weekly by ANDREW REITER & CO., Wholesale Grocers, Baltimore, Md.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

## ROASTED COFFEES.

Packed in paper-lined fancy bags or paper-lined sugar barrels.	Per lb.
"A" Java.....	.26
"B" Java.....	.24
"C" Java.....	.24
"A" Java and Mocha Blend.....	.24
"B" Java and Mocha Blend.....	.22
"A" Mocha.....	.24
"B" Mocha.....	.22
"C" Mocha.....	.20
Laguayra (Washed Caracas).....	.18
"A" Maracaibo.....	.18
"B" Maracaibo.....	.17
"A" Santos.....	.17
"B" Santos.....	.16
"C" Santos.....	.15
Peaberry Santos.....	.15
"A" Rio.....	.14
No. 1 Rio.....	.13
No. 2 Rio.....	.12
Lipton Special Mocha and Java, 1-lb. cans.....	.20
Lipton Perfection, 1-lb. cans.....	.20
Battleship, 1-lb. packages, any quantity.....	.15 1/2
Log Cabin, 1-lb. packages, 100 to case.....	.14 1/2
Arbuckle's, 100 lbs. to case.....	
King Bee, 100 lbs. to case.....	per case 14.50

## TEA.

	Per lb.
No. 25 Gunpowder.....	.24
No. 28 Gunpowder.....	.25
Best Gunpowder.....	.45
No. 25 English Breakfast.....	.20
No. 28 English Breakfast.....	.33
Best English Breakfast.....	.40
No. 25 Moyune Gunpowder.....	.33
No. 28 Moyune Gunpowder.....	.38
Best Moyune Gunpowder.....	.50
No. 25 Imperial.....	.33
No. 28 Imperial.....	.35
Best Imperial.....	.50
No. 25 Oolong.....	.28
No. 28 Oolong.....	.35
Best Oolong.....	.45
Young Hyson.....	.35
Japan.....	.35
Hono, 1/2 and 1/4-lb. packages.....	.50
Silver Moon.....	.27
Silver Bell, 1-lb. packages.....	.25
Salada (Ceylon and India).....	
Green, Black and Mixed, 1/2 and 1/4-lb. packages, 10 lb. to box.....	.45
Green, Black and Mixed, 10c. packages, 5 doz. to box.....	.90

## DRIED AND EVAPORATED FRUITS.

Apples—	Per lb.
Evaporated, 50 lbs.....	.09 1/2
Evaporated, 1-lb. packages, 4 doz.....	.10
Dried, 50 lbs.....	
Peaches—	
Standard, 50 lbs.....	.07
Choice, 50 lbs.....	.07 1/2
Extra fancy, 25 lbs.....	.09
Apricots (evaporated)—	
Standard, 25 lbs.....	.11
Choice, 25 lbs.....	.12
Currents—	
Package, 36.....	.08 1/2
Bulk, 25 lbs.....	.08
New Figs—	
Box, 10 lbs.....	1.20
Mats, 1 lb.....	per doz.
Citrus—	
American brand, 10 lbs.....	.14
American brand, 25 lbs.....	
Dates—	
Package, 30 x 1 lb.....	.06 1/2
Stuffed, 1 lb.....	per doz.
New Prunes—	
30-40, 25 lbs.....	.09
40-50, 25 lbs.....	.07 1/2
50-60, 25 lbs.....	.07
60-70, 25 lbs.....	.06 1/2
70-80, 25 lbs.....	.05 1/2
80-90, 25 lbs.....	.05 1/4
90-100, 25 lbs.....	.04 1/2
100-120, 25 lbs.....	
Raisins—	
4 Crown, 50 lbs.....	.06
2 Crown, 50 lbs.....	
London Layers, clusters, 20 lbs.....	per box
London Layers, 20 lbs.....	per box 1.75
Seedless Sultana, 50 lbs.....	
Seeded, 36 1-lb. packages.....	.06 1/2
Sultana, 36 1-lb. packages.....	
Sultana, bulk, 25 lbs.....	.09 1/2
Thompsons Bleached Sultana, 50-lb. boxes.....	

## BEANS, PEAS, Etc.

	Per bush.
New York Hand-picked, about 2 1/2 bushel bag.....	2.45
Imported Beans, about 200 lbs. to bag.....	2.35
Rangoon Beans, about 200 lbs. to bag.....	
Green Peas, dried, about 165 lbs. to sack.....	2.35
Black-eyed Peas.....	2.55
California Lima Beans, about 80 lbs. to sack.....	.05 1/2
Imported Lima Beans, about 90 lbs. to sack.....	.05 1/4
Split Peas, 270 lbs.....	per bbl. 7.95
Less quantity.....	
Lentils, about 200 lbs. to sack.....	.04
White Marrowfat Peas.....	per bush. .03 1/2
Pava Beans.....	.04 1/4

## CANNED FISH.

Salmon—	
Clover Leaf, 1 lb., flat, 4 doz.....	2.10
Clover Leaf, 1/2 lb., flat, 4 doz.....	1.25
Sockeye, 1 lb., flat, 4 doz.....	2.00
Seward, 1 lb., tall, 4 doz.....	1.60
Jockey, 1 lb., tall, 4 doz.....	
Buster Pink, 1 lb., tall, 4 doz.....	.95
Swanee Belle, 1 lb., tall, 4 doz.....	.95
Argo, 1 lb., tall, 4 doz.....	
Sockeye, 1/2 lb., flat, 4 doz.....	1.00
Hawkeye, 1/2 lb., flat, 4 doz.....	
Lobsters—	
Gold Label, picnic size, 4 doz.....	
Beaver, 1 lb., flat, 4 doz.....	
Star, 1/2 lb., 8 doz.....	1.50
Star, 1/2 lb., flat, 4 doz.....	2.25
Gold Label, 1/2 lb., flat, 8 doz.....	
Beaver, 1/2 lb., flat, 8 doz.....	
P. E. I., 1/2 lb., flat, 8 doz.....	3.30
Clams—	
Orchard, 1 lb., tall, 4 doz.....	1.10
Herring Roe—	
Old Virginia, 25, 2 doz.....	.95
Mackerel—	
Blue Backs, in sauce, oval cans, 50 in case.....	3.85
Soused, 50 in case.....	3.85
Oysters—	
Standard, 5 oz., 2 doz.....	.80
Sardines, in oil—	Per case
1/2 oil, 100.....	
Gold Label, 1/2 oil, 100.....	6.50
Standard, 1/2 oil, 100.....	2.75
1/2 lb., oil, with key, 100.....	3.25
Epicurian, 1/2 oil, fancy cartons, 100.....	3.75
1/2 Mustard Sardines—	
Gold Label, 100.....	6.50
Standard, 100.....	3.00
Leon D'or, 100.....	3.75
1/2 Mustard Sardines—	
Gold Label, 50.....	4.50
1/2 Mustard, 48 cans.....	4.50
Harbor, 48.....	3.75
Imported Sardines—	
Martell, 1/2 oil, 100.....	16.00
Marie Elizabeth, 1/2 oil, boneless, 100.....	
1/2 Oil Imported Sardines—	
Martell, 100.....	10.00
North Cape, smoked, 100.....	8.50
Lion, 100.....	

## CANNED VEGETABLES.

Baked Beans—	Per doz.
Pin Money, 35, sauce, 2 doz.....	1.15
Pin Money, 25, sauce, 2 doz.....	.95
Pin Money, 15, sauce, 4 doz.....	.50
Pin Money, 35, plain, 2 doz.....	1.10
Wagner's, 15, tall, 4 doz.....	.50
Wagner's, 35, plain, 2 doz.....	1.10
Wagner's, 35, sauce, 2 doz.....	1.15
Excursion, 35, sauce, 2 doz.....	.95
Saratoga, 25, 2 doz.....	.65
Campbell's, 25, 2 doz.....	.95
Corn—	
Pin Money, Shoepeg, 25, 2 doz.....	.90
Standard Shoepeg, 25, 2 doz.....	.90
Standard, 25, 2 doz.....	.80
Belmont Cream, 25, 2 doz.....	.90
Winorr, Kernelled Corn, 2 doz.....	
Peas—	
Mildens, extra sifted, 2 doz.....	1.25
Belle, 2 doz.....	.75
Little Fellow, 25, 2 doz.....	
Runopod, 25, 2 doz.....	1.75
Pin Money, petits pois, 2 doz.....	1.50
Pin Money, standard Early June, 2 doz.....	.90
French, extra fine, 100.....	per case 17.50
Pin Money Combination—	
25, 2 doz.....	.85
Kidney Beans—	
25, 2 doz.....	.75
Lima Beans—	
Derby, soaked, 25 2 doz.....	.80
Standard, 25, 2 doz.....	1.00
Little Darling, 2 doz.....	1.30
Pumpkins—	
35, 2 doz.....	.70
No. 10.....	
String Beans—	
25, 2 doz.....	.65
Pin Money Vegetables—	
25, 2 doz., 12 kinds in can.....	.85
Sweet Potatoes, 35, 2 doz.....	.85
15, Pulp, for soup.....	.40
Succotash—	
25, 2 doz.....	.95
Tomatoes—	
Pin Money, whole, 35, 2 doz.....	.80
Standard, 35, 2 doz.....	.75
No. 10, 1/2 doz.....	3.10
Fair Quality, 35.....	.70
25, 2 doz.....	.62 1/2

## SUGAR.

We do not handle imported sugar.	
Dominoes, 5-lb. packages.....	7.60
Cut Loaf.....	5.95
Powdered.....	5.30
XXXX, powdered.....	5.50
Cubes.....	5.50
Fine Granulated, American.....	5.00
Fine Granulated, 100-lb. sacks.....	5.00
Confectioners' A.....	4.00
No. 1, A.....	4.85
Light Yellow.....	4.80
Fine Granulated, 2-lb. bags.....	5.30
Fine Granulated, 5-lb. bags.....	5.20

## CANNED FRUITS.

	Per doz.
Apples, 35, 2 doz.....	.85
Blackberries, 25, 2 doz.....	.80
Blueberries, 25, 2 doz.....	
Cherries, 25, 2 doz.....	.80
Gooseberries, 25, 2 doz.....	.95
Pie Peaches, 35, 2 doz.....	.90
Pears, 35, 2 doz.....	.95
Sliced Pineapples, 25, 2 doz.....	1.25
Singapore Pineapples, 1 1/2, chunks, 4 doz.....	1.25
Singapore Pineapples, 10c. chunks, 4 doz.....	.95
Grated Pie Pineapple, James, 35, 2 doz.....	.90
Strawberries, 25, 2 doz.....	.95
Standard Peaches, Terrapin, 35, 2 doz.....	1.75
California Apricots, 2 doz.....	1.90
California Cherries, 2 doz.....	3.00
California Peaches, 2 1/2, 2 doz.....	1.90
Wallace Peaches, 35, 2 doz.....	1.25
Sliced California Peaches, 15, 4 doz.....	1.85

## SALT.

	Per sack
Fine Table, large sack.....	.85
Kiln Dried.....	.95
Fine Table, bushel sacks.....	.32
Fine Table, 1/2-bushel sacks.....	.19
Ground Alum, 140.....	.57
	Per bbl.
Fine Dairy, 25, 140 to bbl.....	2.45
Fine Dairy, 35, 140 to bbl.....	2.43
Fine Dairy, 45, 70 to bbl.....	2.23
Fine Dairy, 55, 60 to bbl.....	2.20
Fine Dairy, 85, 35 to bbl.....	2.03
Fine Dairy, 105, 28 to bbl.....	2.03
Worcester, 2 1/2, 115 to bbl.....	4.00
Worcester, 55, 60 to bbl.....	4.00
Worcester, 105, 30 to bbl.....	3.75
	Per case
Snow Flake, 48 10c. packages.....	3.10
Snow Flake, 36 15c. packages.....	3.75
Colonial, 36 5c. packages.....	1.75
Rock Salt.....	per cwt. .95
Shaker, 2 doz.....	per case 1.60

## MOLASSES AND SYRUPS.

	Per gal.
St. Clair, N. O.....	.39
Kingsland, N. O.....	.36
Julian F. Bradshaw's Molasses, No. 44.....	.33
Cheapside Molasses.....	.29
Blackstrap Molasses.....	.20
Gilt Edge Syrup.....	.30
Gold Medal.....	.31
King Syrup.....	.31
Orange brand Syrup.....	.33
Orange brand, 2 1/2, cans, 2 doz.....	2.20
No. 6 Amber Syrup.....	.29
California Amber Drips, 25, cans, 2 doz.....	1.70
California Amber Drips, 2 1/2, cans.....	1.90
California Amber Drips, 35, cans, 2 doz.....	2.30
California Amber Drips, 1/2 gal. cans, 1 doz.....	2.05
Calvert brand, Pure Porto Rico.....	.22

## CONDENSED MILK.

	Per case
Baby, 1 doz. glass jars.....	1.90
Challenge, 4 doz.....	4.20
Eagle, 4 doz.....	6.35
Magnolia, 4 doz.....	4.50
Red Cross, 4 doz.....	
Star, 4 doz.....	4.65
Dime brand, 4 doz.....	3.95
Premium, 4 doz.....	
Hires' Silver, 4 doz.....	4.75
Queen.....	
Hires' Jersey, 4 doz.....	4.50

## EVAPORATED CREAM.

	Per case
Gold, double size can, 4 doz.....	4.10
St. Charles, 4 doz.....	3.30
Our Pet, large size, 4 doz.....	3.75
Our Pet, baby size, 6 doz.....	2.60
Peerless, small size, 6 doz.....	2.60
Peerless, large size, 4 doz.....	2.90
Peerless, tall cans, 4 doz.....	3.60
Columbia, 4 doz.....	3.20
Van Camp's, 4 doz. in cans.....	per can 3.85

## MATCHES.

	Per gross
Blue Hen, 25, 1 gross.....	1.60
Coast, 5 gross.....	.85
Globe, 15, 5 gross.....	.95
Doric, 1 gross.....	.90
Home Safety, 65, 5 gross.....	.45
Vulcan Safety, 50 gross.....	.50
Bird's Eye, 55, 100 packs.....	per case 3.50
Search Light, 15, 5 gross.....	1.00
Search Light, 55, 1 gross.....	4.50
Fast Mail, 15, 1 gross.....	.90
Bull's Eye, 5 gross.....	1.00
Little Star, 5 gross.....	.40
Pet, 15, 5 gross.....	.78
Chips, 25, 3 boxes to package and 50 packages to case especially for coast trade and damp climate.....	per case 1.75
Black Diamond, 55, 100 in case.....	per case 3.15
Ignito, double dips, 5 gross.....	4.00
1 gross in case.....	.75
Black Swan, double dip, 55, 1 gross cases.....	3.50
Battle Ax, parlor style, 55, 1 gross cases.....	3.50

## RICE.

	Per lb.
Best Head, bbls. or 100-lb. sacks.....	.06 1/2
No. 2 Head, bbls. or 100-lb. sacks.....	.05 1/2
No. 3 Broken, bbls. or 100-lb. sacks.....	.03 1/2
Javan, 100-lb. sacks.....	.04 1/2
Panna, 100-lb. sacks.....	.06 1/2

## LAUNDRY SOAP.

	Bars.	Box.
Acorn.....	100	2.10
*Pearl White Floating.....	60	2.40
Ark.....	100	1.85
Babbitt's.....	100	3.75
5 box lots freight paid, with 1 box "1776" or 60 cakes Best Soap free.....		4.25
10-box lots freight paid, with 2 boxes "1776" or 120 bars Best Soap free.....		4.90
Needawash.....	120	9.00
*Bee.....	100	3.90
*Big Schooner.....	100	3.75
*Fels-Naptha.....	100	4.00
Hoefner's Tiger Borax.....	100	3.50
*Fairy Oval.....	100	4.00
*Globe Oleine.....	60	2.50
*Ivory, 6 oz.....	100	4.00
*Ivory, 10 oz.....	100	7.00
*Kirkman's.....	100	3.75
*Kirk's Oleine.....	60	2.35
*Lenox.....	100	3.35
*Lifebuoy.....	50	2.00
*Fairbank's Tar.....	100	3.75
*Magic Cleaner.....	100	
*Octagon.....	100	3.85
*Philadelphia Oleine.....	72	3.00
*P. & G. Oleine.....	84	3.50
Premium.....	100	3.75
*Santa Claus.....	100	3.40
*Star.....	100	3.35
*Sunlight.....	100	3.90
*Sunshine.....	120	2.45
Star Oleine.....	60	1.75
*Sunny Monday.....	100	4.00
*White Cloud.....	100	3.90
*Wonder Worker.....	100	4.00
Wonder Worker Chips.....	4 doz.	2.08
Lion.....	100	
*Snowberry.....	100	3.90
Best Blue.....	80	3.40
*P. & G. Naptha.....	100	3.85
Duck.....	100	3.85
20 Mule Borax.....	100	4.00
U. S. Mail.....	100	3.00
Hustler.....	120	2.35
Brag.....	66	2.55
Export Borax.....	100	4.00
C. & C. Oleine.....	60	2.40

## TOILET SOAP.

	Bars.	Box.
Flash, for the hands.....	100 cans	6.50
Grand Pa's, small size.....	100	3.85
Grand Pa's, small size.....	50	1.95
Grand Pa's, large size.....	50	3.25
Sweet Maiden.....	1 doz.	.40
Brown Windsor, Violet, Golf, Turkish Bath, Elder Flower, Dairy Queen and Rose.....	1 doz.	.40
White Castile, 36 lbs.....	per lb.	.10
Conti, imported Castile, 36 lbs.....	per lb.	.15
Oat Meal.....	per doz.	.40
Glycerine.....	per doz.	.40
Jap Rose.....	50	3.75



# NEW YORK PRICE-LIST

NOTE.—Prices are those prevailing on date of issue. Corrected Weekly. Invariably F. O. B., New York.

—1—	
MOLASSES.	
1909 New Crop Porto Rico—	Per gal. per bbl.
Extra fancy.....	.40
Fancy.....	.38
Extra fancy, Ponce.....	.40
Fancy, Ponce.....	.38
Extra choice, Ponce.....	.37
Choice.....	.31
Fair.....	.20
New Orleans—	
Peerless, extra fancy, open kettle.....	.42
Golden Star, fancy, open kettle.....	.40
Belle Rose, extra choice, open kettle.....	.38
Mayflower, choice, open kettle.....	.37
Monticello, choice, open kettle.....	.35
Oriole, centrifugal.....	.33
Nellie, centrifugal.....	.24
Octavia, centrifugal.....	.30
Blackstrap, centrifugal.....	.16
PURE SYRUPS.	
	Per gal. per bbl.
Fancy.....	.31
Extra fancy.....	.33
Fancy, No. 351.....	.27
Good.....	.24
Fancy, No. 324.....	.29
SPICES.	
See "Grocery World and General Merchant"	
Prices-Current.	
RICE.	
See "Grocery World and General Merchant"	
Prices-Current.	
SALT FISH.	
Mackerel.	
Irish—	Count. 200 lbs. 100 lbs. 50 lbs. 10 lbs.
No. 38.....	
Shore, 1909—	
Bloaters, fancy 85-90	32.00 16.51 8.35 1.78
Silverbacks—	
Fat, limited... 270-280	
Cape Breton—	
Fancy, 18..... 125-	28.00 14.51 7.35 1.58
Magdalene Island—	
Ex. Bloaters. 110-120	26.00 13.51 6.85 1.48
Norway—	
Fancy, 18..... 170-180	35.00 18.01 9.10 1.93
" 28..... 230-250	28.00 14.51 7.35 1.58
" 38..... 325-340	22.00 10.51 5.35 1.18
" 48..... 425-450	16.00 8.51 4.35 .98
TEAS.	
Gunpowder—	
Common to fair.....	.18 -.20
Choicest.....	.45 -.65
Imperial—	
Common to fair.....	.20
Choicest.....	.40 -.45
Young Hyson—	
Common to fair.....	.18
Choicest.....	.45 -.60
Hyson—	
Common to fair.....	.18
Extra fine to finest.....	
Japan—	
Common to fair.....	.25
Extra fine to finest.....	.35
Choicest.....	.38 -.42
Basket-fired, common to fair.....	.26
" choicest.....	.45
Oolong—	
Common to fair.....	.18
Choicest.....	.50 -.90
Congou—	
Common to fair.....	.15
Choicest.....	.40 -.60
India—	
Pekoe Souchong.....	.20 -.25
Pekoe.....	.25 -.28
Orange Pekoe.....	.30 -.35
Broken Orange Pekoe.....	.40 -.60
Ceylon—	
Pekoe Souchong.....	.15 -.20
Pekoe.....	.25 -.28
Orange Pekoe.....	.30 -.35
Broken Orange Pekoe.....	.40 -.60
ROASTED COFFEES.	
Mocha—	Per lb.
Mandeling, fancy.....	.34
Old Government, best.....	.27
" good.....	.21
Genuine Arabian.....	.26
Windsor blend.....	.23
Maracaibo—	
Cucuta, best.....	.17
" good.....	.14
Laguayra—	
Caracas, finest.....	.18
" choice.....	.16
Peaberry—	
Santos, fancy.....	.16
" fine.....	.14
Rio, fancy.....	.15 1/2
" fine.....	.13 1/2

—2—	
Santos—	
Best.....	.15 1/2
Fair.....	.12
Rio—	
No. 1, golden.....	.15
No. 2.....	.14
No. 3.....	.13 1/2
No. 4.....	.13
No. 5.....	.12 1/2
No. 6.....	.12
No. 7.....	.11 1/2
GREEN COFFEES.	
Mocha—	
Genuine, bundles 2 1/2's or 4 1/2's.....	.22
Java—	
Old Government, Padang, light.....	.17
" best.....	.22
Mandeling, fancy brown.....	.32
Maracaibo—	
Cucuta, good.....	.10
" finest.....	.12
Bucaramanga, fancy washed.....	.14
Savanna—	
Choice.....	.12 -.13
Finest selections.....	.14 -.16
Costa Rica or Guatemala—	
Choice.....	.12 -.14
Peaberry.....	.17
Laguayra—	
Caracas, best.....	.14 -.15
" fancy washed.....	.16
Santos—	
Fair.....	.09
Selected, fancy.....	.12
Peaberry.....	.13
" fancy washed.....	.14
Rio—	
Ordinary.....	.08 1/2
Good.....	.09 1/2
Choice.....	.10 1/2
Golden, fancy.....	.13
Peaberry, choice.....	.12
" fancy.....	.13
CANNED VEGETABLES.	
Asparagus—	Per doz.
California, Paris, white, peeled, No. 2 1/2.....	5.50
" Sunbeam, white, peeled, No. 2 1/2.....	3.25
" Big Tree, large white, No. 2 1/2.....	2.75
" Republic, large green, No. 2 1/2.....	2.75
" Carmelo, medium, green, No. 2 1/2.....	2.75
New Jersey, Bucklin's, large, red label, No. 2 1/2.....	2.40
New Jersey, Bucklin's, selected, green label, No. 2 1/2.....	2.25
Long Island, Hudson, No. 3.....	3.50
Asparagus Tips—	
California, No. 1, 4 doz.....	1.40
Long Island Hudson, No. 3.....	0.75
Lima Beans—	
Sunbeam, small N. J., No. 2.....	1.40
Scottish Chief, extra standard N. J., No. 2.....	1.20
Harvest, extra standard, N. J., No. 2.....	1.20
Valley Field, standard, light color, No. 2.....	1.00
Monmouth, extra standard N. J., No. 2.....	1.20
Stringless Beans—	
Sunbeam, fancy N. Y., rattail, No. 2.....	1.95
Broadway, extra standard N. Y., medium, No. 2.....	.95
Scottish Chief, extra standard, cut, No. 2.....	1.30
Conewego, Pa., extra Refugee, No. 2.....	1.15
Wax Beans—	
Scottish Chief, extra standard N. Y., cut, No. 3.....	1.25
Navy, fancy N. Y., No. 10, 1 doz.....	6.75
Sunbeam, fancy N. Y., small, No. 10.....	6.75
Red Kidney Beans—	
Van Camp's, No. 2.....	.90
Joan of Arc, No. 2.....	.85
Baked Beans—	Plain. Sauce.
Sunbeam, No. 1, 4 doz.....	.75 .75
" No. 2, 2 doz.....	1.15 1.20
" No. 3, 2 doz.....	1.45 1.50
Republic, No. 1, 4 doz.....	.65
" No. 2, 2 doz.....	.95
" No. 3, 2 doz.....	1.35
Van Camp, No. 1, 4 doz.....	1.00 1.00
" No. 2, 2 doz.....	1.50 1.50
" No. 3, 2 doz.....	1.85 1.85
Booth's, No. 3, 2 doz.....	1.10 1.15
B. & M., individual, 4 doz.....	.70 .75
" tall, No. 1, 4 doz.....	1.50 1.70
Snyder's, No. 2, 3 doz.....	1.40 1.40
" No. 3, 2 doz.....	1.80 1.80
" No. 10, 1/2 doz.....	4.85 4.85
Marathon, No. 1, 4 doz.....	.60 .60
" No. 2, 2 doz.....	.70 .70
" No. 3, 2 doz.....	.95 .95
Peas—	
Paris, smallest, sifted E. J., No. 2.....	2.00
Sunbeam, extra sifted E. J., No. 2.....	1.75
Republic, sifted, No. 2.....	1.30
Big Tree, extra sifted sweet, No. 2.....	1.60
Telephone, sifted sweet, No. 2.....	1.15
Spinach—	
Sunbeam, fancy, No. 3.....	1.75
Republic, fancy, No. 3.....	1.75
J. R., standard Baltimore, No. 3.....	1.85

—3—	
Corn—	
Special lot, Republic, fancy, No. 2 (1 case free with 10 cases) limited.....	.95
" Summertime, fancy Shoepeg, No. 2.....	1.00
" Winorr, kernelled, No. 2.....	1.35
Maine, Sunbeam, fancy, No. 2.....	1.25
" Paris, fancy, No. 2.....	1.25
New York State, Kornlet, No. 2.....	1.00
Western Scottish Chief, ex. stand., No. 2.....	.90
" Harvest, ".....	.90
Pumpkin—	
Sunbeam, fancy N. Y., No. 3.....	1.25
Republic, extra Pennsylvania, No. 3.....	1.00
Succotash—	
Sunbeam, fancy Michigan, No. 2.....	1.25
Tomatoes—	
Sunbeam, fancy hand packed, No. 3.....	1.50
Republic, fancy hand packed, No. 3.....	1.50
Carmelo, fancy machine packed, No. 3.....	1.25
A. N. & Co., fancy N. Y. hand packed, No. 3.....	1.20
Scottish Chief, extra standard N. J., No. 3.....	.95
Arlington, standard N. J., No. 3.....	.90
Keyport Beauty, standard N. J., No. 3.....	.90
Sunbeam, hand-packed Maryland, No. 2.....	.95
Scottish Chief, extra standard, No. 2.....	.70
Silver Lake, standard N. J., No. 3.....	.95
Scottish Chief, ex. standard N. J., No. 10.....	2.75
Beets—	
B. & M., sliced, No. 2.....	1.00
Sundries—	
Sweet Potatoes, Turkey, fancy N. J., No. 3.....	1.25
Carrots, B. & M., No. 2.....	1.00
Turnips, B. & M., No. 2.....	1.00
Parsnips, B. & M., No. 2.....	1.10
Sauerkraut, No. 3.....	1.00
Assorted Vegetables, for soups, No. 2.....	1.00
Hominy, Van Camp, No. 3.....	1.00
Cabbage, Webster's, N. Y., No. 3.....	.60
CANNED FRUITS.	
California Peaches—	
Sunbeam, extra fancy lemon cling, No. 3.....	3.25
" sliced cling, No. 3.....	
Big Tree, extra lemon cling, No. 2 1/2.....	
" sliced, No. 2 1/2.....	2.00
Republic, extra stand. lemon cling, No. 2 1/2.....	
" sliced cling, No. 2 1/2.....	2.00
Geyser, extra standard lemon cling, No. 2 1/2.....	2.00
" sliced lemon cling, No. 2 1/2.....	
No. 2 1/2.....	
Scottish Chief, standard lemon cling, No. 2 1/2.....	1.70
Gold Band, standard lemon cling, No. 2 1/2.....	
New York State Peaches—	
Sunbeam, fancy yellow, No. 2.....	1.75
Republic, fancy yellow, No. 2.....	1.65
Coral, fancy yellow Elberta, No. 2.....	1.65
Standard, unpeeled, yellow pie, No. 10.....	3.00
Maryland Peaches—	
A. N. & Co., Luscious Rare Ripe, fancy yellow Crawford, No. 3.....	1.75
Iron Mountain, yellow pie, No. 3.....	1.00
California Apricots—	
Sunbeam, fancy extras, No. 3.....	3.00
" peeled, No. 3.....	
" sliced, No. 3.....	3.50
Big Tree, extra, sliced, No. 2 1/2.....	
" peeled, No. 2 1/2.....	2.00
" No. 2 1/2.....	
California Cherries—	
Sunbeam, fancy extras, No. 3.....	3.25
Big Tree, extra R. A., No. 2 1/2.....	2.75
New York Cherries—	
Peek-a-Boo, standard white, No. 2.....	1.35
California Plums—	
Sunbeam, fancy extra egg, No. 3.....	2.75
Golden Gate, extra egg, No. 3.....	2.75
California Bartlett Pears—	
Sunbeam, extra, No. 3.....	3.25
Republic, extra standard, No. 2 1/2.....	2.00
Scottish Chief, standard, No. 2 1/2.....	1.90
Gold Band, standard, No. 2 1/2.....	1.90
Uvas, standard, No. 2 1/2.....	1.60
New York State Bartlett Pears—	
Shetland, extra, No. 3.....	3.00
Lake Ontario, extra standard, No. 2 1/2.....	2.85
RAISINS.	
Seeded.	
Fancy, 36 No. 1 cartons.....	per carton .07 1/2
Choice, ".....	" .07
Choice, 45 No. 12 ".....	" .05 1/2
Fancy, 25 lbs. loose.....	per lb. .07 1/2
Choice, ".....	" .06 3/4
Seedless.	
Natural Smyrna Sultanias—	Per lb.
Fancy, 6 crown, 28 lb. boxes.....	.09 1/2
Choice, 4 " 28 ".....	.08 1/2
California Loose Muscatels.	
New crop, fancy, 4 crown, 50 lb. boxes.....	.06
" " 3 " " " ".....	.05 1/2
" " 2 " " " ".....	.04 1/2

—4—	
FIGS.	
Smyrna.	
New 1909 Crop	
Matinees—Our Specialty—	Per lb.
Anco Cartons, Cs 12 boxes each 36 pkgs.....	.17
Anco Layers—	In case Per lb.
Umbrella boxes, 3 in.....	27... 15 lb. bxs.. .17
Mammoth Show bxs, 2 3/4 in.....	3... 150 " " .14
Medium " 2 3/4 in.....	7... 55 " " .14 1/2
Small " 2 1/2 in.....	12... 30 " " .12 1/2
Counter Size.....	2 3/4 in..... 21... 17 " " .13
" " 2 1/2 in.....	27... 15 " " .12
" " 2 1/2 in.....	32... 12 " " .11 1/2
" " 1 3/4 in.....	40... 10 " " .11 1/2
Retail Size.....	2 1/2 in..... 7... 5 " " .11 1/2
" " 2 in.....	7... 5 " " .11 1/2
CURRANTS.	
Washed and Cleaned.	
Extra fancy, 36 No. 1 cartons.....	per lb. .10
" choice 36 No. 1 cartons.....	" .08 1/2
" fancy, 25 lb. boxes.....	" .08 1/2
" " 50 ".....	" .08 1/2
" " 200-lb. barrels.....	" .08 1/2
" choice, 25-lb. boxes.....	" .07 1/2
" " 50 ".....	" .07 1/2
" " 300-lb. barrels.....	" .08
Natural.	
Fancy, 80-lb. cases.....	per lb. .08
Extra choice, 300-lb. barrels.....	" .07
DATES.	
Fard.	
Extra fancy, new, Cs 9, 12-lb. boxes.....	per lb. .09 1/2
Fancy, new, Cs 9, 12-lb. boxes.....	" .09
" " 60-lb. ".....	" .08
Extra choice, Cs, 60-lb. ".....	" .08
PRUNES.	
California.	
Red Label, Northern, 30-40, 25-lb. bxs.....	per lb. .10
Red Label, " 60-70, 25- ".....	" .06 1/2
Raven, " 40-50, 50- ".....	" .08 1/2
Owl, Santa Clara, 50-60, 50- ".....	" .07 1/2
Raven, " 60-70, 50- ".....	" .06
Owl, " 70-80, 50- ".....	" .07 1/2
Owl, " 90-100, 50- ".....	" .04 1/2
Tiger, " 100-120, 50- ".....	" .03 1/2
CONDENSED MILK.	
Republic, A. N. & Co's.....	
Bell, light weight.....	
Baby Glass, 1 doz.....	2.00
Champion.....	
Challenge, light weight.....	4.35
Daisy.....	5.00
Darling.....	5.00
Dime, light weight.....	3.85
Dixie.....	
Eagle, 4 doz.....	6.25
" 2 doz.....	3.13
Fern.....	
Full Weight.....	4.80
Lion.....	5.00
Magnolia.....	4.85
Meadow Brook, full weight.....	
Rival.....	4.65
Red Cross.....	5.00
Rose, light weight, 4 doz.....	
" 8 oz., 8 doz.....	
Star.....	5.00
Sweet Clover.....	5.00
Silver.....	5.00
Tip Top.....	
Victor.....	
Winner.....	
UNSWEETENED MILK.	
Columbian, family, 4 doz.....	3.00
" small, 4 doz.....	1.85
Highland, family, 4 doz.....	3.40
" hotel, 2 doz.....	
" baby, 6 doz.....	3.75
Imperial, family, 4 doz.....	2.95
Peerless, family, 4 doz.....	3.00
Our Pet, baby, 6 doz.....	2.75
" family, 4 doz.....	2.95
" tall, 4 doz.....	3.75
" hotel, 2 doz.....	3.75
Van Camp, family, 4 doz.....	3.25
" tall, 4 doz.....	3.25
" hotel, 2 doz.....	3.75
" baby, 6 doz.....	2.75
Lion, baby, 4 doz.....	1.75
" 6 doz.....	0.75
" tall, 4 doz.....	4.00
Gold, tall, 4 doz.....	4.25
Carnation, tall, 4 doz.....	4.00
" baby, 8 doz.....	3.80
St. Charles, family, 4 doz.....	3.50
" hotel, 2 doz.....	3.75
" baby, 4 doz.....	2.75
" tall, 4 doz.....	3.75
Silver Cow, family, 4 doz.....	3.00
" baby, 6 doz.....	2.75
" tall, 4 doz.....	3.75



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. JANUARY 10, 1910.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

ADVANCES.		DECLINES.		ADDITIONS.		WEIGH AND MEASURE EVERYTHING YOU BUY.	
Column.		Column.		Column.		Standard Weights per Bushel.	
Sugar.....	1	Butter.....	6			Medium Beans.....	60 lbs.
Eggs.....	16					Provisions.....	60 "
Flour.....	27					Pea Beans.....	60 "
Lard.....	25					Red Kidney Beans.....	58 "
						Hominy.....	56 "
						Pease.....	60 "
						Barley.....	60 "
						Potatoes.....	56 "
						Flaxseed.....	58 "
						Onions.....	55 "
						Shellbarks.....	48 "

COL.	COL.	COL.	COL.	COL.	COL.	COL.	COL.
Alarm Cash Drawer.....18	Sardines.....9	Drugs, Grocers'.....26	Ink.....21	Mustard.....30	Preserves.....26	Spices.....30	
Alum.....26	Meats.....9		Insect Powder.....26	Prepared.....31	Provisions.....24	Whole.....31	
Ammonia.....3	Soups.....10	Eggs.....16	Ironing Wax.....38	Marmalade.....26	Prunes.....20	Starch.....31	
Amputation.....5	Capers.....16	Essence of Coffee.....5			Pudding.....18	Stove Polish.....31	
Axle Grease.....3	Cereal Specialties.....17	Extracts.....27	Jams.....26	Noodles, Egg.....17	Putty.....26	Soap Powders.....30	
	Cheese.....17		Jars and Jar Rubbers.....6	Nuts.....22	Rennet.....27	Sugars.....1	
Bag and Twine Holders.....18	Chocolate and Cocoa.....11	Fancy Groceries.....16	Jellies.....25	Oat Meal.....17	Rice.....28	Sulphur.....26	
Baking Powder.....3	Chewing Gum.....28	Farinaceous Goods.....17	Junket Tablets.....27	Oil, American.....23	Roasted Oats.....17	Sundries.....32	
Barley.....17	Cider.....20	Fish, Canned.....8		Olive Oil.....22	Root Beer.....29	Syrups.....33	
Bath Brick.....38	Clams.....20	Fixtures.....18		Olives.....22	Rosin.....26		
Beans.....17	Clothes Pins.....35	Flour.....17		Oysters.....20		Tacks.....32	
Blacking, Shoe.....4	Cocoa Nut.....13	Self Rising.....17		Paper.....23	Sago.....17	Tapoca.....17	
Bluing.....6	Codfish.....19	Buckwheat.....17		Paper Bags.....23	Salad Dressing.....28	Tar.....27	
Borax.....26	Coffee.....5	Fly-paper.....17		Peanuts.....23	Sal Soda.....28	Teas.....1	
Brooms.....33	Essence.....5	Food, Bird.....32		Peanut Butter.....24	Salt.....28	Tobacco, Chewing.....36	
Buckwheat Flour.....17	Chicory.....5	Fruit Butters.....25		Peas, Dried.....17	Sapolo.....30	Smoking.....36	
Bug Busters.....18	Coffee Mills.....18	Fruits, Domestic, Dried.....20		Pickles.....24	Sardines.....9	Cutters.....18	
Butchers' Sundries.....25	Cooking Herbs.....6	Foreign, Dried.....20		Pickled Meats.....23	Sauce and Condiments.....29	Twine Holders.....18	
Butter Dishes.....34	Condensed Milk.....12	Fish, Fresh.....20		Plum Pudding.....26	Sauer Kraut.....25	Twine.....32	
Butter.....6	Condensed Mince Meat.....21			Polishing and Cleaning.....29	Scales.....18		
Butter Color.....26	Corn Meal.....17	Gelatine.....18		Compound.....29	Scoops, Grocers'.....18	Vermicelli.....18	
	Corn Starch.....31	Gravel, Bird.....32		Popping Corn.....23	Scouring Soap.....30	Vinegar.....24	
Camphor.....26	Cottolene.....16			Pork and Beef.....24	Seeds.....29		
Candles.....10	Crackers, Cakes, etc.....13	Herring.....15		Potash.....21	Shoe Dressing.....4		
Candles.....6	Crescent Mapleine.....33	Hominy and Grits.....17		Potato Chips.....23	Shot.....6	Washboards.....34	
Canned Goods.....7	Cutters, Tobacco.....18	Honey.....33		Poultry Seasoning.....25	Smoked Fish.....18	Wax, Fruit Jar.....38	
California Fruits.....8	Counters.....18	Horseradish.....21		Dressed.....25	Soap, all kinds.....29	Wrapping Paper.....22	
Domestic Fruits.....8	Dates.....20			Live.....25	Soda, Bicarb.....29	Woodenware.....34	
Vegetables.....7	Delicatessen.....14				Soft Drinks.....29		
Fish.....8	Dressed Meats.....25				Soups.....20		
Pie Fruit.....8					Specialties.....30	Yeast Cakes.....36	

## SUGAR.

Confectioners' Lozenge, XXXX.....	5.15
" Powdered.....	5.05
" Crown A.....	5.45
" Crystal A.....	5.10
" Coarse Granulated.....	5.35
Eagle Tablets.....	6.40
Crystal Dominoes.....	7.42 1/2
Cut Leaf.....	5.88 1/2
Patent Cubes.....	5.20
Powdered.....	5.05
Extra Fine Granulated.....	4.95
Coarse Granulated.....	4.95
Granulated.....	4.95
Fine Granulated.....	4.95
" in 50-lb. bags packed 2 in 100-lb. bag.....	5.00
" in 25-lb. bags packed 4 in 100-lb. bag.....	5.00
" in 10-lb. bags packed 10 in 100-lb. bag.....	5.10
" in 5-lb. bags packed in bbls.....	5.15
" in 5-lb. bags packed in 100-lb. bags.....	5.15
" in 2-lb. bags packed in bbls.....	5.25
" in 2-lb. bags packed in 100-lb. bags.....	5.25
" in 2-lb. cartons in cases.....	5.15
" in 2-lb. paper packages in cases.....	5.15
Confectioners' A.....	4.80
1-Keystone A.....	4.75
2-American A.....	4.70
3-Centennial A.....	4.65
4-California A.....	4.60
5-Franklin B.....	4.55
6-Keystone B.....	4.50
7-American B.....	4.45
8-Centennial B.....	4.40
9-California B.....	4.35
10-Franklin Extra C.....	4.30
11-Keystone Extra C.....	4.25
12-American Extra C.....	4.20
13-Centennial Extra C.....	4.15
14-California Extra C.....	4.15
15-Franklin C.....	4.15
16-Keystone C.....	4.15

## TEA.

Japan-Basket-fired.....	25 @ 30
Japan-Pan-fired-Common to fair.....	25 @ 30
Fine.....	24 @ 28
Choicest.....	30 @ 38
Formosa-Superior to Fine.....	22 @ 25
Choice to Extra.....	23 @ 35
Choicest.....	40 @ 50
Formosa-Common, cargo.....	19 @ 19
Good, medium.....	22 @ 25
Superior.....	26 @ 28
Fine.....	30 @ 35
Choicest.....	40 @ 40

GUNPOWDER—Choice to Extra.....	29 @ 35
Choicest.....	40 @ 45
MORTAR—Good.....	27 @ 30
Fine.....	35 @ 40
Choicest.....	45 @ 50
Choicest.....	55 @ 55
IMPERIAL—Superior to fine.....	18 @ 22
Choice to Extra.....	25 @ 28
Choicest.....	30 @ 33
YOUNG HYSON—Superior to fine.....	18 @ 22
Choice to Extra.....	25 @ 30
Choicest.....	35 @ 40
INDIA—Common to Fine.....	18 @ 38
CEYLON—Common to Fine.....	18 @ 40
ENGLISH BREAKFAST—Fair to Good.....	13 @ 18
Choice to Extra.....	18 @ 28
Choicest.....	30 @ 40

## PACKAGE TEAS.

Lipton's—	Per lb., in 1/2-lb. tins
Ceylon and India, A.....	.48
Ceylon and India, B.....	.43
Black and Green, A.....	.48
Black and Green, B.....	.43
English Breakfast, A.....	.48
English Breakfast, B.....	.43
Formosa Oolong, A.....	.48
Formosa Oolong, B.....	.43
1/2-lb. tins 1c. per lb. more.	
Tetley's—	Per lb.
India and Ceylon, Formosa or Mixed—	
Extra, Gold Label.....	.75
No. 1, Buff Label.....	.60
No. 2, Green Label.....	.45
Sunflower, India and Ceylon, Formosa, Oolong or Mixed—	
1 lb., 1/2 lb. or 1/4 lb. sizes.....	per lb. .50
3 lb. packages.....	per tin 1.25
5 lb. packages.....	per tin 2.10
Carroll Blend, Martindale & Co.—	Per lb.
5-lb. Silver Sacks.....	.22
1-lb. Silver Sacks.....	.22 1/2
1/2-lb. Silver Sacks.....	.23
1/4-lb. Silver Sacks.....	.23 1/2
Spring Garden Tea—	
100 lb. barrels.....	per lb. net .18

McCormick & Co., Banquet brand, Ceylon, Blended, etc.—	Per lb.
1-lb. canisters, 8-lb. boxes.....	.53
1/2-lb. " 12-lb. ".....	.53
1/4-lb. " 10-lb. ".....	.53
1/2-lb. " 10-lb. ".....	.53
McCormick & Co., Bee brand—	Per lb.
1-lb. lithographed cans, 20-lb. boxes.....	.56
1/2-lb. " 10-lb. ".....	.58
1/4-lb. " 10 and 20-lb. bxs.....	.60
Travellers pocket canister, 4 doz....	per doz. .80

## AMMONIA.

Colburn's "A," 16 oz., 2 doz. boxes.....	Per doz. .90
Colburn's "A," quarts, 1 doz. boxes.....	1.50
Colburn's "A," 1/2 gals. 1/2 doz. boxes.....	2.70
Colburn's Mayflower, 16 oz., 2 doz. boxes.....	.75
Colburn's "A," hotel size, 2 doz. boxes.....	1.30
Violet, pints, 2 doz.....	.90
Tibbals Dri-Monia (con. dry), 10c. size, 1/4 gross case.....	per gross 9.00
Tibbals Dri-Monia (con. dry), 5c. size, 1/4 gross package.....	per gross 4.80
Free goods with 1/4 gross 5- or 10-cent sizes.	

## AXLE GREASE.

Frazer's, 15 lb. pails.....	.80
Frazer's, boxes, 1/4 gross.....	per gross 9.25
Mica, 1/4 gross.....	per gross 8.40
Peerless, 1/4 gross.....	per gross 4.40

## BAKING POWDER.

Sea Foam Baking Powder—	
1/2 lb., 4 doz. in case.....	.95
1/2 lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., 1/2 lb., 4 doz.....	per doz. .45
Davis' O. K., 1/2 lb., 3 doz.....	per doz. .90
Davis' O. K., 1-lb., 2 doz.....	per doz. 1.65
Davis' O. K., 5-lb., 1/2 doz.....	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.....	per doz. .84
Cleveland's 1/2-lb., 4 doz.....	per doz. 1.23
Leslie's, nickel.....	4 doz. cases .45
Leslie's, 1/2-lb. cans, 2 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder:—	
4 oz. glass, 2 doz.....	.82 1/2
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	1.08

Rumford Baking Powder:—	
5c. tins, 4 doz.....	per doz. .45
10c. can, 2 doz. in box.....	per doz. .90
1/2-lb. cans, 2 doz. in case.....	per doz. 1.25
1-lb. cans, 1 doz. in case.....	per doz. 2.50
Royal, 10c. size, 4 doz.....	.86
" 1/2 lb., 4 doz.....	1.30
" 1/4 " 2 ".....	2.40
" 1 " 1 ".....	4.65

## BLACKING—Shoe.

Shinola.....	per gross 8.25
Blackola, 1 doz., 10 cent size.....	.60
Blackola, 3 doz., 10 cent size.....	per gross 6.80
Mason's No. 1, 1/4 gross.....	.70
" " 2, ".....	.80
" " 3, ".....	.90
" " 4, ".....	1.35
" " 5, ".....	2.25
T. M. French.....	per doz. 1.02 1/2

## SHOE DRESSING.

Mason's—	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.12 1/2
Bixby's Royal Polish, 1 doz.....	.80
Bixby's Jet Oil Polish.....	.80
Brown's Shoe Dressing, 1 doz.....	.80
Brown's, Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.65
" Oil Polish.....	.75
Admiral Russet Combination.....	.50
Admiral Shoe Dressing.....	.70
Whittemore Bros. & Co.—	
Gilt Edge Polish, black.....	1.00
Boston Waterproof, black.....	1.00
Boston Jr. Waterproof, black, 10-cent size.....	.85
Elite Combination, Baby, black.....	.85
Elite Combination, large, black.....	2.00
Superb Patent Leather Paste, large.....	.75
Champion, black, friction polish.....	2.00
Champion Jr., black, friction polish.....	.85
French Gloss, black, self-polishing.....	.75
Royal Gloss, black, self-polishing.....	.75
Dandy Combination, russet.....	1.00
Star Combination, russet.....	.75
Dandy Russet Paste, large.....	.75
Bossola Waterproof Paste Polish, large.....	.75
Bossola Waterproof Paste Polish, small.....	.40
Quick White, cleans dirty canvas shoes.....	.75
Quick White, cleans dirty canvas shoes.....	1.75
Oil Paste black, never dries up, large tin.....	.75







If all the reasons why you haven't advertised in Grocery Papers were eliminated, and replaced by real strong ones why you should, would you use this means to talk to Grocers, *Mr. Manufacturer?*

### *The Grocery and Allied Trade Press of America*

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## WESSELS & CHANDLER

Advertising Representatives

927 Arch Street  
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6 | **FULL CREAM**



# WILBUR'S COCOA



**FINEST FLAVOR**  
**FAIREST PRICE**

**FAIREST PRICE**

roc. tins, 12 lb. boxes.....	per lb.	35
¼ lb. tins, 6-lb. boxes.....	per lb.	33
¼-lb. tins, 6-lb. boxes.....		32
Premium Chocolate—		
¼ lb., 12-lb. boxes.....	per lb.	31
½ lb., 12-lb. boxes.....	"	31
Chocolate—		
Sweet Clover, 48 cakes, 5 cent size...per box		1.45
" 24 cakes, 10 cent size..	"	1.50
Lowrey's—		
Premium Chocolate, 6-lb boxes, 12 boxes in case, ¼-lb. packages.....		32
Premium Chocolate, 12-lb. boxes, 6 boxes in case, ¼-lb. packages.....		32
Premium Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb. packages.....		32
Premium Chocolate, 12-lb. boxes, 6 boxes in case, ¼-lb. packages.....		32
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb. packages.....		27
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb. packages.....		27
Vanilla Sweet Chocolate, 12-lb. boxes, 6 boxes in case, ¼-lb. packages.....		27
Vanilla Sweet Chocolate, 50 5-cent packages in box.....	per box	1.50
Cocoa, 6-lb. boxes, 12 boxes in case, ¼-lb. tins.....		36
Cocoa, 12-lb. boxes, 6 boxes in case, ¼-lb. tins.....		36



CONDENSED MILK.  
**BORDEN'S**  
CONDENSED MILK CO.

**All BORDEN'S Brands guaranteed.**

Eagle, 4 doz.....	*6.25
Eagle, 2 doz.....	*3.15
Challenge, 4 doz.....	*4.00
Magnolia, 4 doz.....	*4.60
Rose, 4 doz.....	*4.80
Dime, 4 doz.....	*3.70
Baby, 1 doz., glass.....	*2.00
Red Cross.....	4.75
Peninsular.....	4.45
Leader.....	
Banner, 4 doz.....	4.10
Star, 4 doz.....	4.65
Silver, 4 doz.....	4.65
Emery, 4 doz.....	

## EVAPORATED MILK.

Libby's, small family, 6 doz.....	
Libby's, family, 4 doz.....	
Peerless, family size, 4 doz.....	*3.00
Peerless, tall size, 4 doz.....	*3.60
Peerless, 5-cent size, 4 doz.....	*1.60
Columbian, family size.....	*2.95
St. Charles, family size, 4 doz.....	3.00
St. Charles, No. 20, 4 doz.....	3.50
St. Charles, 5-cent size, 4 doz.....	1.75
Silver Cow, 5-cent size.....	6 doz. 2.50
Silver Cow, family size, 4 doz.....	
Pet, tall, 4 doz.....	per case 5.45
Pet, 5-cent size, 6 doz.....	per case 2.45
Van Camp's, 6 doz., small.....	2.85
Van Camp's, 4 doz., family.....	2.95
Van Camp's, 4 doz., large.....	3.50

# HIRES CONDENSED MILK

Per case



Silver.....	4.65
Hires.....	4.40
Queen.....	4.40
Premium.....	4.25
Blue Ribbon ..	4.25
Gold (Baby)...	2.90
Gold, tall.....	3.90
Gold, family...	3.25





THE DOCTOR:—"Recommend this to your customers, Charlie, it's the only pure sugar syrup made in this country. Every one who tries it will keep buying it. It's a flesh builder and a nourisher. Don't forget the name, **PENN MAR SYRUP.**"

CHARLIE:—"Thank you, Doctor, I'll not only take your advice but I'll tell the rest of the boys to push it too. We are always glad to push an article that our customers keep coming for, particularly when it pays us a good profit."

**J. STROMEYER & COMPANY**

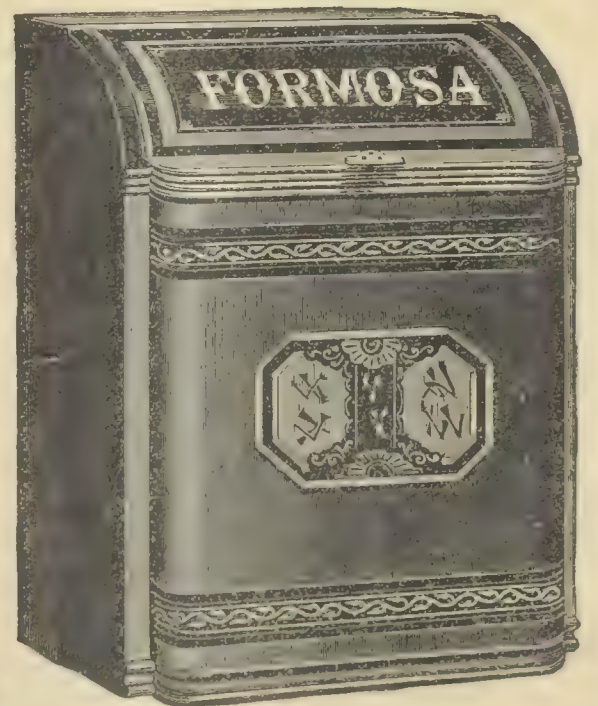
33 S. Water Street, Philadelphia



## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese Scenery Paper for Tea-store Decoration



**TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills**

WRITE FOR CATALOGUE

**MORGAN & CORNELL**

211 DUANE ST.  
NEW YORK







## Make a Little Extra "Exton" Effort

and call the attention of your trade to the Crackers "Best Known and Known as the Best." Hand out samples. You will be surprised to see how your cracker trade can be increased with a little work. Exton Crackers are "different." Write us.



SOLD BY LEADING JOBBERS

**A. EXTON & COMPANY, TRENTON, N. J.**

*The Best Known and Known as the Best*

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## THE ONE WAY TO BEAT BABBITT'S

**BABBITT'S BEST LAUNDRY SOAP** is not only our best—it is your best, too.

The grocers who sell **BABBITT'S BEST** will find, if they average the sales of all their laundry soaps, that **BABBITT'S BEST** has always stood at the head. It has a place in the household that only one thing could displace.

That one thing is this—if somebody could find a soap to do better work, **BABBITT'S BEST** might have to yield. Nobody has come within a mile of finding it yet, however.

MADE BY

**B. T. BABBITT**  
NEW YORK



## COFFEE AND TEA BINS THAT PROVE THEIR "METAL"

Picture your store fitted out with Tea Canisters and Coffee Bins like these. They are trade winners. Effective store decoration brings the people in—your sales force do the rest.

When installing Coffee Bins, get the kind that will stand the racket—you'll never have to replace

them. Our bins are constructed of the heaviest tin.

**And for Over Fifty Years They Have Proven Their "Metal"**

Write for catalogue showing variety of designs

**Henry Troemner**

No. 911 ARCH STREET

PHILADELPHIA, PA.

J. A. FLESCHE & SON, 115 Adams St., CHICAGO, ILL., General Agents for United States





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## FARINACEOUS GOODS.

	Per bag.
Corn Meal—	
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
“ table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
“ yellow, 24 packages	1.80
Farina—	
Hecker's, 24 lbs.	per case 1.50
Beans—	
California Lima, about 80 lbs.	per bushel. .05 1/2
Marrows, fancy, N. Y. State, grain bags	2.95
Michigan Pea, bags 160 lbs.	2.35
Red Kidneys	2.95
Peas—	
Green	2.35
Scotch	2.30
Split, yellow	2.30
“ green	2.30
Lentils—	
“ 110-lb. bags	per lb. .02 3/4
Less quantity	.03
Shaker Corn—	
Fancy, barrels	2.30
Less quantity	2.30
Hominy—	
Lea's Breakfast, 10 packages	per case 1.60
“ Pearl, 100 lbs.	per bag 2.20
Schumacker's Breakfast, 10 pkgs. to case	1.45
Western Pearl, 100-lb. bags	1.75
“ Grits, 100-lb. bags	1.75
Mother's, Grits, 36 packages	2.35
“ Pearl, coarse, 36 packages	2.35
Barley—	
OO	2.35
No. 3, 100 lb. bags	2.35
Noodles—	
Smith's, 30 10-c. packages	1.90
“ assorted, 5 and 10-c.	1.90
Golden Egg, 5 and 10-c.	1.70
“ 5-c.	1.70
“ 10-c.	1.70
Royal Crown, 4 doz. 5c.	1.30
Royal Crown, 2 doz. 10c.	1.10
Oatmeal—	
B, 800 lbs.	per bbl. 4.95
B, 100-lb. kegs	per keg 2.90
Mother's, steel cut, 24 packages	2.65
Oatmeal Goods—	
Mother's Crushed Oats, 18 packages	1.47 1/2
“ 20 packages, large	3.90
Rolled Oats—	
Avena, 180 lbs.	per bbl. 4.75
“ 90 lbs.	per keg 2.30
Standard, 180-lb. bbls.	4.50
“ 90-lb. bags, fresh	2.20
Mother's, compressed, 18 tins	2.12 1/2
Sago—	
Colburn's, 36 1-lb.	per lb. .06 1/2
Fine	.04
Tapioca—	
Instantaneous, 50 lbs.	per lb. .07 1/2
Colburn's Hasty, 36 packages	per box .06 3/4
Minute, 1/2 gross	per box .03 1/2
Flake, about 125 lbs.	per lb. .03
Pearl, 150 lbs.	per lb. .03 1/2
“ less quantity	“

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 25	per case 4.10
Egg-O-See, 36 packages	2.50
“ Corn Flakes, 36 packages	2.50
Maple Flake, 36 packages	2.50
5-case lots	3.85
Post Toasties, 36 packages	2.80
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages	2.50
1 doz. 20-oz. packages	2.25
2 doz. 10-oz. packages	2.70
3 doz. 20-oz. packages	6.75
Grape Nuts—	
2 doz. 1-lb. packages	2.70
3 doz. 1-lb. packages	4.05
Post Toasties—	
2 doz. family size	2.80
3 doz. popular size	2.80
Shredded Whole Wheat, 30 packages	5.00
“ 25 packages	2.60
Mother's Corn Flakes, 36 packages	2.55
“ Wheat Hearts, 18 packages	1.90
Cream Wheat, 36 packages	4.50
Wheatlet, 30 packages	3.60
Wheatena, 36 packages	4.50
Grape Nuts, 24 packages	3.70
Triscuit, 30 packages	2.50
Vitas, 30 2-lb. packages	4.25
Kellogg's Toasted Corn Flakes, 36 packages	3.80
H-O Company—	
Force, 205	2.00
Korn-Kinks, 368	1.45
Presto, small, 185	1.60
Presto, large, 105	2.25
Flour, self-raising, small, 185	1.60
Flour, self-raising, large, 125	2.10
Buckwheat, compound, small, 185	1.50
Buckwheat, compound, large, 125	1.50
Pancake, 185	1.50
H-O (steam cooked oatmeal), 125	1.55
Pawnee Oats, regular size, 185	1.50
Pawnee Oats, family size, 205, without china	3.00
Pawnee Oats, family size, 105, with china	3.40
O-G, 185	1.50
O-G, family size, china, 205	3.40
O-G, family size, no china, 205	3.00
DE-FI, barrels, 180 pounds	5.00
DE-FI, sacks, 90 pounds	2.35
Quaker Oats Co., The—	
Apitex Biscuit, 245	3.00
Avena, 18 packages	1.45
Banner Oats, 20 packages	4.35
Quaker Breakfast Biscuit, 245	1.85
Old Fashioned Scotch Brand Oat Meal, 245	2.60
Silver Brand Farina, with spoon, 245	3.80
Saxon Wheat Food, 245	3.00
Parched Farinose, 245	2.70
Quaker Cracked Wheat, 245	2.40
Quaker Oats, round, 365	4.25
Quaker Whole Wheat Flour, 105	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 245	1.85

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## GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox's Crystal	1.12 1/2
“ Acidulated	1.12 1/2
Cox's, large	1.60
“ small	.97 1/2
Plymouth Rock, pink or white	1.20
Nelson's	1.40
Bromangelon, assorted, 3 doz.	.87 1/2
Jell-O, assorted flavors, 2 doz.	.86
Jell-O Ice Cream Powder, 2 doz.	.97 1/2
Jellycon, assorted flavors, 3 1/2 doz.	.90
Chalmer's	.90
Mother's, small, 1 doz.	.45
“ large, 1 doz.	.90
Cooper's	.85
Tryphosa	.95
Gelatine, McKinley's	.85
Wetmore's, double refined, 36 10-c. packages	.80
Pudding, assorted, 3 doz.	per case 2.70
Minute Gelatine, plain	per gross 12.75
Minute Gelatine, plain	per doz. 1.10
Minute Gelatine, flavored	per gross 10.80
Minute Gelatine, flavored	per doz. .90
Seven flavors, packed solid or assorted.	

## MACARONI.

	Per lb.
Larosa Alphabets, square, 25 pkgs.	.05 1/2
“ Elbows, square, 25 pkgs.	.05 1/2
“ Macaroni, long, 25 pkgs.	.05 1/2
“ Spaghetti, long, 25 pkgs.	.05 1/2
“ Vermicelli, square, 25 pkgs.	.05 1/2
“ Macaroni, bulk, 25 pkgs.	.05 1/2
Woodcock, long, 24 pkg.	.10 1/2
Crystal, long, 25 pkg.	.06 1/2
Crystal, Elbows, 24 pkg.	.06 1/2
Crystal, Spaghetti, 25 pkg.	.06 1/2
Crystal, Vermicelli, 25 pkg.	.06 1/2
Extra, long, 25 pkg.	.04 1/2

## Imported.

B. S. J. Macaroni, 25 pkg.	.08 3/4
B. S. J. Elbows, 25 pkg.	.08 3/4
B. S. J. Spaghetti, 25 packs.	.08 3/4
B. S. J. Vermicelli, 25 packs.	.08 3/4

## FIXTURES.

H. F. Heacock—		
Scales, No. 1, Tin Scoop, 10.00	Brass	14.00
Scales, No. 2, Tin Scoop, 7.00	Brass	9.00
Scales, No. 3, Tin Scoop, 6.00	Brass	7.00
Scales, No. 4, Tin Scoop, 5.00	Brass	6.00
Less 30 per cent. discount.		
600-lb. Platform Scale		18.00
Tea Caddies, Red, No. 55		14.00
Tea Caddies, Red, No. 53		10.00
Tea Caddies, Red, No. 54		8.00
Tea Caddies, Red, No. 55		5.00
Scoops, Galvanized, Flour		.30
Scoops, Galvanized, Sugar		.25
Scoops, Galvanized, Starch		.15
Tobacco Cutters		1.25
Alarm Money Drawers		1.50
Bag and Twine Holders		.75
Barrel Covers, 21 in.		3.50
Barrel Covers, 19 in.		3.00
Cheese Cutters		15.00
Bung Bore, No. 2, 1 1/2 to 2 in.		1.50
Coffee Mills, No. 7		10.00
Coffee Mills, No. 9		16.00
Coffee Mills, No. 18		45.00
Less 25 per cent. discount.		

## Counters.

No.	Length.	No. of Drawers	Each.
6 1/2	3 feet, 8 inches	9	18.00
8 1/2	4 feet, 10 inches	12	22.00
10 1/2	6 feet, 10 inches	15	28.00
12 1/2	7 feet, 3 inches	18	32.00
14 1/2	8 feet, 6 inches	21	36.00
16 1/2	9 feet, 8 inches	24	40.00
18 1/2	10 feet, 10 inches	27	45.00
20 1/2	12 feet, 10 inches	30	50.00
Capacity of Drawers, 40 to 60 lbs. each.			

## Scoops.

Indestructible, No. 4	per doz. 9.00
“ No. 5	“ 12.00
“ No. 6	“ 15.00
Ex. Galvanized Steel Blades, No. 3	per doz. 4.20
“ No. 4	“ 5.40
“ No. 5	“ 7.20
X Quality, No. 3	“ 9.60
“ No. 4	“ 3.00
“ No. 5	“ 3.40

## SMOKED FISH, CODFISH AND MACKEREL.

	Per doz.
Beardsley—	
Dime cartons, 2 doz. in case	per doz. .90
Tins, Keyed (Jewel), 2 doz. in case	“ .90
Large cartons or tins, 2 doz. in case	“ 2.00
Dime Tumblers, 2 doz. in case	“ .90
Bulk, 15 lbs.	per lb. .15
Thistle, 24 packages	.65
Swansdown, 2 doz.	per doz. .80
Osprey, 2 doz.	“ .80
Swift & Co.—	
Talisman brand, 20-lb. boxes	per lb. .10 1/2
“ cartons	per case 1.50
Fresh Codfish Steak.	
Swift & Co.—	
Talisman brand, 24 1-lb. tins	per case 3.80

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## New Mackerel.

	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1, 170-190	34.00	17.10	9.00	1.95	
Ex. Norway, No. 2, 230-260	25.00	13.10	6.65	1.80	
Ex. Norway, No. 3, 380-360	19.00	10.10	5.25	1.20	
Ex. Norway, No. 4, 440-460	16.00	8.60	4.50	1.05	
Summer.					
Ex. Bloaters, XX, 100-110	35.00	18.10	9.25	2.00	
Fancy Shore, No. 1, 130-150	28.00	14.60	7.50	1.65	
Ex. Shore, No. 1, 130-150	26.00	13.10	6.65	1.50	
Shore, No. 1, 130-150	24.00	12.60	6.50	1.40	
Extra Irish, No. 2, 325-375	16.00	8.60	4.50	1.05	
Medium Irish, No. 2, 350-400	15.00	8.10	4.25	1.00	
Small Irish, No. 2, 410-450	14.00	7.60	3.90	.95	
New Medium Shore, 160-180	13.00	7.10	3.65	.91	
Large, No. 2, 210-220					
Cape Shore, 110-120	16.00	8.60	4.50	1.05	
Cape Shore, 125-140					

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1	7.00	4.60			
Lab. Split, Lg. No. 2	6.00	3.60			
Shore, Round, Large	7.00	4.10			
Ocean Fish	5.00	3.10			
Shad, No. 1, Mess.	11.00	6.10	3.25	.75	
Shad, No. 2, Mess.					
Haddock, Pickled					

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06
Gilt Edge, 40 lbs.	.05
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish—	
12 35, wood boxes	.15 1/2
12 35, “	.15 1/2
24 18, “	.16
10-lb. boxes	.15
5-lb. “	.15
Cakes, 24 in fancy box	per case 2.80
“ 10-lb. cartons	per carton 1.20
24 jars, fancy box	3.10
12 “	1.65
Strips, 40 size, boxes	.10
“ 80	.10 1/2
Middles, 40 size, boxes	.12
“ 80	.12 1/2

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06
Snow White, 2-lb. bricks, 40 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case	1.50
“ small size, 2 doz. in case	.90
Small Tumblers, 2 doz. in case	.90
Large Jars, sealed, 2 doz. in case	1.50

## Loose Codfish.

Extra Large Georges Cod	.08
Large Bank	.07 1/2
Medium Bank	.06 1/2
Pollock	.06 1/2
Hake	.10
In original cases, 450 lbs., 1/2 c. loss.	

## Smoked Fish.

New Extra Scaled Herring	per box .16
Boneless Herring, fancy 10-lb. boxes	per lb. .12
Smoked Salmon, whole fish	.27
Cromarty Bloaters, 500	per box 1.10
Hake, 1005	3.10
Swift & Co.—	
Talisman brand Boneless Herring, in glass, 15c. size, 24 vacuum jars	2.95
Talisman brand Boneless Herring, in glass, 10c. size, 24 screw-top jars	2.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars	3.10
“ 24 cartons	2.10

## FRESH FISH.

	Per lb.
Cisco	.07
Halibut	.19
Salmon, fresh	.14
Codfish	.09
Large Hake	.08
Haddock	.07
Spanish Mackerel	.12
Sheepshead	.15
Smelts	.14
Flounder	.07
Cat Fish	.12
Butterfish, frozen	.06
Ells	.10
Sea Bass, frozen	.08
Weak	.07
Blue, frozen	.16
Fresh Mackerel, frozen, each	.30
Rock	.18
Boiling Rock	.26
Steak Fish 1/2 cent per lb. additional	

## OYSTERS.

Cove, Primes	per M. 10.00
Cove, Culls	“ 4.50
Blue Points	“ 5.00
Blue Points	per bbl. 6.50
Absecon, Primes	per M. 9.00
Absecon, Culls	“ 4.50
Rockaways	per bbl. 5.50

## CLAMS.

Clams	per M. 6.00
Necks	“ 5.00

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## DRIED FRUITS.

	Per box
Raisins—	
Royal Buckingham Clusters, 22-lb. boxes	3.75
Extra Dessert Clusters, 22-lb. boxes	3.45
Connoisseur Clusters, 22-lb. boxes	2.55
California Clusters, 20 No. 1 pks.	2.05
Per lb.	
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes	.05 3/4
Fcy Cal. 3 cr. loose, 50 lbs.	.05
Fancy Cal. 2 cr. loose, 50 lb. boxes	.04 1/2
Valencia, Rogers Fcy, 4 cr. Ondara layers 28 lbs.	.06 1/2
5 or 10-box lots	.06 3/4
Standard Brands, 28-lb. boxes	.06 1/4
Seeded—	
Owl, Ex. Fancy, 36-ls.	.06 3/4
Union Seal, Ex. Fancy, 36-ls.	.06 1/2



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



"GET SOME"

## The "Dozen Habit" Grows

When you sell a customer a dozen cans of **Van Camp's Pork and Beans** at one time, by giving her a little discount, you start her in the quantity buying habit and that's the kind of trade that pays you. It's easy, it pays, it holds trade, to

*"Sell her a dozen cans."*

**The Van Camp Packing Company**  
Indianapolis, Indiana

## TO THE TRADE:

You Should in Stocking

# CEYLON TEA

Be Ever Careful to Buy

## The Better Grades

---

It Is

## The Most Profitable

Policy in the Long Run

---

**Selling Cheap Teas at Fine Tea Prices Might Show Big Profits Temporarily, but It Would Eventually Kill Trade. And It Would Discourage Growing Fine Teas.**



HORSERADISH.

Tumblers, 10-c. size, 2 doz.....	per doz.	.62½
Tumblers, 5-c. size, 2 doz.....	"	.45
Tumblers, 10-c., Lord's Prayer, 2 doz.	"	.80
Tumblers, 1st. cut glass, 10-c., 2 doz.	"	.80

INK.

Arnold's, black, 3s.....	per bottle	.48
Continental, red, 1 doz.....	"	.30
" " " " " " " " " " " "	"	.25
Royal, black, 3 doz.....	"	.25
Superior, black, 3 doz.....	"	.23
Stafford, Commercial, 3s.....	per bottle	.60

LAMP GOODS.

		Per case of 6 doz.		
		No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Macbeth Pearl Top.....	4.30	4.50	5.10	
Acme, Victor Top.....	3.60	4.30	4.80	
Pure Flint, Lustre Top.....	2.70	3.30	3.90	
Crystal, Crimp Top.....	2.10	2.70	3.30	
No. 0, Tubular Lantern Globes.....	5 doz.	2.75		
Cold Blast.....	5 doz.	3.75		
Jumbo Chimneys, plain.....		per doz.	.75	.85
" " " " " " " " " " " "		dec., 107..	.90	1.00
Banner Burners.....		No. 0.	No. 1.	No. 2.
			.45	.55
No charge for packages.				.75
Oil Cans—				Per doz.
1-gal., glass.....				2.25
1-gal., galvanized, Pearl.....				1.90
5-gal., Leinox, spout.....				5.50
5-gal., " " spigot.....				6.50
5-gal., Columbia.....				7.00
5-gal., Banner.....				8.00
5-gal., Climax, pump.....				10.00
5-gal., Home Rule, pump.....				12.00
Lanterns—				
No. 0, Standard.....				4.50
No. 0, Dash.....				6.50
Cold Blast.....				8.00

LIME.

Prepared, 2 doz. in case.....	per doz.	.50½
Chloride, Acme, sifting, 25-lb. boxes, 1 lb.....	"	.05½
" " " " " " " " " " " "	"	.06½

LYE AND POTASH.

		Per case.
Banner Lye, 4 doz.....		3.15
Babbitt's Lye, 4 doz.....		3.20
Lewis' Lye.....		3.25
Red Seal, 2 doz.....		1.90
" " " " " " " " " " " "		3.70
Popular, 4 doz.....		1.45

MATCHES.

Double Tip—		
Ohle Blue Tip, No. 10, 1 gross.....	1.70	
" " " " " " " " " " " "	1.70	
" " " " " " " " " " " "	3.60	
" " " " " " " " " " " "	4.50	
" " " " " " " " " " " "	3.25	
Deak Noiseless, No. 50, 1 gross.....	4.25	
" " " " " " " " " " " "	3.00	
Ohle Noiseless, No. 50, 1 gross.....	3.75	
Silent Witch Noiseless, No. 50, 1 gross.....	3.50	
American—		
No. 2.....	1.35	
" " " " " " " " " " " "	1.30	
Battle Axe, No. 5, red head.....	3.50	
Birds Eye, No. 5.....	3.50	
Black Swan, No. 5, noiseless tip.....	3.50	
Blue Hen—		
No. 2.....	1.60	
" " " " " " " " " " " "	1.50	
No. 5.....	4.25	
" " " " " " " " " " " "	4.00	
Cat and Mouse—		
No. 2.....	1.85	
" " " " " " " " " " " "	1.75	
No. 3.....	2.80	
" " " " " " " " " " " "	2.65	
No. 4.....	3.70	
" " " " " " " " " " " "	3.50	
Chips—		
No. 2.....	3.50	
" " " " " " " " " " " "	1.75	
Black Diamond, No. 5.....	3.50	
" " " " " " " " " " " "	3.35	
Doric, No. 2.....	.90	
Grocers No. 2, 3 gross.....	5.25	
Globe, No. 1, 3 gross.....	2.85	
Ignito, 1 gross.....	.75	
Maseppa—		
No. 5.....	3.75	
" " " " " " " " " " " "	3.50	
res—		
No. 2.....	1.90	
" " " " " " " " " " " "	1.80	
No. 5.....	4.75	
" " " " " " " " " " " "	4.50	
Swift & Courtney—		
No. 60, 5 gross.....	.55	
" " " " " " " " " " " "	.50	
No. 80, 5 gross.....	.75	
" " " " " " " " " " " "	.70	
No. 2.....	1.90	
" " " " " " " " " " " "	1.75	
No. 5.....	4.00	
" " " " " " " " " " " "	3.75	

Searchlight—		
No. 1, 3 gross.....	1.00	
" " " " " " " " " " " "	.95	
No. 5.....	4.50	
" " " " " " " " " " " "	4.25	
Vulcan—		
No. 5.....	4.20	
Safety, No. 2.....	.55	
" " " " " " " " " " " "	.50	
Orient, safety, 65s, 5 gross.....	.50	
Daily's, No. 2, blue head, 60s, 5 gross.....	.60	
" " " " " " " " " " " "	.55	

MINCE MEAT.

Armour's, Home-made style, Wet—	Per lb.
10-lb. kits.....	.09½
25- " " " " " " " " " " " "	.09
50- " " " " " " " " " " " "	.08½
100-lb. bbls.....	.08½
150- " " " " " " " " " " " "	.08½
250- " " " " " " " " " " " "	.08
450- " " " " " " " " " " " "	.07½
John Bower & Co.—	
Superior, bbls. and ¼ bbls.....	per lb. .10
" " " " " " " " " " " "	10½
" " " " " " " " " " " "	6.85
" " " " " " " " " " " "	3.95
" " " " " " " " " " " "	4.50
" " " " " " " " " " " "	per lb. .14
" " " " " " " " " " " "	5.10
Atmore & Son—	
Extra Family, Seedless—	Per case.
No. 5, 6 glass jars.....	4.50
No. 3, 6 glass jars.....	3.10
No. 18, 37 and 68, wooden pails.....	per lb. .13
Barrels, halves, quarters and kits.....	" .12½
Family, Seedless—	Per box.
No. 5, 6 wooden pails.....	3.65
No. 10, 6 wooden pails.....	6.50
Celebrated, Seedless—	per lb. .08½
Bbls., ¼s and ½s.....	per lb. .09½
Wooden pails, 18, 37 and 68 lbs.....	" .09
Wooden kits, Nos. 20-35.....	" .08
Wooden kits, Nos. 20-35.....	per lb. .08
Keystone—	per lb. .08½
Bbls., ¼s and ½s.....	per lb. .08½
Wooden pails, 18, 37 and 68 lbs.....	11.00
Condensed cartons, 3 doz. to case.....	gross 11.00
Condensed cartons, 6½ doz. to case.....	gross 11.00
Barrels, ¼s, ½s.....	per lb. .10
Wooden kits, Nos. 20-35.....	" .08
Wooden kits, Nos. 25-40.....	" .10½
Schimmel's—	
Bbls., ¼ bbls. and 30-lb. kits.....	.07½
18 and 37-lb. kanakins.....	.07½
10-lb. kanakins, 6 to crate.....	per doz. 10.30
5-lb. " " " " " " " " " " " "	5.75
5-lb. glass jars, 6 to crate.....	" 6.15
Campbell's, 30-lb. pails.....	.08
Mrs. Wells, bbls., ¼ bbls. and 30-lb. kits.....	.06
New Year, bbls., kegs and 30-lb. kits.....	.05
Crescent, bbls., ¼ bbls. and 30-lb. kits.....	.04½
National, bbls., ¼ bbls. and 30-lb. kits.....	.04
Southwark, bbls., ¼ bbls. and 30-lb. pails.....	.05½

BILLS.

Stove Gasoline.....	Per gal.	.15½
Headlight, 150 test.....	"	.11

OLIVES.

H. Kellogg & Sons, Agents.		Per doz.
Theodore Marquet Brand—		
64 oz. Mammoth, French bottle.....	14.00	
32 oz. " " " " " " " " " " " "	7.25	
19 oz. " " " " " " " " " " " "	4.65	
10 oz. " " " " " " " " " " " "	2.65	
64 oz. Extra, French bottle.....	12.25	
32 oz. " " " " " " " " " " " "	6.55	
19 oz. " " " " " " " " " " " "	4.25	
10 oz. " " " " " " " " " " " "	2.45	
20 oz. Extra Mammoth, cylinder.....	5.15	
10 oz. " " " " " " " " " " " "	2.95	
20 oz. Mammoth, cylinder.....	4.65	
10 oz. " " " " " " " " " " " "	2.65	
Cunler & Worth Brand—		
Gal. French bottle.....	15.50	
64 oz. " " " " " " " " " " " "	10.95	
32 oz. " " " " " " " " " " " "	5.85	
19 oz. " " " " " " " " " " " "	3.90	
10 oz. " " " " " " " " " " " "	2.35	
12 oz. Pepper stuffed, club bottle.....	2.25	
10 oz. Celery.....	2.00	
5 oz. Pepper " " ring bottle.....	.90	
Marquet Brand—		
6 oz. "Queens," cylinder bottle.....	1.00	
10 oz. " " " " " " " " " " " "	2.10	
18 oz. Stuffed, fluted bottle.....	2.40	
¼ Pts. Fources.....	3.50	
¼ Pts. Farces.....	3.50	
California, quart tins, large.....	3.50	
" " " " " " " " " " " "	2.15	
" " " " " " " " " " " "	3.00	

Olive Oil—Imported.

Bertin & Perrier's—		
Extra fancy, quarts, 1 doz.....	4.90	
" " " " " " " " " " " "	2.90	
" " " " " " " " " " " "	1.90	
Rae's—		
Lucca, litre bottles, 1 doz.....	13.50	
" " " " " " " " " " " "	10.00	
" " " " " " " " " " " "	7.00	
" " " " " " " " " " " "	5.00	
" " " " " " " " " " " "	4.75	
" " " " " " " " " " " "	5.00	
" " " " " " " " " " " "	10.50	
" " " " " " " " " " " "	7.50	
" " " " " " " " " " " "	9.50	
Finest Sublime, 1 gal., 10 in case.....	per gal. 8.85	
" " " " " " " " " " " "	8.75	
" " " " " " " " " " " "	3.10	
Sublime, 1-quart tin, 40 to case.....	per gal. 8.95	
" " " " " " " " " " " "	8.80	
" " " " " " " " " " " "	8.70	
" " " " " " " " " " " "	8.60	

Nicelle—		
Large bottles, 1 doz.....	8.60	
Medium bottles, 2 doz.....	9.10	
Small bottles, 4 doz.....	10.00	
5-gal. tins, 2 to case.....	31.15	
1-gal. tins, 4 to case.....	18.95	
½-gal. tins, 8 to case.....	14.10	
32-oz. tins, 25 to case.....	25.85	
Trade discounts on quantity.		
Oliver's—		
1 doz. large.....	7.00	
2 doz. medium.....	7.75	
3 doz. small.....	4.75	
6 1-gal. tins.....	per gal. 2.35	
10 ½-gal. tins.....	" 2.50	
20 ¼-gal. tins.....	" 2.60	

American OIL.

Stohrer's, No. 2, 2 doz.....	Per doz.	.55
" " " " " " " " " " " "	"	.80
" " " " " " " " " " " "	"	1.85
Keystone, bottles, 2 doz.....	"	.90

PAPER Wrapping.

Manila—	Per ream.
15 x 20, full, 10 lbs.....	.37
24 x 36, full, 20 lbs.....	.30
18 x 24, full, 10 lbs.....	.37½
Special, 15 x 20, 6 lbs.....	.21
Bakers', 15 x 20, 10 reams in bundle.....	.12
Roll, grocers', 9, 12, 15, 18, 20 or 24 inches wide.....	per lb. .03
Roll—	Per lb.
White, light weight, 12, 15, 18, 20 or 24 inches wide.....	.03½
Glazed fibre, 12, 15, 18, 20 or 24 inches wide.....	.03½
Glazed silk parchment, 12, 15, 18, 20 or 24 inches wide.....	.03½
White tea, 12 x 16, reg.....	per package .14
Wax butter.....	" .11
Parchment butter, 9 x 12.....	" .37½

Toilet Paper.

100 5-cent rolls.....	Per case.	3.10
100 5-cent packs.....	"	3.15
100 10-cent rolls.....	"	6.50
100 10-cent packs.....	"	6.50

Paper Bags.

Price per 1,000 and not less than ¼ M lots. In original shipping bales, 5 per cent. Special Discount.		
Size of Bag.	Elephant, Extra Quality, Union S. O. S.	Buffalo Yellow, Self-opening, Square.
4.....	.47	.44
5.....	.57	.53
6.....	.93	.77
8.....	1.15	.87
10.....	1.43	1.07
12.....	1.65	1.33
14.....	1.93	1.55
16.....	2.21	1.81
18.....	2.67	2.17
20.....	2.87	2.47
22.....	3.41	2.89
24.....	4.21	3.67
26.....	4.85	3.95
28.....	5.39	4.45
30.....	5.81	4.93
Price per 1,000 and not less than 500 lots.		
Plain flour sacks, 15½-lb.....	per M. 4.00	
" " " " " " " " " " " "	" 5.75	
" " " " " " " " " " " "	" 12.25	

PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.....	per doz.	4.75
" " " " " " " " " " " "	quarts.....	5.75
" " " " " " " " " " " "	10-oz. jars.....	2.50
" " " " " " " " " " " "	10-lb. pails.....	per pail 2.50
Tripe, 10-lb. pails.....	per bag 2.00	
Pigs' Feet, 10-lb. pails.....	per pail 1.00	
" " " " " " " " " " " "	5-gal. kegs.....	per keg 2.10
Pickled Beef Salad, in glass.....	per doz.	1.10
" " " " " " " " " " " "	" " " " " " " " " " " "	1.10
" " " " " " " " " " " "	" " " " " " " " " " " "	1.10
Russian Sardines.....	per keg .75	
" " " " " " " " " " " "	5-lb. pails.....	per pail .90
" " " " " " " " " " " "	10-lb. pails.....	1.00

POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.....	per case.	18½
Loose, bbls., 10 lbs.....	"	18
¼-lb. packages, 12-lb. boxes.....	"	20

POPPING CORN.

Brad's "Tip-Top"—	Per case.
50 10-oz. packages.....	1.75
100 10-oz. " " " " " " " " " " " "	3.25
25 20-oz. " " " " " " " " " " " "	1.60
50 20-oz. " " " " " " " " " " " "	3.00
1-L-1, 40 M, White Rice.....	2.25

PEANUT BUTTER.

McLaren's—	Per doz.
Small, 2 doz.....	.90
Medium, 2 doz.....	1.50
Large, 1 doz.....	2.75
Peanutene, No. 2 jars, 2 doz.....	1.85
" " " " " " " " " " " "	92½
Beardsley's—	Per doz.
Small jars, 2 doz.....	.90
Medium jars, 2 doz.....	1.95
Large jars, 1 doz.....	2.25

PICKLES.

45 gals., 1200s, H. G. & Co.....	8.25
45 gals., 2500s, Williams Bros., fancy.....	
10 gals., 300s, " " " " " " " " " " " "	2.25
10 gals., 450s, " " " " " " " " " " " "	2.65
10 gals., 600s, " " " " " " " " " " " "	2.65
16 gals., 600s, " " " " " " " " " " " "	4.50
16 gals., 600s, " " " " " " " " " " " "	4.50
45 gals., 1400s, " " " " " " " " " " " "	10.25
C. & B., Chow or Gherkins, pints.....	3.30
" " " " " " " " " " " "	2.40
Celery Sauce, Yorkshire, 2 doz.....	per doz. .92½
Chow, " " " " " " " " " " " "	" .92½
Gherkins, sour, " " " " " " " " " " " "	" .92½
Mixed, " " " " " " " " " " " "	" .92½
Assorted, " " " " " " " " " " " "	" .92½
Gherkins, sweet, " " " " " " " " " " " "	1.20
White Onions, " " " " " " " " " " " "	1.35
Sweet Pickles, 500s to 600s, 5 gal.....	per keg 2.75
" " " " " " " " " " " "	3.40
" " " " " " " " " " " "	5.95
Chow-Chow, No. 1, 5-gal. kegs.....	1.95
" " " " " " " " " " " "	1.75
Chow and Mixed Pickles, 2 gal.....	per pail 1.00
Williams Bros.—	Per doz.
No. 2, Sour Gherkins, 2 doz.....	.85
No. 2, Sweet Gherkins, 2 doz.....	.85
No. 2, Sour Mixed, 2 doz.....	.85
No. 2, Sour, assorted, 2 doz.....	.85
No. 2, Chow-Chow, 2 doz.....	.85
No. 2, Onions, 2 doz.....	.85





Nobody can make  
a better wagon  
than we do, and  
nobody can make  
as good a wagon  
cheaper :: ::

We not only make old wagons LOOK  
as good as new, but we repair them so  
skillfully that they WEAR almost as  
good as new.

Let us estimate on your next job.

## Rech-Marbaker Company

Eighth Street and Girard Avenue  
PHILADELPHIA, PA.

### YOU GET BUSINESS

by catering to the wants of the people. Do  
they want embalmed food? It is not natural  
to mix drugs with what we eat. Drugs are  
medicines to be prescribed by doctors, not by  
food manufacturers.

## HEINZ 57 VARIETIES PURE FOOD PRODUCTS

are always "Safe to Buy." They will be as  
safe next month or next year as they are to-  
day, because they are good and pure.

With only reliable brands of pure foods on  
his shelves, no grocer need fear trouble or loss,  
either legally or through the dissatisfaction  
of his customers.

There are plenty of clean, pure goods with-  
out Benzoate of Soda. Why should any mer-  
chant sell goods that contain it?

**H. J. HEINZ COMPANY**

New York      Pittsburgh      Chicago      London



Each sale of bulk goods contain-  
ing Benzoate of Soda must carry a  
sticker even during rush hours.

## ATMORE'S MINCE MEAT

contains no chemical preservatives

*"Atmore's needs no stickers"*

ATMORE & SON,

Philadelphia.

Members of The American Assn. for the Promotion of Purity in Food Products.

## HERE IS YOUR QUESTION ANSWERED

Why put in Croft's Swiss  
Milk Cocoa when you are sell-  
ing five brands now? Well,  
because it is different from the  
rest, for one reason. It is the  
only cocoa packed in glass. It  
stands alone, and you know  
how novelty helps a thing to  
sell. The grocer who infuses  
a little novelty into his business  
is the grocer who succeeds.

Another thing, Croft's Swiss  
Milk Cocoa is better than the  
rest. That isn't a bluff, hon-  
estly. We take out of our  
cocoa, in the making, a sub-  
stance which other manufac-  
turers allow in, greatly to the  
injury of the flavor of their  
goods.

Now do you know why you  
should sell it?

Will you mention the "Grocery  
World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb.  
boxes



**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA



-25-

Winchester brand Hams, skinned, all aver.	.15%
" " 8 to 10 lbs. aver.	.15%
" " 12 lbs. aver.	.15%
" " 14 to 16 lbs. aver.	.15%
" " 16 to 18 lbs. aver.	.15%
" " Picnic.	.12%
Above average loose, if packed 1/4 cent a lb. advance.	

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs.	.14%	.11%
Plain tubs, 50 and 60-lb. cans.	.14%	.11%
10-lb. tin pails, 60 lbs.	.15%	.11%
5-lb. " 60 lbs.	.15%	.11%
3-lb. " 60 lbs.	.16	.12
Armour's—		
Shield Pure, 60-lb. tubs.	.15%	
Simon Pure Leaf, 32, 56 and 100.	.17%	
White Cloud Compound, tubs.	.11%	
" " tierces.	.11%	
Vegetole, tierces.	.11%	
" tubs.	.11%	
Swift & Co.—		
Premium brand, tierces.	.15%	
Silver Leaf brand, tierces.	.14%	
Jewel, compound, tierces.	.11	
Cotosuet, tierces.	.11%	

## DRESSED MEATS.

	Per lb.
City Dressed Beef—	
Choice, native.	.08 1/4 - .10
Common.	.07 - .09
Western Dressed Beef—	
Choice, native cattle.	.08 1/4 - .10
Common to fair.	.07 - .09
City Dressed Veal—	
Prime.	.12 - .13
Good to choice.	.12 - .13
Dressed Hogs—	
Pigs.	.11 1/4 - .12
Hogs, heavy.	.11 1/4 - .12
" 180 lbs.	.11 1/4 - .12
" 160 lbs.	.11 1/4 - .12
" 140 lbs.	.11 1/4 - .12
Dressed Sheep and Lambs—	
Lamb, western, good.	.12 - .14
" culls.	.10 - .10
Sheep, choice.	.09 - .10
" medium.	.08 - .09

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues.	each	.75
Cow Tongues.	each	.50 - .70
Calf Heads, scalded.	each	.50 - .75
Sweetbreads, veal.	per pair	.40 - .50
" beef.	per doz.	-1.00
Calf Livers.	per lb.	.20 - .25
Beef Kidneys.	per doz.	-1.00
Beef Livers.	per lb.	.06
Ox Tails.	per doz.	.50 - .65
Hearts, beef.	per lb.	.03 - .05
Rolls, beef.	per lb.	.03 - .05
Tenderloin, beef, western.	per lb.	.12 1/4 - .14
Fresh Pork, loins, city.	per lb.	.13 - .15
" " western.	per lb.	.13 - .15

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.		
Turkeys—		Per lb.
Western, young hens, 8 to 10 lbs.....	.25	-.26
“ young toms, 15 to 17 lbs.....	.25	-.26
Old hens and toms.....	.23	-.24
Common to good.....	.18	-.20
Broilers—		
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.25	-.28
Philadelphia, fresh killed, 3½ to 4 lbs. to pair.....	.24	-.28
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy.....	.25	-.28
Western, 4 to 4½ lbs. to pair, fancy.....	.19	-.22
“ 3 to 3½ lbs. to pair, fancy.....	.19	-.22
“ fair to good.....	.17	-.17
Fowls—		
Western, fancy.....	.18	-.19
Heavy Roasters, 4 to 5 lbs.....	.20	-.22
Fair to good.....	.18	-.19
Old cocks.....	.12½	-.13
Squabs—		Per do.
Prime, large, fancy.....	3.50-4.	
Mixed.....	2.75-3.	
Dark.....	1.50-	

## LIVE POULTRY.

	Per lb.
Spring Chickens, nearby, 1 1/2 to 2 lbs.	.16 - .17
Large Springers.	.16 - .18
Fowls.	.16 - .17
Roosters.	.11 - .12
Ducks.	.15 - .16

## POULTRY SEASONING.

Bell's Spiced Seasoning—	
Small, or rec. size, 1 doz.	.90
" " 1 doz.	.90
Large, or rec. size, 1 doz.	1.80
1-lb. cans, 1 doz.	4.50
5-lb. cans, 1/2 doz.	12.00

## SAUER KRAUT.

Extra quality, long cut, about 50 gal.	6.15
" 15-gal. kegs.	8.55
Webster, No. 3, fancy, N. Y. State, 2 doz.	.85
Compass, No. 3, 2 doz.	.80

## PLUM PUDDING.

Richardson & Robins—	Per doz.
Individual size, 1/2 lb.	.95
Round conical, with key, No. 1, 1 doz.	2.30
" " No. 2, 1 doz.	4.10
" " No. 3, 1/2 doz.	6.30
" " No. 4, 1/2 doz.	8.15
P. P. Sauce, No. 1, 2 doz.	1.50
Atmore's Genuine English, seedless—	Per case
Individual, 2 doz.	2.10
No. 1, cans, 1 doz.	2.30
No. 2, cans, 1 doz.	4.10
No. 3, cans, 1/2 doz.	3.35
No. 4, cans, 1/2 doz.	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	Per doz.
No. 32, jars.	.97 1/2
No. 5, toy pails.	2.45
American, pure apple, tumblers, assorted slices.	.88
Schimmel's, No. 10, tumblers.	.83
National, No. 10, tumblers.	.72 1/2
" No. 6, tumblers.	.49
Preserves—	Per lb.
Schimmel's, pure, 30-lb. pails.	.13 1/2
National, 30-lb. pails.	.09
Southwark, 30-lb. pails.	.06
4 1/2-lb. toy pails, 1/2 doz.	4.15
Fruit Butters—	Per doz.
Apple, No. 32, jars.	.98
" Southwark, No. 3, tins.	1.00
" No. 5, toy pails.	2.70
" 30-lb. pails.	1.08
" 20 lb. crocks.	.07 1/2
" Schimmel's, 30-lb. pails.	.06
Prune, 30-lb. pails.	.07 1/2
Peach, 30-lb. pails.	.07
Jams—	
Schimmel's, pure, jars, 2 doz.	1.70
Southwark, assorted, jars, 2 doz.	.93
Orange Marmalade—	
Hartley's, imported.	1.80
Schimmel's, pure.	1.65
Warrock's Guava Jelly—	
1-lb. tumblers.	4.00
1/2-lb.	2.25

## FRESH FRUIT JAMS.

	In No. 1 tins, per doz.	In No. 1 glass jars, per doz.
Curtice Bros.—		
Strawberry Jam.	\$1.25	\$1.65
Raspberry Jam.	1.25	1.65
Raspberry and Currant Jam.	1.25	1.65
Cherry Jam.	1.25	1.65
Apricot Jam.	1.25	1.65
Red Currant Jam.	1.25	1.65
Quince (sliced) Jam.	1.25	1.65
Peach Jam.	1.25	1.65
Pear Jam.	1.25	1.65
Blackberry Jam.	1.25	1.65
Gooseberry Jam.	1.25	1.65
Green Gage Jam.	1.25	1.65
Damson Jam.	1.25	1.65
Grape Jam.	1.25	1.65
Orange Marmalade.	1.25	1.65
Pineapple Marmalade.	1.25	1.65
Red Cherry.	1.25	1.65
White Cherry.	1.25	1.65
Black Currant.	1.25	1.65
Egg Plum.	1.25	1.65
Tins packed in cases of four dozen each. Glass jars packed in cases of two dozen each.		

## DRUGS.

## Family Medicines.

	Guaranteed Full U. S. P. Strength.	5c. ss.	10c. ss.	25c. ss.
Castor Oil.	.45	.83	1.25	
Sweet Oil.	.45	.73		
Spirits Nitro.	.45	.85	1.95	
Spirits Camphor.	.45	.85	1.95	
Spirits Peppermint.	.45	.85	1.95	
Paregoric.	.45	.85	1.95	
Glycerine.	.45	.85	1.95	
Syrup Squills.	.45	.85	1.95	
Syrup Rhubarb.	.45	.85	1.95	
Syrup Ipecac.	.45	.85	1.95	
Turkey Balm.	.45	.85	1.95	
Golden Tincture.	.45	.85	1.95	
Tincture Arnica.	.45	.85	1.95	
Balsam de Malta.	.45	.85	1.95	
Bateman Drops, rd. bot.	.45	.85	1.95	
Godfrey's Cordial, rd. bot.	.45	.85	1.95	
Turpentine.	.45	.85	1.95	
Laudanum, rec. size.	per doz.	.88		
" 25c. size.	per doz.	1.95		
5 per cent. discount in gross lots assorted.				
Alum.	per lb.	.03		
Borax, powdered, bulk.	per lb.	.07		
" lump, bulk.	per lb.	.06		
Butter Color, W. & R.	per doz.	9.00		
Bluestone, bulk.	per lb.	.08		
Copperas.	per lb.	.01 1/4		
Camphor, gum, 1-oz. blocks.	per lb.	.95		
" flakes, 250-lb. bbls.	per lb.	.03 1/4		
" " less quantity.	per lb.	.03 1/4		
" Tar Balls, 250-lb. bbls.	per lb.	.03 1/4		
" " less quantity.	per lb.	.03 1/4		
Castoria, Fletcher's.	per doz.	2.80		
" Pitcher's.	per doz.	.75		
Carbonate of Ammonia.	per lb.	.11		
Epsom Salts.	per lb.	.01 1/4		
Glauber Salts.	per lb.	.01 1/4		
Glue, ordinary.	per lb.	.09 1/4		
" white.	per lb.	.09		
Gum Arabic.	per lb.	.30		
Haarlem Oil.	per doz.	.30		
Husband's Magnesia.	per lb.	2.85		
Jamaica Ginger, Hires', flasks.	per doz.	.36		
Licorice, P. & S., 5-lb. boxes.	per lb.	.23		
" " M. & R., 5-lb. boxes.	per lb.	.27		
" " 40, 60, 80, 100, 160, 5-lb. boxes.	per lb.	.24		
" root.	per lb.	.11		
Patty, 25-lb. cans.	per 100 lbs.	1.60		
" 50-lb. cans.	per 100 lbs.	1.55		
Petroleum Jelly, screw top, 5c. size.	per doz.	.33		
" " rec. size.	per doz.	.75		

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Paris Green, 100-125-lb. kegs.	per lb.	.24 1/2
" 1/2-lb. packages.	per lb.	.29
" 1/2-lb. packages.	per lb.	.28
" 1-lb. packages.	per lb.	.27
Rosin.	per lb.	.04
Roach Powder, Omega, 4-oz. cans.	per gross.	.80
Roachsalt, roc. size.	per doz.	9.00
Saltpetre, crystal, about 350-lb. bbls.	per lb.	.06 1/4
" granulated, about 100-lb. kegs.	per lb.	.06 1/4
Sulphur, flour, 175-lb. bbls.	per 100 lbs.	2.55
" 100-lb. bags.	per 100 lbs.	2.35
" less quantity.	per lb.	.03 1/2
Venetian Red.	per lb.	.01
Whiting.	per lb.	.02
Goff's—	Per doz.	
Cough Syrup, 25c. size.	per doz.	1.75
Herb Bitters, 25c. size.	per doz.	1.75
Oil Liniment, 25c. size.	per doz.	1.75
Sarsaparilla, 50c. size.	per doz.	3.50
Worm Syrup, 15c. size.	per doz.	1.20
Horse and Cattle Powder, 15c. size.	per doz.	1.20
Dyspepsia Tablets, 10c. size.	per doz.	.75
Iron Glue, McCormick & Co.—		
No. 5.	per doz.	.40
No. 10.	per doz.	.75
Tube V.	per doz.	.75
McCormick & Co., Bee Brand—		
Insect Powder.	per doz.	.85
Root Beer.	per doz.	.80
Talcum Powder.	per doz.	.75
Dyspepsia Tablets, 10c. size.	per doz.	.80
Triangular Quinine.	per doz.	.80
Quinine Capsules.	per doz.	.80

## Druggists' Sundries.

Acid Phosphate, Horsford's.	per doz.	4.15
Bath Brick, box 25 bricks.	per box.	.60
Sealing Wax.	per lb.	.03
Silver Band.	per bbl.	1.25
Tar, pints.	per doz.	.75
" quarts.	per doz.	1.00
" gallons.	each.	.30
" 1/2 bbls.	each.	3.50
" bbls.	each.	6.00
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.	per case.	3.75
U. S. Nerve and Bone Liment, 25c. size.	per doz.	2.00
McCord's Magic Medicine, 25c. size.	per doz.	2.00
" 50c. size.	per doz.	4.00
McCormick's Tasteless Chill Tonic, 25c. size.	per doz.	2.00
" 50c. size.	per doz.	4.00
McCormick's Watermelon Syrup, 50c. size.	per doz.	4.00
Reliable Brand Headache Powder, 10c. size.	per doz.	.75

## Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, Rose, Pistachio, No. 2 size.	.90
" No. 3 size.	2.00
" No. 4 size.	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size.	.85
" No. 3 size.	1.75
" No. 4 size.	2.00
Lemon, No. 2 size.	.90
Orange, No. 2 size.	.90

**SAUER'S**  
PURE  
**EXTRACTS**  
FOR FLAVORING ICES, CAKES ETC.  
BEST BY TEST AT YOUR GROCERS 100 & 25¢  
LARGEST SALE OF ANY BRAND IN THE UNITED STATES

Sauer's Flavoring Extracts—				
No. 1, Lemon and Vanilla.....				.45
No. 2, Vanilla and Rose.....				.90
No. 3, Lemon and assorted.....				.85
No. 4, " ".....				2.00
No. 4, Vanilla.....				2.25
Assorted cases, Nos. 1 and 2.....				10.80
" Nos. 1, 2 and 4.....				11.80
Bulk.....	pts.	qts.	½ gals.	gals.
XXX Vanilla.....	1.50	3.00	6.00	12.00
XX Vanilla.....	1.25	2.50	5.00	10.00
X Vanilla.....	1.00	2.00	4.00	8.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery.....	1.00	1.60	3.00	6.00
Peach, Rose, Apricot, Violet.....	1.50	2.75	5.50	10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistache, Nutmeg, Mace, Cherry, Strawberry, Fruit.....	1.25	2.25	4.00	7.50
Tea.....	..	..	..	Per
Kitchen Queen—				
Extract Vanilla, No. 25.....				2.00
" No. 2X.....				.80
" No. X.....				.45
Extract Lemon, No. 25.....				1.75
" No. 2X.....				.80
" No. X.....				.45
Ingersoll's Flavoring Extracts—				
High Grade Vanilla.....				1.75
" Lemon.....				1.75
Select Vanilla.....				.85
" Lemon.....				.85
" assorted.....				.85
" small size.....				.45

## Mapleine.

Crescent Brand—	Per doz.
2 oz. bottle.	retail .35 3.00
4 oz. bottle.	" .60 5.25
8 oz. bottle.	" 1.15 9.50
16 oz. bottle.	" 2.25 18.00
32 oz. bottle.	" 4.00 35.00

## Liquid Rennet and Tablets.

57	Liquid Rennet.....	Per
54	Blair's Liquid Rennet.....	1
60	" Rennet Tablets, 3 doz.....	1.10
55	Shinn & Kirk's Liquid Rennet.....	1
53	Hanson's Junket Tablets, 3 doz.....	.75
75	Union Tablets, 3 doz.....	.46

-28-

## CIDER.

Corson's—	
Barrels, 28 gals.	per gal. .16
1/2 barrels, 28 gals.	per bbl. 5.00
Kegs, 14 gals.	per case 3.00
Bottled Cider—	Per case
Duffy's 184s Apple Juice, 1 doz. qts.	3.50
" 2 doz. pts.	4.00
Anchor brand Golden Russet, 1 doz. qts.	3.75
" 2 doz. pts.	4.25
Mott's brand Golden Russet, 1 doz. qts.	3.75
" 2 doz. pts.	4.25

## CHEWING GUM.

Adams', counter jars, 100 5c. packages.	2.75
" boxes, 20 packages.	.55
Gee Whizz, 72 packs.	.47
Fleer's Chiclets, 3 lbs., bulk.	1.25
Spearmint, 20 packs, 100 pieces.	.5



## We Have Kept Close to the Retailer

In selling **Egg-O-See** and **E-C Corn** we believe in keeping close to the retail dealer. . Not as a grandstand play, but for straight business. We have proved that a retailer who is favorably disposed toward a product can do wonders for it.

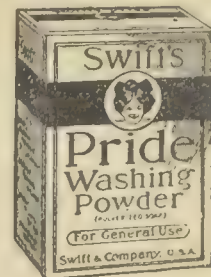
So we have succeeded in showing retailers that we are working with them to create a demand for **Egg-O-See** and **E-C Corn**, and to enable the retailer to supply that demand at a profit to himself.

Every plan we have ever operated with **Egg-O-See** and **E-C Corn** has been along two lines: First, to make as good products as human hands can produce, and second, to help the retailer create a demand for them.

Our constantly increasing sales sheets show how well we have succeeded.

**Egg-O-See Cereal Company**  
QUINCY CHICAGO BUFFALO

## Watch Profits Closely



Remember all the time that you are certain to please your customers and make the best profits for yourself by pushing

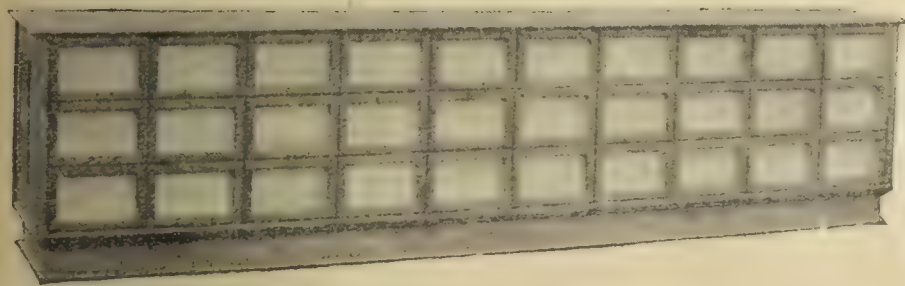
## Swift's Pride Washing Powder

Don't drop into the habit of handing out soap powders without thinking whether they pay you or not. *Every* sale means a *good profit* if it's SWIFT'S PRIDE—more especially *now*. Write the nearest SWIFT BRANCH HOUSE for particulars of our Special Profit Plan and find out why.



**Swift & Company**  
CHICAGO, U. S. A.

## WHY YOU NEED A "PEERLESS"



This "Peerless" Counter has *thirty drawers* with *display pockets*. Each would *increase the sale* of such articles as raisins, nuts, crackers, candy, loaf sugar, dried peas or beans which makes *thirty reasons* why you ought to have it in *your* store. "Peerless" Counters are made better than other counters that look like them.

Send for our large illustrated catalogue showing other reasons, styles, sizes and prices. Let us explain our plan of easy payments.

**Peerless Fixtures Company**  
MARSHALL, MICHIGAN

## We Are Proud of Knox Gelatine!



And the reason will interest you.

Grocers everywhere say it is the best selling gelatine on the market because it is the most satisfactory to their customers.

You run no risk in offering KNOX GELATINE because we guarantee to refund what it costs to any of your customers who don't agree with us.

A product which repeats and shows you a good profit should interest YOU.

**Charles B. Knox Company**  
JOHNSTOWN - - NEW YORK









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is fast crowding imported macaroni from the better retail stores in the United States. This is easily explained. **WOODCOCK MACARONI** is superior to the imported in quality and flavor—due to the highest grade ingredients and because it is carefully made under ideal sanitary conditions. It will pay you best to PUSH Woodcock Macaroni.

**WOODCOCK MACARONI COMPANY** - Rochester, N. Y.

## Suppose You Didn't Pay Rent

¶ When you figure the cost of doing business you include rent, and if you didn't have to pay rent you could sell cheaper.

¶ Just so with us. Our cost of selling is nothing compared with our competitors, because we don't use salesmen. Isn't it absolutely clear then that we can afford to sell Teas and Coffees cheaper on that account?

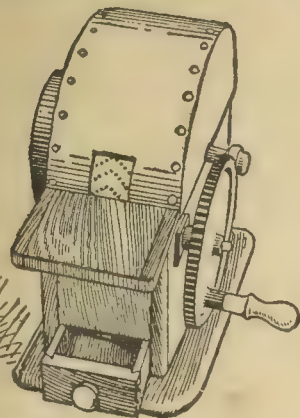
¶ Let us match your own samples or send for samples from us. In the latter case, don't forget to say exactly what you want.

**DURYEE & BARWISE** Roasters and Packers TEAS and COFFEES  
89 FRONT ST. - NEW YORK  
ESTABLISHED 1897

## HORSE RADISH GRATERS

Great Time Saver  
AND  
Easily Cleaned

Price Special  
**\$5.50**



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Caddies  
ALL STYLES

Scales, Mills  
AND  
REFRIGERATORS

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catalogue

**H. F. HEACOCK,** 51 N. Second St., Phila., Pa.

*Anker's*  
**Bouillon  
Capsules**

**SEE THEM MELT!**

Put a package of these on your counter, with a little card telling what they're are good for, and they'll melt away like snow. **ANKER'S BOUILLON CAPSULES** make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and a good profit.



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imitated but  
never equaled



One of  
the famous  
Three Leaders

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Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

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167 Front St., New York, N. Y.

*Cup  
Quality  
First  
Consideration*

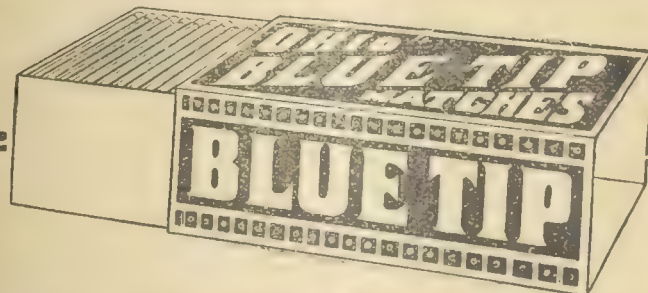


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**Teas**

**WILLIAM B. HARRIS,** Coffee Expert  
United States Department of Agriculture  
Write for samples



## The Double-Tip Match Has the Call

The double-tip match has almost wholly supplanted the old-fashioned loud-striking, flaring match. The best of the double-tip is the **Ohio Blue Tip Safety**. It is an independent match, well-made and dependable.

And it pays you 81% profit.

**OHIO MATCH SALES COMPANY,** NEW YORK, N. Y.  
Philadelphia Office and Warehouse, 411 Marshall Street







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, JANUARY 17, 1910.

No. 3.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE

GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.

P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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## President's Action March 31 May Destroy Sale of Imported Foods in this Country

**On Date Named All Our Food Product Tariffs Increase Twenty-five Per Cent. Ad Valorem, Unless Suspended by President. Such an Increase Would Make Most Imported Products Too High to Sell in this Country.**

Importers and dealers in foreign food products are doing a deal of speculating these days as to what President Taft will do regarding the maximum tariff clause of the new tariff act when March 31 arrives. It is no exaggeration to say that the President's action in this matter may be sufficiently potential to substantially destroy the present very large business done in this country in imported food products.

In substance, the maximum tariff clause provides that on March 31 all the tariffs imposed by the new tariff act of 1909 shall be increased by 25 per cent ad valorem. It is not intended that this increase shall in the majority of cases be imposed, however. It is a retaliatory measure entirely, for immediately following it appears the qualification that the President may suspend it as to any country, or the product of any country, if in his judgment such country has not imposed any unjust tariffs upon American products. In a nutshell, the idea is that the President shall let the increases stand as to those countries which are not treating our products fairly and suspend it as to all the rest.

From almost every country of Europe and Great Britain we import food products, to say nothing of the rest of the world, and almost all of them now pay some duty, and are therefore liable for the increase. Just what is in the President's mind as to which countries he intends to punish with the 25 per cent. clause is a sealed volume, but his decision will have the power to make or mar our enormous business. To use a few conspicuous examples, olive oil would pay \$1.25 more per case; some grades of French sardines would pay from \$3 to \$5 per case more; English jams and biscuits would all pay much more, and so on. A list of food products brought in here from Great Britain and the Continent, all

of which would, by the imposition of 25 per cent. of their value in increased duty, become prohibitive in price to at least a large part of the trade in this country, would probably be a great deal longer than the trade would offhand think. Just a few of the more important examples from Great Britain and Europe only are as follows:—

Jams and marmalades from England and Scotland.

Biscuits from England.

Soft drinks from Great Britain.

Alcoholic drinks from Great Britain.

Mackerel from Norway.

Canned fish products from Norway.

Olives from Spain.

Olive oil from France, Spain and Italy.

Fruits from Spain and Italy.

Chocolate and cocoa from Switzerland.

Various food products from Russia.

Raw sugar from various European countries.

Wines and liquors from Europe.

Canned fish from France and Portugal.

Canned vegetables from France.

Dried fruits from Spain, Turkey, etc.

These are just a few articles hastily jotted down without thought. They are enough, however, to show the possibilities.

Already considerable uneasiness is being felt among the wholesale trade over the uncertain prospects, and a large number of contracts for future imported goods have been taken during the past week subject to the right to cancel if the tariff increase goes on.

### **Carolina Rice Growers Prepare to Prosecute Imitators.**

The planters of "Carolina rice" along the Atlantic Coast have adopted the following measures for the protection of "Carolina rice" from adulteration and substitution under the pure food law.

Every pound of "Carolina rice" is packed in original packages and branded with the association trade-mark. The trade-mark consists of the words "The Carolina Rice Association. Trade-mark," enclosed in a diamond. The original package contains one hundred pounds net of Carolina rice and the trade-mark on same guarantees that it is free from adulteration, mixture or substitution. The association is prepared to take the necessary steps in every instance of any adulteration or substitution in the original packages containing the brand of the Carolina Rice Association to have the pure food laws strictly enforced.

### **Bad Hauling Brings Sugar Famine.**

**Jobbers Have No Sugar Whatever and Some Retailers Entirely Out for Several Days. Railroads Can't Freight it Out of City and Refiners Can't Haul Within the City. No Advance, However.**

There has been a near approach to a sugar famine in several sections of the country during the past week, owing to the effects of the Christmas storm upon the roads. The condition has been particularly bad in Philadelphia, but no worse than in some other sections.

For several days after hauling became impracticable, the jobbers got along as to sugar, as all of them had some stock on hand. During the past week, however, the stocks of many jobbing houses have become exhausted and the refiners, though doing their utmost, have not been able to haul enough to supply the demand. In consequence, several jobbers have actually had no sugar in their stores and have been compelled to turn orders down and in some cases to return money that had been paid for sugar. The Manayunk district is said to have had no sugar since around Christmas, though this condition may be lightened by the time these words see print. Some retail stores have likewise been quite out of sugar for days together and altogether the condition has been almost unprecedented.

The storm has also tied the railroads up so that they have not been able to cart sugar out of the city. As a result, outside districts have also suffered. The Franklin refinery asked for forty freight cars to ship sugar in during the

week and got three. Later it asked for more and got none.

Any other product would have taken a sharp advance on account of the temporary pinch, but sugar never moved a hair.

### **House Begins Probing High Food Prices To-day (Monday).**

**Committee Appointed to Make a Start with Prices in the District of Columbia. Prices Said to be Even Higher There than Elsewhere. Investigation, However, Will Have General Result.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 14, 1910.

The House will get under way on Monday next with its investigation of the high prices of foods. Chairman Smith, of the House Committee on the District of Columbia, on Thursday made Mr. Moore, of Philadelphia, who introduced the resolution, chairman of the sub-committee which is to make this investigation. The other members of the sub-committee are Pearce, of Maryland; Wiley, of New Jersey; Coudrey, of Missouri, Republicans, and Johnson, of Kentucky; Rothermel, of Pennsylvania, and Cox, of Ohio, Democrats.

The investigation will be based on conditions in the District of Columbia, although it will of course have a bearing as to conditions everywhere. In the District of Columbia the complaints about conditions are numerous and bitter. The scale of prices demanded for nearly all kinds of meats, vegetables, eggs, butter and other produce is said to be higher in Washington than in other cities of the country, even where the cities are much larger.

There have been many charges that a combination to maintain prices exists among the commission merchants and retailers of the District, and that vast quantities of foodstuffs are held in cold storage for the purpose of carrying out the designs of this combination.

HOLT.

### **ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

**Corporation Practice, Cases Under Food Laws**

**Trade-Mark Registration  
General Practice**



## Enter the Grocery World *and* General Merchant's Free Employment Bureau

---

Scattered over the territory covered by the GROCERY WORLD AND GENERAL MERCHANT there are thousands of clerks and managers wanting better positions, and retailers or wholesalers wanting better clerks and managers.

The GROCERY WORLD AND GENERAL MERCHANT has resolved to establish an exchange through which these people can get together. It announces, therefore, the launching of the "Grocery World and General Merchant Free Employment Bureau," whose object, in a nutshell, is to supply clerks or managers to employers, and positions to clerks or managers. There will be no charge for this service.

Every clerk wishing a position is invited to register his name with the GROCERY WORLD AND GENERAL MERCHANT'S Bureau. Naturally it will be held in strictest confidence. Every clerk so forwarding his name will receive a specification blank, which he will fill out and return, so the GROCERY WORLD AND GENERAL MERCHANT can without delay fit him to the position he is calculated to fill.

Every retailer or wholesaler needing a clerk or manager is also invited to communicate with the GROCERY WORLD AND GENERAL MERCHANT. As soon as his communication is received, he, too, will receive a specification blank which he will fill out and return. The GROCERY WORLD AND GENERAL MERCHANT will then know exactly what sort of man to put him in touch with.

The GROCERY WORLD AND GENERAL MERCHANT will work in two ways to bring together the employer who wants a clerk, and the clerk who wants a job.

FIRST.—The application for clerk or job, with or without name, as the applicant elects, will be published in the GROCERY WORLD AND GENERAL MERCHANT in the form of a Want Ad.

SECOND.—If the applicant is an employer wanting a clerk he will be put directly in touch with several of the sort of clerks he wants. If the applicant is a clerk wanting a job he will be put in communication with several employers who have jobs open he could fill. All this will be done through the mail with perfect privacy.

Everything said here applies to store managers and department managers, as well as to clerks.

Nowhere through or after the transaction is there any charge to either clerk or grocer. The idea is by way of making the GROCERY WORLD AND GENERAL MERCHANT even more valuable to its readers.

Address all communications to

**The Grocery World and General Merchant Employment Bureau**  
927 Arch Street, Philadelphia, Pa.



## The New York Letter

**Underweight Print Butter. Brooklyn Grocers Look Sharp After Food Law Troubles. Live News of Sugar Tariff Controversy. Brief News of New York Trade and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, Jan. 14, 1910.

In reply to the reports circulating in the grocery trade that print butter was being sold underweight, Commissioner Derry, of the New York City Bureau of Weights and Measures, told your correspondent that he had examined several lots of print butter and had found them to be of the right weight. One lot consisting of ten one-pound prints was one-tenth of an ounce short, he said, and dealers could not be criticised for such a slight deficiency.

Dairies operating in the up-State cities may have been warned by the State authorities, the Commissioner said, but in New York there is no cause for complaint.

Assistant Commissioner of Agriculture Henry Kracke said that he had heard no complaint of underweight in print butter, but that he would not be surprised if prints are occasionally sold a little underweight. The print, he said, may weigh sixteen ounces when it leaves the dairy, but if stored in a dry store it will lose weight by evaporation, as cereals and other foodstuffs do.

Carelessness in packing the prints may also result in making them unintentionally a little short of the right weight. In packing print butter, said Mr. Kracke, the butter is placed on a table and pressed into moulds. If the butter is not compressed enough the print will be short of weight. The size will be correct, but the percentage of moisture will be too great.

The high price of butter is still causing a great deal of talk among wholesalers, retailers and the public. Fresh butter, although not quite as high as it was a week ago, is still considerably higher than it was a year ago. The supply is short and retail grocers are compelled to take a great deal of held butter. The storage butter is steadily going up in price, so that the best grades are now only a few cents cheaper than the fresh product.

That the United States Government should follow the example of

Canada in establishing dairy schools in different parts of the country is the opinion of many men in the trade. Unless the Government encourages the dairy business, said a large dealer, the United States may yet have to depend in part upon Canada for a full supply of butter, and Canadian supplies cannot be made available without a reduction in the present customs duty.

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The question of selling process butter was brought up at a recent meeting of the Brooklyn Retail Grocers' Association, and it was said that some members have been selling it without labeling it. They have sold it out of tubs marked "Process Butter," but have neglected to label each package. Other members who have investigated the subject advised that all be careful to label each package, as otherwise the law is violated.

The sale of oleomargarine was also discussed, as inspectors have called on some of the members to find out whether or not they sell it. In response to an inquiry, one of the members said that all a dealer has to do before he begins to sell the product is to pay a license fee of \$6. The jobbers keep a list of all to whom oleo is sold. The members were reminded they must not sell it when colored.

Members were also reminded that it is illegal to sell coffee with chicory added, unless the mixture is so labeled.

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Several events have occurred in the last week in the campaign of the Government against the customs frauds in the sugar trade. Four former weighers of the American Sugar Refining Co., after being found guilty by a jury of underweighing sugar receipts, were sentenced Monday by Judge James L. Martin in the criminal branch of the United States Circuit Court to one year's imprisonment in the penitentiary. The light sentence was given because of the men's families and the recommendation of mercy made by the jury.

Oliver Spitzer, the company's former dock superintendent, who

was convicted of participation in the frauds, will be sentenced on February 1st. He has recently undergone a surgical operation and so could not be present in court Monday.

Thomas F. Riley, special investigator of the Interstate Commerce Commission, who was charged with taking and publishing in a magazine article without authority the Wickersham letters and other evidence in the sugar prosecution, was arraigned before Judge Hough in the same court. His counsel, Congressman Adams, put in a tentative plea of not guilty. The judge granted the defendant a week in which to change his plea if he desired to do so and released him in \$2,000 bail.

While the company recently paid a large sum of money to the Government to cover the duties on underweights, it is now appearing itself as complainant in another proceeding. A hearing on its claim for drawbacks on duties paid since November 20, 1907, was continued this week before the United States General Appraisers. Since the discovery of the holes in the scales used on the docks of the Havemeyer & Elder refinery, the Government's weighers have been working alone on the docks, the company's checkers having been withdrawn. It is the claim of the sugar company that these Government weighers have been overweighing cargoes, and as the sugar is melted before the Government's weights are filed, there is no opportunity for reweighing. It is said that the drawbacks may be claimed to the amount of almost \$500,000.

Then came the company's annual meeting, held Wednesday in Jersey City, at which was adopted an annual report of the directors which is in the nature of a general defense of the board and of the executive officers. This report, three columns long, was published in the advertising columns of the daily papers.

One statement of interest is that instead of being a monopoly, the company does not refine more than 43.5 per cent. of the sugar coming into this country. The board says, further, that while the cost of nearly all the necessities of life has been steadily advancing, sugar has remained nearly stationary for ten years, and such changes as have occurred since 1900 have been downward.

In relation to the customs mat-

ters, the board says it has no reason to believe that any executive officer or director of this company had any knowledge of or participation in the fraudulent underweighing.

Yet, according to prevalent rumors, one of the executive officers is likely to be indicted by the Federal Grand Jury now in session. It is now said that the Government was defrauded of \$2,000,000 a year for fifteen years.

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The egg situation changed slightly in the past week. The receipts of fresh gathered eggs have been in somewhat larger volume and the prices fell off a cent or so. On storage eggs there has been an advance of a half-cent, but holders are still worried by the fear of a break in the market. It is said that at current prices many of the holders can just about clear themselves.

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Various questions that have been agitating the wholesale grocery trade of late are likely to be brought up at the convention to be held to-day (Friday) by the New York Wholesale Grocers' Association. The more important matters are likely to be considered in executive session, as publicity is not especially desired.

The acting secretary, E. B. Hosier, has invited as speakers at the banquet in the evening, Douglas Hallam, secretary of the National Dry Goods Association, who will compare the two lines of trade; G. Waldo Smith, retired wholesale grocer; Robert G. Bursk, president of the Pennsylvania Wholesalers' Association; A. M. Graves, secretary and manager of the Pennsylvania-New Jersey-Delaware Association; A. M. Wilson, president of the New England Wholesalers' Association; W. L. Danahey, secretary of the Pittsburg local association, and others.

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Some of the tea importers of New York are now complaining that they are handicapped because the standards of inspection at other ports are not so high as they are here. As a result, they say, New York is now importing only one-fourth of the tea required in this country, although formerly two-thirds of all teas consumed here passed through this port.

One of the harmful results, it is claimed, is that inferior tea, which could not be passed here at



all, is admitted at other ports and brought to this market where it unsettles trade conditions.

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An effort to bring wholesale grocers and sugar brokers into closer relations has been made in the past year by the National Association of Brokers in Refined Sugar. The annual meeting of this association was held Tuesday at 129 Front street. The president, L. V. B. Cameron, reviewed the year's work in promoting harmony among refiners, jobbers and brokers. All the wholesale grocers' associations have been invited to cooperate.

President Cameron was re-elected. D. C. Edsall was elected recording secretary.

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George S. Hart & Co., the corporation which had been engaged in the wholesale butter and cheese business at 35 Pearl street, filed this week its schedules in bankruptcy, showing liabilities of \$225,122 and nominal assets of \$73,207. It is claimed that besides these assets there is an unliquidated claim against William L. Brown, the former treasurer. The principal creditors are banks.

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Among the new incorporations which filed their papers this week was the Oriental Spice Co., which is incorporated to manufacture spices, mustard, baking powder, etc. Capital, \$50,000. The incorporators are A. E. Palmer and A. W. Palmer, of this city, and W. H. Fick, of Hackensack, N. J.

#### SUMMARIZED MARKET CONDITIONS.

Spot coffees have continued inactive during the week. The brokers are reaching the conclusion that active buying of Brazils will not begin until next month. Prices are sustained, however. Jobbers report some improvement in the inquiries from the country for mild coffees. It is said that Europe is buying Maracaibos at prices that are not considered attractive here.

A fair jobbing demand from country distributors for teas keeps the trade here in a more cheerful humor than was the case before the turn of the year. The opinion is expressed that interior stocks are depleted to such an extent as to call for quite lively buying in the near future. Accordingly, the first

hands, while admitting that their trade is now dull, are not pressing concessions.

The raw sugar market has been strong and refiners have been buying freely for future requirements. In refined sugar there has been a steady movement on old contracts without much new business developing.

In molasses the withdrawals of grocery grades is up to expectations. The brokers predict that prices will continue firm.

Distributors are buying rice from hand to mouth. Bids from here have been turned down by Southern mills which are firm on prices. The mills have been paying the 25-cent advance on rough rice to fill orders, but are not anticipating requirements, it is said.

In spices there is the usual current demand for requirements, covering the general list; in general, the market continues quiet and firm.

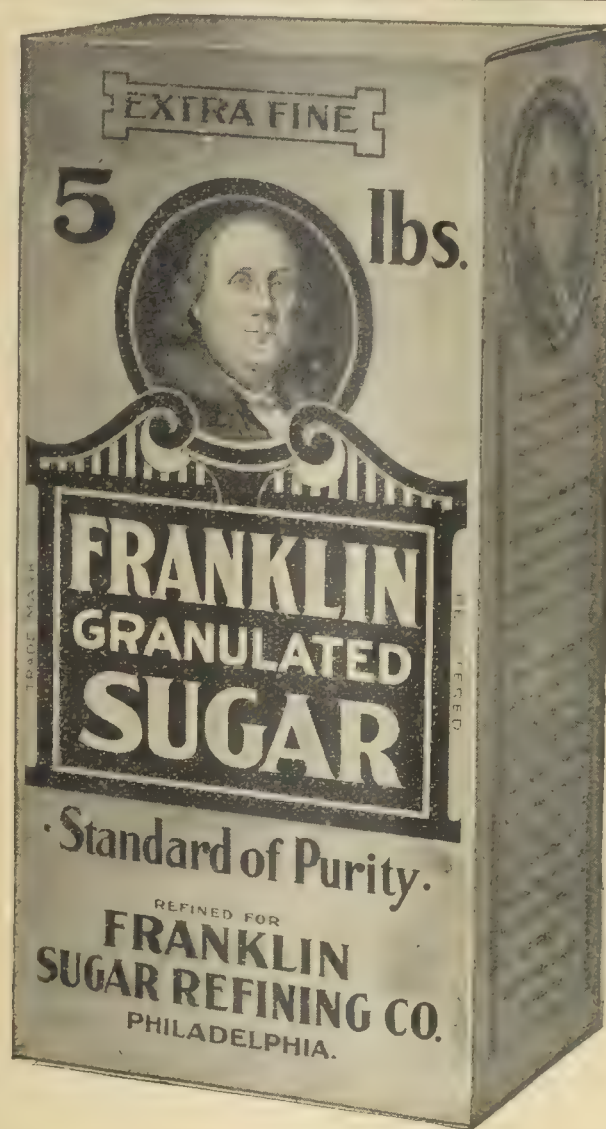
It has been reported that 75 cents f. o. b. would be the opening price on the 1910 pack of New York State Corn, but this is not authoritative. One of the up-State packers has been sounding the sentiments of buyers of futures as to 75 cents as a price. It is expected that both New York and Maine packers will offer quotations within a week or ten days. Spot corn is going into consumption in increasing volume and prices are firm. There have been some sales of Maryland No. 3 tomatoes, full standards, at 62½ cents by buyers who had to get supplies. Efforts to get carload lots at 60 cents are said to be unavailing. Good off stock peas are in demand at 65 to 70 cents. Fancy stock has an upward tendency.

California canned fruit in all varieties is firm, in fair demand and with an upward tendency. Southern fruit is mostly dull, but prices are firm.

The flour trade shows improvement in wider inquiries and in an actual advance in the bid prices. The general price for spring patents seems to be about \$5.75, with some brands selling at a slightly higher figure.

FRED. A. MCGILL.

Florida tomatoes are not coming very good and have to be ripened up after reaching the North. The range in price is \$1.50 to \$3, and the demand for good stock is good.



PACKED ALSO IN 2-POUND CARTONS

## Here's Our Idea of a Merchant

The merchant is not he who simply displays goods for sale, meets all competitors' prices and fills the orders that come in.

A blind boy could do that.

The merchant is he who, for example, has been selling bulk sugar for years at little or no profit, but who sees in **Franklin Carton Sugar** a chance to turn the loss into a profit, and who instantly adopts it.

The merchant, in other words, is he who first learns the weak spots in his business, and, if there is a tonic for them, gets it and applies it.

There are two ingredients in **Franklin Carton Sugar** as a tonic—first, the fact that you can't give more than sixteen ounces to a pound, and second, the fact that all labor of selling is eliminated.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**  
PHILADELPHIA, PENNA.



# WITH THE EDITOR

Here is the latest of those little mail-order schemes in food products which appear now and again, and usually soon drop out of sight:—

**A Foredoomed Failure.**

## NEW PECANS

**New Crop Oklahoma Pecans for family use 16 Cents per Lb., F.O.B. Ardmore, Okla. Ship by Express or Freight. Cash with order. OKLAHOMA PECAN CO., ARDMORE, OKLA.**

To be sure, 16 cents per pound is somewhat less than the regular retail price, which perhaps averages 20 cents per pound. But the latter price includes the freight or express, or whatever was paid for carriage, while the 16 cents does not. By the time that item was added to the 16 cents, the consumer would likely find himself paying *more* than he could buy for from his local grocer.

This scheme, in the writer's judgment, hasn't the slightest chance of success. Probably not one consumer out of a million would have the patience to send to *Oklahoma* for nuts!

As these words are being penned the annual convention of the Grocery and Allied Trade Press is about to open in Chicago. Very probably it will be the most important meeting of the organized trade paper publishers yet held. This is so in one respect particularly, but the full details of this cannot be divulged until they have transpired. It is not too much to say, however, that a plan will probably be consummated at this meeting by which the National Retail Grocers' Association will be provided with an income from an independent source sufficient to enable the organization to pursue its plans with dignity and respectability.

The want of an income is responsible for all the troubles in which the National Association has found itself from its very beginning. It was responsible for the

ill-judged plans of the early years when manufacturers were frankly asked for money to keep the association alive. And it has been responsible for the weakness, the uncertainty and the ill-advised attempt to get into the advertising business which have marked the course of the association since the soliciting of manufacturers stopped.

The per capita tax has been wholly inadequate. By this the local associations all over the country were supposed to pay the National a sum computed on the basis of their membership, this to be the organization's only income and its means of existence. Some money has been raised in this way, but not much. Very evidently the National has always needed money from outside sources, but whence it was to get it with honor, consistency and self-respect has been a problem. The "Grocery World and General Merchant" believes it will be able to report next week that a solution has been reached.

Here is a type of a premium scheme which probably, as a rule, does more harm than good to everybody. The advertisement is clipped from last Sunday's Philadelphia "North American":—

**An Unsettling Scheme.**

### **A Beautiful Piano Given Away Free.**

The early part of the year 1909 we notified the public that we would give a BEAUTIFUL PIANO ABSOLUTELY FREE as a special Premium (which was in addition to our regular Premiums) to the consumer in Philadelphia or Camden who would save and present to us the greatest number of coupons from our RED SEAL BORAX SOAP AND POWDER during that year. There were quite a number of contestants, each of whom received the regular Premiums offered with the above-named goods.

As a result of this contest the PIANO was awarded to Mrs. Christina Diantonio, 930 S. Eleventh street, Philadelphia, Pa., she having saved and presented the largest number of coupons from RED SEAL BORAX SOAP AND POWDER that she and others (whom she induced to use our goods) consumed. This PIANO can be seen at her address.

P. C. TOMSON & Co.,  
Manufacturers,  
27 Washington avenue (below Front street).

Obviously the object of this or any other concern that adopts this plan is not to sell as large a quan-

tity of goods as possible *at the moment*, for including the expense of the premium it is probable that most of the goods sold through it lost the manufacturer money. The object is to attract as many new customers as possible, but that probably represents the most insignificant part of the results, for the tendency of all such schemes is to inspire users of the goods to load up with them for a long period ahead. Any grocer knows this. Of course it amounts to no more in the end, and further than that it unsettles the market and the demand, both for the manufacturer and the retailer.

Naturally the scheme may yield *some* new customers, but the loading up is usually the main result, and the "Grocery World and General Merchant" will make a modest wager that this is exactly the way in which the Tomson Co. found it.

The election of Mr. William Montgomery, of the local wholesale grocery house of William Montgomery & Co., to the presidency of the Eighth National Bank on Wednesday last, emphasizes the remarkable extent to which the leaders in the wholesale grocery business of Philadelphia have figured in local banking. Mr. Montgomery is the fourth wholesale grocer to become a bank president. Francis B. Reeves, of Reeves, Parvin & Co., has for years headed the Girard National; Benjamin Githens, of Githens, Rexamer & Co., is the chief executive of the Corn Exchange, and Harry Ruetschlin, of Rauch, Ruetschlin & Co., is the president of the Textile National Bank, which he practically organized. Many other members of Philadelphia wholesale grocery houses are bank directors and officers of trust companies.

It is no coincidence that so many *wholesale grocers* have been thought worthy of commanding positions in finance. The wholesale grocery business strives against many difficulties, and he who can surmount them all and make his

business successful is equipped to run almost anything.

Apropos of a recent article by the editor of this journal on the folly of merchants who claim too much for the goods they sell, the bulletin of the Pennsylvania Dairy and Food Department has this to say:—

**Unanswerable.**

Elsewhere we give the views of an experienced lawyer, who is also the editor of one of the most widely circulated trade journals, concerning the folly which leads a merchant to misrepresent the facts in connection with any article on sale by him. In the case under consideration the indiscreet dealer actually violated law and subjected himself to arrest and fine, besides deceiving his customer who wanted and needed a different article from that furnished him. But even where deception concerning the quality of an article does not result in the arrest of the vender for violating the pure food laws, is it a wise policy to pursue? Does it produce good business results?

Let the reader put himself in the purchaser's place? Did you ever buy an article which turned out to be very different from what it was represented by the vender? And did you ever return and remonstrate with him in vain? If you have had an experience of that sort—and most of us have—did you continue to purchase from that dealer or did you take your patronage elsewhere. To ask the question is to answer it. No man or woman with average intelligence who is intentionally deceived by a dealer, and who at a later period discovers the truth, will return to that store. He who has been sold once usually concludes that if the same thing is done twice by the same individual it will be the fault of the buyer. "The burnt child dreads the fire."

This is wholly unanswerable. The proposition is indeed not debatable, yet the fact remains that it is necessary to keep reiterating it again and again, for the number of merchants who need it is very, very large.

### **Address of an Oil Tank Company.**

Sabinsville, Pa., Jan. 10, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Will you kindly give me the address of the firm manufacturing the "Bowser" oil tanks.

Thanking you in advance for the favor, I am,

A faithful subscriber,  
C. L. KELTS.

The name is S. F. Bowser & Co., Inc., Fort Wayne, Ind.



## How New Orleans (La.) Grocers Cut Out Free Goods

**Secretary Fletcher Tells How for the General Good. To Accomplish the Result Retailers had to Refuse to Patronize Jobbers Who Sold Lagniappe Givers. Mr. Pratt's Views on Why so Many Grocers Fail.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio, Jan. 13, 1910.

I present an interesting letter from C. G. Fletcher, secretary of the New Orleans (La.) Retail Grocers' Association, describing on my request how his organization rid itself of the pernicious habit of giving away free goods, or lagniappe, as it is called there.

Dear Mr. Green:—Some time past you wrote me requesting that I write you on the subject of lagniappe, what is really meant, and how our association rid our members of this evil.

Lagniappe consists of giving something for nothing with every purchase, no matter how small. It was a custom to give something to each one. Sometimes a little pepper, salt, flour and many other articles with a 5, 10 or 15-cent purchase.

The system had become so costly that it was found necessary in order to continue business that some

change should be brought about. The practice of giving something for nothing should be discontinued if possible. To such an extent did this practice get, that premiums of greater value were bought and distributed, and in many cases the storeroom for premiums and the money invested very often amounted to quite a large sum.

In the year 1906 our association began a campaign against lagniappe by getting up a roll of honor for all retail grocers to sign, pledging themselves to discontinue giving lagniappe on January 1, 1907. The entire year 1906 was devoted to this work, all signers agreeing to abide by their signatures.

Everything looked well for the first of 1907. Some of the signers stopped giving lagniappe fifteen days before the 1st of January, and on the 1st of January the practice was entirely discontinued. All went well for about fifteen days, when some of the customers of one dealer reported that the customers of another were getting lagniappe, and without waiting to find out, he began at the old practice again and soon some others fell back into line. This made the work for our committee very hard.

But the work was carried on with great energy by our committee and after a while the backsliders narrowed down to a few. So serious had this trouble become that the retailer appealed to the wholesaler. Mr. Retailer became desperate and refused to buy from the wholesaler if he sold the lagniappe giver. This after a while, had the desired effect and to-day there are only a few giving lagniappe out of the 1,500 grocers in the city.

The discontinuance of lagniappe was a hard blow to the manufacturer of lagniappe articles, and he was the cause of some of the fresh outbreaks in the ranks and we had to adopt some method to defeat him. Some of the stuff given away was analyzed and found to be injurious to health. This fact was published in the daily papers. The mothers then forbade their children from going to the stores where they gave away lagniappe and that helped us greatly. We are now having very little trouble.

This subject was always to me a small one and I always felt as if I would like to use a stick on the grocer who had to be talked deaf, dumb and blind before he gave up this practice, and before we could persuade him to keep his cash in the drawer and not to believe what was said about his neighbor.

CHARLES G. FLETCHER,  
Secretary Retail Grocers' Association.

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Mr. John W. Pratt, of Olean, N. Y., who recently contributed something on the cost of doing business, sends the following views on one reason why grocers fail in business:—

Ex-President Kramer's letter has inspired me to name another reason why so many grocers fail in business.

I am persuaded by observation and experience that 50 per cent. of the grocers depend upon the jobber or his salesman to tell them what per cent. of profit to mark their goods.

The salesman will tell the grocer that such and such articles, as tea and coffee, pay him  $33\frac{1}{3}$  per cent. profit; that certain other commodities, such as canned goods, pay him a profit of 25 per cent., and so on.

The grocer either does not figure it out for himself, or else is incompetent to do so. Consequently, he marks his goods according to the jobber's percentage, and at the end of the year finds for some reason is losing money.

Now, for a few minutes let us consider why the jobber who does this is wrong.

He never takes into account the fact that the purchase price is not all of the cost of the goods. The average grocers thinks that, if he marks his tea and coffee  $33\frac{1}{3}$  per cent. above the purchase price he is making  $33\frac{1}{3}$  per cent. on his total sales of tea and coffee. The jobber never tells him that  $33\frac{1}{3}$  per cent. on the purchase price is only 25 per cent. on the sales; that when his sales in tea and coffee amount to \$100, he has only made a gross profit of \$25; that the expense of operating his business, of 17 per cent., is to come out of the 25 per cent. and that all he has left of the jobber's  $33\frac{1}{3}$  per cent. is 8 per cent. on his tea and coffee sales.

Some people tell the grocer that when he pays 80 cents per dozen for canned goods and sells them for \$1 per dozen he is making 25 per

Only a suggestion, but "Think it over"—

# Develop Your Coffee Trade

Here's a starter: Find out whether or not Mrs. Brown buys Coffee of you. Make a list of all of your trade, then for ten days check off **every sale of Coffee** against the name of the buyer. There will be many names not checked. Why haven't you sold them Coffee? Simply because you have not tried as hard as some other dealer, or if you have, then you don't sell FISCHER'S COFFEES.

## Hotel Astor Coffee and Fischer's New York Coffees

are certain order getters for every priced buyer.

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us



cent., and the grocer supposes again that when his sales in canned goods amount to \$100 his profits are \$25.

These people never tell the grocer that 25 per cent. on the purchase price is 20 per cent. on the selling price, and that when his sales on this basis amount to \$100 his gross profits are only \$20 and that when he has deducted the expense of running his business of 17 per cent. he has only 3 per cent. profit.

Again, the manufacturer's advertisements with reference to the profits which the grocer makes are often misleading. The manufacturer never takes into account two things: First, like the jobber, he never seems to realize the difference between the purchase price and the selling price; second, he never considers the grocer's per cent. of expense in selling his goods.

The manufacturer is absolutely wrong in saying his goods pay the grocer 30 per cent. If it cost the grocer nothing for rent, clerk hire, etc., and if he himself lived on wind, and paid out nothing for clothes for himself and family, then the manufacturer might rationally talk about 30 per cent. profit.

The other day we wrote a manufacturer who advertised a certain deal as paying the grocer 30 per cent. profit if he meant that when the grocer's sales amount to \$100 he made a gross profit of \$30, and the manufacturer did not answer the question, but inclosed more misleading advertising.

A few days ago a salesman from Boston selling coffee urged me to buy coffee of him at 28 cents a pound and sell it at 35 cents, saying it would pay me 25 per cent. profit. I told him it would only pay me 20 per cent. profit and that was not enough on coffee; that it cost me 18 per cent. to run my business and that his proposition would not pay me a net profit of 1 cent a pound. He went away in a rage.

How many of our readers think I was wrong about the 1 cent a pound profit?

Of course, experienced grocers know you cannot apply a certain percentage of profit to every article. To meet competition we must sell sugar and butter and often a number of things below cost, and that it is necessary to mark some goods like tea, coffee and fancy groceries enough higher to make up, if possible the loss on the former products.

Ninety per cent. of the grocers would not fail if they depended upon successful association grocers to figure their percentage for them instead of the jobber or manufacturer.

## BOOK REVIEWS.

**Success in Retailing: The Variety Business.** By Glenwood S. Buck, advertising manager for Butler Brothers, Chicago, Ill. A 219-page work, very well printed, containing all sorts of ideas for the betterment of business. The basic idea is the "variety business," as expressed in the title; which means the business in inexpensive articles such as 5 and 10-cent stores carry. This is really the line along which Butler Brothers have specialized their business, and the book is a mine of hints and ideas concerning it. In the appendix are some good half-tones illustrating arrangements for variety stocks. The book is carefully indexed and is worth anybody's reading.

## Wholesale Grocer Thinks Rice Campaign Not Wholly Sound

**Denies that Retailer's Profit is Excessive on All Grades of Rice. Thinks if Growers Will Create Enough Demand Question Will Settle Itself.**

[The grocers of the country are beginning to notice the campaign of the Rice Association of America to increase the consumption of rice, which was described and discussed in a recent issue. Readers hereof will remember that the Rice Association in its literature charged that the average retail grocer's profit on rice was too large. Concerning this point and various others connected with the campaign, G. Ed. Diefenthaler, a well-known New York wholesale grocer, has issued a statement during the past week. Mr. Diefenthaler also discusses the scheme of the Texas-Louisiana Rice Association, a separate organization from the larger association, to advertise and sell rice direct to consumers. This scheme was also discussed in a recent issue of the "Grocery World and General Merchant." Mr. Diefenthaler's statement follows.]

The idea seems to prevail among the Southern rice men that all rice is retailed throughout the North at not less than 10 cents per pound, and since this impression has become so general the plan for advertising adopted by the Texas-Louisiana Association (shipping rice direct to consumers—ED.) does no doubt seem like a good method of compelling the retailer to lower his price.

I want to state, however, that Japan styles have been and are retailed now in thousands of instances at 4 cents per pound, and in many cases even less. One concern recently purchased a line of Japs at 3 cents and advertise to-day at 3½, thus using rice as an attractive drawing card.

Screenings and line rices generally retail at from 4 to 7 cents, and at 10 cents the retailer offers the fanciest grades of Honduras, and many times this kind as low as 8 cents. Therefore the statement that all rice retails at 10 cents is incorrect, for each grade usually reaches the consumer at whatever price it is actually worth.

Although these occasional years of extreme low prices appear disastrous to the growers, they directly benefit the entire industry through the fact that the grocery demand is naturally increased and thus the consumption.

Many channels are opened by 2¾-cent and 3-cent prices on Japans that would not be at figures 2 cents per pound higher. Retail dealers who once start to sell rice at these low prices will continue even when prices go to a higher level. It is not the fact that these dealers can sell the rice cheap to consumers that does the

business, but the fact that they advertise the article among their customers and remind the housewife that rice makes a delicious food.

Now then, admitting that low prices attract the retail distributors and cause them to push rice more vigorously than when prices are higher, this will not alter the fact that it is simply a question of advertising to consumers the virtues of rice in order to increase the demand. Each new distributing medium opened up, whether the principals make a tremendous profit on their sales, or only a small percentage, means another substantial friend for the growing industry. Therefore, those most interested in the rice business should see that more distributing outlets are established, which can never be done by the present method of quoting low prices by the association direct to consumers, thus discouraging the enthusiasm of the retailers who now help tremendously to market this commodity. Show the wide-awake grocer how he can make 2 or 3 cents per pound profit on a thousand-pound lot of rice and he may be induced to buy that quantity and put it up in attractive packages to display in his show window, and get his clerks to endeavor to make new customers of families who do not frequently buy it.

This quantity is an unusually large purchase for a Northern retail grocer, and the average man would not consider that amount if he did not see the opportunities of a good profit through his efforts to increase the sale of rice. Do not overlook the fact that I say "effort," for it does require a great

effort to introduce rice in many instances. I dare say that not 20 per cent. of the people of the North are "rice eaters." Then, too, the expense of marketing rice on the part of wholesale grocers and the retail man also are enormous items. I can cite an instance where the matter of the freight and hauling from New York to an interior Western point (eighty miles from railroad) amounted to \$4.60 cents per hundred weight, and the Japan rice shipped at that time was worth \$4.50 at the mill. Is it any wonder that our Southern friend, who traveled through Colorado some time ago, was charged 12 cents per pound in a retail way from the backwoods country dealer?

The cost of handling rice from the time it leaves the mill until it reaches the home is added to in a thousand different ways. Traveling expenses of salesmen, cartage, freight, rentals, salaries, bad accounts, shrinkage, damage and no end of other items go to swell the actual cost, and are and always will be, "necessary evils" in the distribution of the rice crop.

The summary of the whole situation, however, resolves itself right down to the same theory, create the demand, and forget the price. The one will make the other. Get the demand for rice as great as that for wheat, and the retail merchant will, through competition, be forced to sell rice on a cheaper basis.

G. ED. DIEFENTHALER.  
New York, N. Y.,  
January 13, 1910.

### New York Sealer Attacks Short Weight Retailers.

At last Thursday's session of the National League of Commission Merchants, held in Norfolk, Va., Fritz Reichman, Sealer of Weights and Measures for the State of New York, made a fierce attack upon retail dealers who gave short weight. He declared that the consumers of the land were being cheated by unscrupulous dealers who sold short measure and short weight. He urged the commission men to keep after Congress for a uniform law compelling a standardization in weights and measures and inflicting heavy penalties for violation of the law. For this he was extended a vote of thanks.





## Here's a Coffee Proposition That Will Open Your Eyes

We'll not only send this assortment of BLANKE'S COFFEES, which cost you \$51.74 and guarantee to take back all you haven't sold at the end of 60 days, but we'll also include four of our Drip Coffee Pots free and our Silent Salesman Display Stand.

You give a Coffee Pot FREE to all customers purchasing one can each of the Faust Blend and Grant Cabin at \$1.00 per can, if they are willing to become constant users of whichever brand they prefer. They will be pleased to tell others, thus advertising you and the quality of the coffee will hold their trade and bring them back to you. In ordering state whether you wish whole, ground or pulverized, or how assorted.

			Wholesale	Retail
6-2 lb.	7-ounce Cans	Faust Blend, at 80c	\$4.80	\$6.00
6-3 lb.	"	Grant Cabin, at 80c	4.80	6.00
6-1 lb.	"	Faust Blend, at 33c	1.98	2.70
6-1 lb.	"	Grant Cabin, at 28c	1.68	2.10
12-2 lb.	Canisters	Oak Lawn, at 40c	4.80	6.00
12-2 lb.	"	Mojav, at 44c	5.28	7.20
60-1 lb.	Cans	Tally Ho, at 19c	11.40	15.00
60-1 lb.	Bags	World's Fair 20c Blend, at 16c	9.60	12.00
40-1 lb.	Bags	World's Fair 25c Blend, at 18½c	7.40	10.00
			<b>\$51.74</b>	<b>\$67.00</b>

Less freight allowance to your shipping point. A smaller assortment on same terms can be had without the Display Stand.

**4 COFFEE POTS FREE**

**1 SILENT SALESMAN**

Our national magazine advertising helps you to sell our coffees.

**The C. F. Blanke Tea and Coffee Company - - - St. Louis, Mo.**

## You Must Charge High Prices, But Be Sure to Give Good Butter

Butter is high now, and your customers are grumbling, but they'll grumble with reason if you charge them a high price and give them poor butter. That might not be your fault either—a lot of print butter runs irregularly and the grocer can't always be sure.

If you sell GURNSE butter your customers may still grumble at the inevitable high prices, but they'll be satisfied with the butter. That's a heap sight better than the other condition.

GURNSE butter is the fanciest dairy butter possible to make. Everything about it is of the very highest class, and it runs absolutely regular all the time. That alone is enough of an advantage to sell it.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—41 cents.  
Prices subject to market changes.

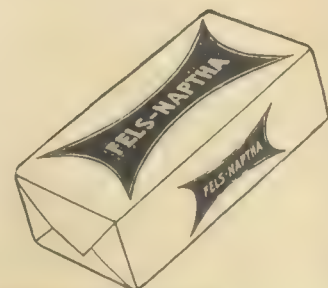
**P. F. Brown & Co., 39-41-43 S. Front St., Phila., Pa.**



## Putting Dollars

into Fels-Naptha soap is like buying good bonds—the money is *invested*.

Fels-Naptha's popularity and sale are certain: and the grocer who keeps it well displayed may even increase his general business thereby.





# Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**About Neat Displays.**—It doesn't take an expert or even a man with a "born knack" to fix things up attractively. Take, for instance, Crosse & Blackwell's jams that grocers are pushing so strongly just now on account of the new price. Cover a small table with white paper and make a separate pyramid, six pots each, of the different kinds, and in each place cards 3 x 4 inches printed "C. & B. Strawberry Jam 21," "C. & B. Black Currant Jam 21," and so on covering the whole assortment. In this way you not only get a complete display without upsetting your stock room, but you hit the customer's favorite kind at a glance. Try it. Try it on other kinds. Try it on pickles, flavoring extracts, dessert preparations.

\*\*\*

**Store Advertising.**—Whether your store does newspaper or handbill advertising it's up to you to follow it up. How? By displaying the goods advertised. By talking them. By having a dozen or so of the ads. stuck around the goods. Writing and printing the ad. isn't everything. You, yourself, must follow it up. It's a serious business. It costs money to tell the public in print what you've got. And the public are big forgetters. Let them understand that your handbill or your newspaper announcement was sent out for business.

\*\*\*

**Here's A Good Idea.**—Apples are high; sweet potatoes are high; so are white onions, green peppers and a lot of stuff like that. Why not fill 20 or 30 carrier baskets with these and put a 10-cent or 15-cent price on them, according to the size of the basket and the article itself. You'll be surprised how many people will catch on to these—people that don't like to call for less than a half peck. It's just one of the ways of hitting the small buyer. And mind you, the small constant buyer is the profitable buyer in the end. But

the point is, "you make two blades of grass grow where only one grew before." That's what makes the clerk a valuable one. Hunt up some carriers and get at this thing. Do it to-morrow morning. Show the boss "you're there with the goods."

\*\*\*

**Back-Patting.**—Some fellows want to get a pat on the back for everything they do. Take my advice and don't look for it. It mightn't be good for you anyway. It takes a mighty big and a mighty careful employer to throw bouquets. Few of us employees could stand it. Just dig in and earn more than your salary. Eyes that you see not are on you.

\*\*\*

**New Customers.**—This is the month to get new trade. Resolutions are in order. Men and women are on the economy as well as on the water wagon. Look out. Do some talking. Do some good, sound, sensible, hard arguing for your store. If it's a cleaner store; if it carries better goods; has a better delivery; sells lower and has better and more polite clerks than the other fellow—tell it out. Win a few good people your way this, the first month of what is going to prove the most wonderful commercial year in the history of the world. That would be doing something.

\*\*\*

**Don't Talk Trouble.**—One of the bad things some young fellows are guilty of is talking trouble. If you brought it on yourself keep it to yourself. Live it down like a man, but don't be selfish enough to ask the other fellow to help you live it. Each seeming trouble should be a guide post. It isn't considered smart any more to blow about sowing wild oats. The clever, shrewd, level-headed fellow sows wholesome corn and lets it grow up "full on the ear."

\*\*\*

**Be True To The Boss.**—Speak well of him on every occasion, espe-

cially outside. If you take exception to some things he does, if you disapprove his methods, keep it under your hat 'till he and you get a chance to unfold yourselves. Then be straight up and down about it, and if he's half a man he'll say "shake."

## One More Month's Work of Pennsylvania Dairy and Food Department.

Current Bulletin Shows that All Lard Samples Examined Were Adulterated. Nearly All Butter Pure.

The current number of the monthly bulletin of the Pennsylvania Dairy and Food Department presents the following summary of the month's work:—

REPORT OF ANALYSES.	
Butter Samples, 136.	
Oleomargarine . . . . .	2
Pure . . . . .	134
Total . . . . .	136
Ice Cream Samples, 4.	
Below standard in butter fat. . . . .	2
Pure . . . . .	2
Total . . . . .	4
Lard Samples, 6.	
Adulterated . . . . .	6
Non-Alcoholic Drink Samples, 32.	
Adulterated . . . . .	4
Pure . . . . .	28
Total . . . . .	32
Oleomargarine Samples, 3.	
Uncolored oleomargarine . . . . .	3
Pure Food Samples, 39.	
Adulterated . . . . .	39
Vinegar Samples, 4.	
Adulterated . . . . .	2
Pure . . . . .	2
Total . . . . .	4
SUITS AND PROSECUTIONS.	
Ice Cream Cases, 2.	
Terminated . . . . .	2
Non-Alcoholic Drink Cases, 4.	
Terminated . . . . .	4
Oleomargarine Cases, 2.	
Terminated . . . . .	2
Pure Food Cases, 39.	
Terminated . . . . .	39

Vinegar Cases, 2.	
Terminated . . . . .	2
LICENSES ISSUED FROM JANUARY 1 TO NOVEMBER 15, 1909.	
Oleomargarine Licenses, 657.	
Boarding house . . . . .	18
Hotel . . . . .	5
Restaurant . . . . .	7
Retail . . . . .	617
Wholesale . . . . .	10
Total . . . . .	657
Renovated Butter Licenses, 3.	
Retail . . . . .	2
Wholesale . . . . .	1
Total . . . . .	3

Total amount of money received from said licenses for 1909 is \$45,157.43, and this sum has, in accordance with law, been deposited in the State Treasury.

This number of the bulletin contained no reports of adulterations found.

## Massachusetts Permits Sale of Bleached Fruits Under Restrictions.

A recent ruling of the Massachusetts State Board of Health takes up the much discussed proposition of sulphur dioxide as a preservative of foodstuffs, setting forth regulations as to the quantity which will be allowed hereafter. It was also stipulated that labels must state that the preservative is used. The full ruling is as follows:—

COMMONWEALTH OF MASSACHUSETTS.  
Office of the State Board of Health.  
State House, Boston, Mass.

### NOTICE.

Notice is hereby given that on and after January 15, 1910, no food product sold in this State may contain more than 350 milligrams of sulphur dioxide per liter in wines, or 350 milligrams per kilogram in other food products, said limits being also those set by the United States Department of Agriculture. Furthermore, the amount of sulphur dioxide in such products must be indicated upon the labels thereof, in accordance with Section 19 of Chapter 75 of the Revised Laws.

MARK W. RICHARDSON,  
Secretary.

## Window-Dressing Articles Wanted

For several months the "Grocery World and General Merchant" has been looking for the right man to take charge of its "Window-Dressing Department" and contribute a good, suggestive weekly article. We have tried several, but none was exactly what was wanted.

We will now attempt to get these articles from our subscribers, probably every one of whom has some technical knowledge of window-dressing. What we want is articles clearly describing window displays that can be made by the average retailer; not necessarily new or original—in fact, those which have been used successfully are perhaps preferable to all others.

For all acceptable articles, the "Grocery World and General Merchant" will pay an average price of \$5 each. All matter sent in under this arrangement should be addressed to the "Window-Dressing Department." If drawings are also sent they should be made throughout in black ink (not pencil).



# Going Through the Motion, But Catching No Fish



"WAITING FOR A BITE"

You may have **BAIT**,

and you may have **HOOK** and **LINE**, but you must fish where **FISH** are to be found, or you will not have much success.

Buy your Groceries where they are in great variety, of good quality, and cheap. We offer the largest line of Groceries at the lowest prices to

be found on this market. Give us a trial order.

Frying Tomatoes, Knight's Fancy Jerseys, No. 3	
cans, 2 doz. . . . .	per doz., \$0.85
5 or 10-case lots . . . . .	per doz., .82½
Peas, Arbutus Brand Wisconsin Standard Early	
June, No. 2 cans, 2 doz. . . . .	per doz., .97½
5 or 10-case lots . . . . .	per doz., .95
Peaches, Colosseum Brand California Lemon Cling,	
No. 2½ cans, 2 doz. . . . .	per doz., 1.32½
5 or 10-case lots . . . . .	per doz., 1.30
An elegant quality Peach for so low a figure. Full cans, large halves, and costs you only about 11c. per can.	
Corn, Mountain View Brand, Fancy Maine Style	
Crushed Sugar Corn, 2 doz. . . . .	per doz., .80
5 or 10-case lots or over . . . . .	per doz., .77½
A great bargain in Maine Style Crushed Sugar Corn.	
Oregon Prunes, Golden Crown Brand Fancy—	
30-40s, 25-lb. boxes . . . . .	per lb., .08½
40-50s, 25-lb. boxes . . . . .	per lb., .06½
50-60s, 25-lb. boxes . . . . .	per lb., .06½
60-70s, 25-lb. boxes . . . . .	per lb., .05½
5 or 10-box lots, one kind or assorted, at ½c. per lb. less.	
Finest quality Oregon Prunes on the market, and a bargain.	
Buttermilk Toilet Soap, Genuine Cosmo, gross lots .	per gross, 5.95
¼ and ½-gross lots . . . . .	per gross, 6.15
Quaker Silver Farina, 24 2s . . . . .	per case, 2.67½
Each package contains a triple plate silver teaspoon.	
Old Dutch Cleanser, 48 10c. packs . . . . .	per box, 2.95
F. O. B. cars Philadelphia. No free delivery in any quantity. Not over ten cases to any one buyer.	
OLIVES, No. 8 XXXX cylinder bottle, 3 doz. . . . .	per doz., .85
5 or 10-case lots . . . . .	per doz., .82½
Window Glass, 8 x 10, single boxes . . . . .	per box, 1.70
5-box lots . . . . .	per box, 1.65
Not over 5 boxes to any one buyer.	
Buckwheat Flour, Finest Quality, white, grain	
bags 125 lbs. each . . . . .	per 100 lbs., 2.27½
5 or 10-bag lots . . . . .	per 100 lbs., 2.25
Lunch Tongue, Libby's, No. 1 cans, 2 doz. . . . .	per doz., 2.90
Chalmer's Gelatine . . . . .	per doz., 90c.
per gro., 10.50	
Peaches, Field Brand Choice Muirs, elegant size	
fruit, very bright, soft and meaty, 25-lb. boxes, per lb.,	.07½
5 or 10-box lots . . . . .	per lb., .07½
Pumpkin, Silver Lake Brand Extra Fancy Jersey,	
No. 3 cans, 2 doz. . . . .	per doz., .72½
5 or 10-case lots . . . . .	per doz., .70

## GET IN TOUCH WITH US ON DRIED FRUITS

We offer the largest and most economically-priced line of Dried Fruits to be found on this market. Write for *The Cash Grocer*, our weekly price-list detailing the full line.

We guarantee all goods to give entire satisfaction or they may be returned to us at our expense, freight both ways. You run no risk by buying Groceries from B & P. We sell for **CASH** and employ no traveling salesmen, and are therefore in position to make very advantageous prices.

These Prices for This Week Only —Jan. 17th to Jan. 22d, inclusive.

WRITE FOR THE "CASH GROCER," CONTAINING  
OUR QUOTATIONS ON A FULL LINE OF GROCERIES

**BARBER & PERKINS**  
**WHOLESALE CASH GROCERS**  
29, 31, 33 N. Water Street      28 N. Delaware Avenue  
**PHILADELPHIA, PENNA.**



"My boy, I'm pleased with your work. I've just been looking over the salesbook and I'm going to give you that raise. I wish every man in the place could learn to sell goods like you do."

"Well, they can learn the same as I did, I guess. You see, I've been taking the **SHELDON COURSE** of Scientific Salesmanship, and,—"

"Oh, you have, eh! Well, you've got the right idea, Frank. Keep it up!"

Go thou and do likewise.

*Write for our catalogue.*

# Sheldon School

505 Republic Building  
**Chicago**





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XXXIII.—How Shall the Business Man Invest His Spare Money?

There comes a time in the life of all successful business men when they have some money to invest. It may be only a little, or it may be a considerable sum; in either case the finding of a desirable investment is not always an easy matter. There are plenty of investments, but it is a conservative estimate that 95 per cent. of them are undesirable for one of two reasons: They do not yield sufficient return, or they offer insufficient security.

The subject of investments for business men has offered itself as a subject for this article. It is a large topic, and obviously cannot be covered in an article of this scope. Nevertheless I may be able to make some practical suggestions which may prove of value.

In addition to standard investments like stocks, bonds, etc., there are innumerable mercantile investments, such as investing money in businesses of some kind which I will not attempt to treat here at all. Whether these are desirable or undesirable depends upon the facts of the given case, which vary very widely.

The three investments which most commonly present themselves to the business man are stocks, or bonds, or real estate.

Stocks divide themselves into many classes. All have one common feature—they are stocks of a corporation. Roughly they can be divided into two classes: Commercial stocks, and stocks of mining and kindred companies.

Some of the disadvantages of a minority stockholder in a corporation I have already touched upon in another article. To own stock in a prosperous corporation is usually a fine thing for the stockholder who controls, or without control, it may be just as fine if those who do control are honest and fair men. Unless one

of these elements is present a stock investment presents the risk of not being fairly dealt with, and it also presents the added risk, even if one of the necessary elements is present, of the corporation's failure to make enough money to pay dividends. When this is the case, the entire investment may easily be lost, for the stock of an unprofitable corporation is not usually very salable.

The stocks of corporations of the other class—mining companies, etc.—are usually even less reliable. For every honest mining company with a mine, there are probably fifty that are fraudulent or worthless! Usually the latter present the most alluring propositions. The man who invests money in mining stock is totally at the mercy of many contingencies: First, that the company is honest and will properly apply his money and return him his share of any dividends; second, that if honest, it really has a workable mine; third, that the workable mine will produce anything; fourth, that if it does produce anything its facilities will permit it to convert its ore into marketable metal on a profitable basis.

With the headquarters and all the property of mining companies thousands of miles away, the small stockholder is in a very precarious position. For every one that gets any return from his investment, ten thousand do not. The average mining corporation seems to have no stability whatever. Its favorite pastime is reorganizing and ousting stockholders.

It seems to be conceded among investors that the stock of a conservatively managed bank is about the safest corporate stock one can buy. Country banks, especially. These institutions are under constant Governmental supervision and not only offer good security,

but pay good and often large dividends.

Bonds are considered by many investors an ideal investment, and in some ways they are. The manner in which they are marketed, however, has serious disadvantages to the small investor. Take railroad bonds, which are usually secured by a mortgage upon all the property and franchises of the road. Surely a sufficient security, one thinks, and the security undoubtedly is ample. The trouble lies with the investor's remedy in case of default. Under ordinary conditions, if a railroad defaulted in the payment of interest on its bonds, the bondholder could begin foreclosure proceedings under his mortgage, and sell it out. If he examines his papers, however, he will find that the road has fixed him so that he cannot do that at all, for practically always there is a provision that no bondholder can begin proceedings unless he is supported by the majority of bondholders. The almost invariable course is to appoint a bondholder's committee, who have a receiver appointed. The receiver more often than not runs the business, ostensibly in the interest of all the bondholders, but actually in the interest of anybody else able to control. Thus foreclosure proceedings are indefinitely postponed and when final settlement comes, if it does come, the dividend is mostly eaten up with legal and other expenses.

Municipal bonds are generally safe, but there is always the legal question whether the municipality had authority to issue them, and whether they were issued in accordance with law. Under the law a municipal bond improperly issued is often worthless, and is troublesome to recover upon even when not worthless. The security behind a properly issued municipal bond—a lien, so to speak, upon the right of taxation—is unimpeachable. The return, however, is moderate—usually from 4 to 5 per cent.

United States Government bonds are of course the safest investment of their class in existence, and they pay the smallest return—often not over 2 per cent. net.

Next consider real estate as an investment. It can hardly be denied by any one who has studied the subject that the ideal invest-

ment from every possible standpoint is first mortgages on improved real estate. In the first place they offer good returns. Mortgage interest varies according to the strength of the security, the circumstances of the particular case, the laws of the State, and so on. Generally speaking, mortgage interest will vary from 4 to 6 per cent.

In the second place, the security behind a good mortgage is as nearly perfect as security can be. Take a \$2,000 mortgage on a house worth \$5,000. If the mortgagor fails to pay his interest the mortgagee can foreclose and sell the property. That it would sell for more than enough to pay his \$2,000 is certain in the great majority of cases. There are no other holders to consult, no majority interests to take matters arbitrarily into their own hands—the mortgagee is absolute master of the situation.

Naturally the buyer of a mortgage should see to it that there is sufficient margin between the amount of his mortgage and the reasonable value of the property to make him safe. He should also look with particular closeness at a second mortgage, if offered him, which time after time has been wholly or in part wiped out by the fact that the property, when sold on foreclosure under the first mortgage, did not bring enough to pay both.

Buying real estate outright as an investment may be a reasonably safe investment, or it may be a precarious and very worrying one. Cases widely differ. I have seen many a man withdraw money from solid 5 per cent. mortgages and put it in real estate which he expected to yield him 8 to 20 per cent. greatly to his subsequent regret.

(Copyright, January, 1910, by Elton J. Buckley.)

Bell Phone  
Spruce 65-66

Keystone Phone  
Race 6-33

Cable Address, "Enyap"

**Payne Detective Agency**

LICENSED. BONDED

THEO. E. PAYNE, PRINCIPAL

Legitimate Work Only

Male and Female Operators

Highest Legal Connections

Main Offices (Open all night)

WOOD BUILDING

34 and 36 S. 16th Street, Philadelphia, Pa.  
New York Office, Longacre Building, Times Square,  
New York City.



Question: "W. S., Philadelphia, Pa.—A has a grocery store, sells out to B, who in turn sells out to C, in August, 1908. D, who is a baker, served A and B, and also serves C, has remarked that one of the cases in C's possession belongs to him (D). C had not seen any name or other mark on said case. D called about three months ago in C's absence and removed case, leaving one marked with his (D's) name. C asks D to return the first case, but he (D) has not done so. Last week D called with a receipt (blank) acknowledging receipt of case, marked with D's name, which he requests C to sign. C refuses to sign and will not let D remove the case marked with D's name until he (D) returns the first case, which he (D) removed, whereupon D claims that first case belonged to him, claiming that it was marked on top, and claiming that he had left it in A's possession. C had never seen any such mark. Can C recover the first case, and what is his (C's) position?

Answer.—This case turns on whether C legally bought the box. His bill of sale should show this, although it could be improperly on the bill of sale. If the box belonged to A, who transferred it to B, who in turn transferred it to C, then it is C's, and C can hold it against all comers. Naturally the converse is true if the baker owned the box, and merely loaned it to A, who transferred possession of it to B, who likewise transferred it to C. In that event only possession passed—not title—the box is still the baker's, and he can reclaim it.

In this case, however, the visible evidence all seems in your favor. The box did not bear the baker's mark, as the rest of them seem to, and it came to you with the business. There is nothing but the baker's word that it is his; and I should require him to prove ownership before I surrendered it. Unfortunately, the baker already has it, but you are protected because you have one of his. My advice is to refuse to give up his until he either returns yours or proves that it belongs to him.

Question: H., Shamokin, Pa.—We have taken out a retail license for oleomargarine and do not fully understand the law for selling same, and we would like to know if we can take orders from our wagons on the streets and then go to our store and then deliver same? We are under the impression that we can only sell

to customers inside of our store. We noted some time ago in Gimbel Bros.' advertisement that they do not deliver oleomargarine.

We are subscribers to the "Grocery World and General Merchant" quite a few years.

Of late many merchants are taking out retail licenses for oleomargarine and no doubt very few understand the law governing same, so an answer to our question would be welcome news.

Answer.—It is well established that a man who takes out a retail oleomargarine license for a store can sell under it at that store only. He cannot sell under it at a branch store, nor can he sell from wagons. But in my judgment a grocer who has a license for his store can unquestionably solicit orders through his wagon, if the actual filling of the orders is done at the store and the goods shipped from there.

Gimbel Bros.' refusal to deliver oleo has nothing to do with this point.

Question: C., Millersburg, Pa.—I write for information in regard to the Merchants' Mercantile Agency, with head offices at Pittsburg, Pa., Hartje Building, incorporated 1889. Are organizers of business men's associations, publishers of "The Credit Experience Guide," give commercial reports, individual reports, and make collections. Represented and furnishes credit ratings in every county in the United States. Their way of conducting their business, as I understand, is to organize business men's associations in towns and each member is expected to furnish a list of his customers properly rated. These names are all printed and their rating put in a book which the Merchants' Mercantile Agency furnishes each member of the association at a cost of \$16 for two years. Their way of collecting is through the clerk of each local association, and if a man owes a bill in one town and moves away to another town without paying, or rather refuses to pay his bills in the town before leaving, he is then looked after by the clerk of the association in the town or locality in which he moved. That clerk is then expected to make your collections. The fee allowed as a rule to the clerk is 10 per cent. of the amount collected. Now, what I want to know is, if in your judgment is it a good thing for me as a grocer? Is it really as much benefit as they claim for it, and would you think it a good thing to organize a business men's association like this in a town of 2,000 population, with about twenty business men

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

We guarantee this plan to sell **Skipper Sardines**. Isn't that worth investigating?

### Angus Watson & Company

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

## Let Me Sell You Cheese

I am Philadelphia's largest importer of Emmenthaler, Roquefort, Camembert and other fancy Cheese.

Owing to the large quantities that I import I am able to sell you the best at the lowest market price.

I also have a full line of Delicatessen and Fancy Groceries on which I can save you money.

Write to me now.

**CARL WILDE, 357 North Second Street, Philadelphia**

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



who would join the association if they knew it was all right?

Answer.—One very dangerous feature of this scheme is that the merchants are asked to organize themselves into unincorporated associations, all of which would be members of the main body in Pittsburg. It is a well-known rule of law that the members of any unincorporated association engaged in any commercial enterprise are individually responsible for its debts.

Inasmuch as this concern charges the regular collecting commission of 10 per cent. you are asked to pay \$16 in return for the rating of your local customers.

As a matter of fact, does it occur to you that in a town of 2,000 people any one can possibly know more about their financial status or find out any more about it than you can? As for following a delinquent customer to other towns you can easily do that without the Merchants' Mercantile Agency; particularly if there is an association in the town to which the delinquent has moved.

As a matter of fact, when the rating proposition is analyzed, it seems that all the actual information contained in it is to be furnished by you. According to your letter the company makes no independent investigation of the rating of consumers, but simply takes the ratings which you yourselves furnish and compiles them in a book. Why is it necessary to pay \$16 to have that done? You can easily get together with the merchants in your town and do the same thing.

The point that I make, however, is, in a small town, particularly, such ratings are not necessary. Every person in the town is known to or known by the local merchants, and the financial standing of all of them is usually an open book.

Question: D. C. S., Pa.—In case a customer owes us a bill and sends her child to the store with a \$5 bill with the intention of buying a few articles for cash, is there any law that would prevent us from keeping all or part of it on her account, and would we need a witness to prove the child said the money belonged to her mother?

Answer.—You would have no right to seize the money in such a case, and if you did the owner could issue a warrant for your arrest.

Question: "B," Pa.—A subscribed for a magazine, paying one year's subscription in advance. Soon after the expiration of said subscription A, seeing that the publishers continued sending the magazine, notified them to discontinue it, but they paid no attention to it and continued mailing it to him. Then he notified them the second time, but they still paid no attention to it. After a period of about four years the publishers threaten suit for the subscription for the four years. Can they compel A to pay it?

Answer.—I should say that A was in great danger of being held liable, if the only thing he did was to give the publisher notice to discontinue. If in spite of the notice the magazine kept coming and A took it in, his actions spoke louder than his words, and the courts would almost certainly hold him responsible. He should have coupled his notice to the publisher with a refusal to take the magazine from the post-office or from the letter carrier.

Question: "Subscriber," Wilmington, Del.—If a landlord neglects sending tenant a notice to leave, can said landlord raise the rent during the following year? Also, can he compel tenant to move after having failed to send notice to leave? I have heard a great deal of discussion on these questions and would like to know the facts.

Answer.—If the lease is a yearly one, providing a certain time at which either party must give the other notice if he desires to cancel, it was this landlord's business, if he wished to raise the rent or to eject the tenant, to give notice to that effect at the time named in the lease. If he let that time go by without saying anything, the lease—if it contains the usual clause—renews itself for another year, and the landlord can neither raise the rent during the new year, nor compel the tenant's removal.

"That clerk of yours seems to be a hard worker."

"Yes; that's his specialty."

"What, working?"

"No—seeming to—!"

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia



# THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Hammonton, N. J., Dec. 20, 1909.  
Editor "Science of Advertising."

Dear Sir:—Inclosed find check for \$3 in payment of our subscription for 1910. We find it worth more than that many times over. Also find inclosed one of our Christmas circulars which we have mailed to all of our customers and to a good many not our customers. We think it a pretty good advertisement, although a little too expensive a job for use every time.

Yours truly,  
M. L. JACKSON & SON.

This was indeed a very beautiful high grade little piece of advertising. It consisted of a 4-page folder 5 x 6 inches, printed on heavy cream paper in red and green. The text was in green, and the headlines in red. The holly border was also in green and the berries in red. The effect was distinctly good.

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The reading matter is short, so I am reproducing all four pages:

## Christmas Greetings

FOR many many years the people of Hammonton have been looking to us to furnish their Christmas Turkey, because we make it the rule to look at quality first. Price must be a secondary consideration. On Christmas day everything must be just right, therefore insure your Christmas dinner by ordering the Turkey and the rest of the things from us. We would like your order by Monday. The present high price of poultry forbids our buying many beyond those that are ordered. If you wish your Turkey drawn tell us when you give your order. For this service we will make the small charge of 15 cents. If you do not care for Turkey make your selection from our assortment of Ducks, Geese and Chickens.

Page 1

The only suggestion regarding the typographical appearance of this circular that I make is that the matter on the first and second pages should have been broken up into smaller paragraphs. It is too solid now, and looks uninteresting on that account. There is nothing like separating advertising matter into short paragraphs to increase the interestingness of

its appearance and to help it to get read.

\*\*\*

I regard this as good advertising. There is of course nothing notable about the selection of goods advertised; we are all

## Christmas Presents

It is sometimes hard to decide what to give to some friend of the family. Did it ever occur to you that a roast of beef or a leg of mutton would make a most acceptable gift in lots of cases? Prices reasonable for the best quality. Then there are hosts of smaller things, such as: Fancy Queen Olives in 25, 40 and 50 cent jars; Grape Fruit, 3 for 25 cents; a cluster of Malaga Table Raisins, 25 cents; or, a comb of White Clover Honey, 25 cents. How about your invalid friend? Nothing more appreciated than a fancy basket of Fruit. Leave your card and we will attend to the delivery.

## Sage Cheese

A full Cream Cheese with sage added. A tasty Yankee novelty, although you do not have to be a New Englander to enjoy it. Just in. 25 cents per pound.

## Home Made Mince Meat

You know the kind you always get from us. Every apple, raisin and currant, all the citron, suet, beef, cider, fruit juices, etc., prepared by hand. Absolutely clean. Only the best material used.

Page 2

driven to advertise certain things around Christmas time. The matter shows care and intelli-

rials used. It has a taste that makes you wish it were polite to eat two pieces of pie, 2 lbs. for 25 cents.

## Tomatoes in Glass

One of the most widely used vegetables in cans is Tomatoes, but there seems to be no vegetable in which the quality varies so greatly. If you want something nice, try a jar of these home-prepared tomatoes. See if they are not better than those you have used. A little higher in price than in cans, but— 20 cts.

## Fruits, Nuts, Etc.

A plentiful supply of these makes Christmas day more joyous to the youngsters, and on that day the grown ups are youngsters too.

Brasil Nuts	15c	Pecans	16c
Filberts	16c	English Walnuts	18c
Paper Shell Almonds	25c	Mixed Nuts	25c
Almoira Grapes	18c	Figs	16 and 18c
Dates	8c	Fard Dates	12c

A complete assortment of Oranges, Apples and Tangerines. We would mention especially a Fancy Wine Sap—Shiny, Red Apple, 18 cents 1/4 pt. A line of good, cheap Candies, as low as 10 cents and up to 25 cents.

Page 3

gence, however, and without doubt created a good impression. Whether it brought any direct traceable results is another thing. As a rule I think advertising of

## Store Closed All Day Christmas

Everyone wants to be with his family on Christmas, in the morning especially—grocers and clerks, as well as others—therefore our store will be closed all day Christmas. Remember, you will have to provide for two days. Treat your city visitors to real Jersey Sausage and Scrapple—something they do not get at home. Sausage one day and Scrapple the other, and Hot Cakes with Maple Syrup both days, that fixes up your breakfasts. Closing on Saturday will necessitate some change in our wagon routes, as follows:

W. P. Bakaly, Driver.  
Winslow—Tuesday, Thursday and Saturday.  
Waterford—Tuesday and Friday.  
Folsom—Thursday only.

D. C. Rehman, Driver.  
Monday and Tuesday—as usual.  
Main Road Section and Elm—Friday morning.  
First Rd. Section and Decora—Friday afternoon.

Wishing you a Merry Christmas, we remain,

Yours respectfully,

M. L. JACKSON & SON.

Hammonton, N. J., Dec. 17, 1909

Page 4

this class cannot be depended upon to pull in proportion to its cost. As I say, its most useful office is to create a good impression.

## Ohio Will Investigate Costly Foods on Her Own Account.

Governor Harmon, of Ohio, sent to the Legislature of that State, when it convened last Wednesday, his message concerning the high price of foodstuffs and the advisability of a legislative investigation thereof. He suggests that laws enacted by Congress may be responsible in a measure for the trouble, and asks an investigation of this point. The message follows:—

There have been rapid and continuous advances in price of the various articles which make up the needs of every household, and further advances are expected. The result is pinching and often privation everywhere, except among the relatively few whose incomes greatly exceed their living expenses, and even these are made less able and willing to help the poor and needy.

There is a widespread belief that among the causes of this combinations and conspiracies to stifle competition and advance prices figure largely. This belief is apparently justified by the enormous differences between the prices paid to farmers, cattle raisers and other producers and those paid by consumers to dealers from whom they directly receive their supplies. It is currently reported, too, on the strength of such dealers and other authority that the prices at which they sell are fixed by those from whom they buy, with threats of cutting off further dealings if the prices so fixed are not maintained.

I feel that this subject is one which should be promptly and thoroughly inquired into. If it be found that there are laws which put the people in the power of men who thrive by taking advantage of their necessities, or that there is a lack of proper laws to prevent such impositions, or that existing laws to that end are not duly enforced, in any case the means of relief are in your power. Or, if the fault lies partly in the laws of Congress, your judgment as to their effect will have great weight with the people of Ohio.

I respectfully recommend that a joint committee be appointed, with all necessary powers for a thorough investigation.

Written for the "Grocery World and General Merchant."

## Beware of this Fraud.

A Philadelphia Grocer Warns Trade Against Bogus Servant's Sharp Scheme of Getting Fine Goods, Which is Remunerative and Could be Worked Anywhere.

This is an experience that happened to us last week. Beware of it. It is worked by a young woman who comes in your store about the time you light your lights, representing, she says, one of your charge customers. It was a busy time with us. She gives you an order to send next day, says the lady has discharged help and she is a new girl working by day; thinks she had better take coffee and butter with her for dinner. Takes coffee (good).

We were rather suspicious and followed her to the next street, where she entered a confectionery store; buys 1 pound of fancy cakes, uses grocer's name as having charge order just left. Also orders ice cream for 12.30 next day and has it charged.

Description—about 5 feet 4 inches in height, neatly dressed, large black hat, long coat, black hair, dark eyes, weight, 130 pounds. Our clerk lost track of her, as he stayed too long in the confectionery store, then inquired at customer's house if they had such a party, but they did not.

I send this so the rest of the trade can be on guard and try to pick her up, for this is her business, perhaps—getting addresses from the 'phone book of some nice looking house near the store and then acting it out. It is an exceedingly easy game to work.

The bite cost us just 88 cents, but she is enjoying good coffee and butter with fancy cakes for dessert to night.

R. A. F.

Philadelphia, Pa.,

January 12, 1910.

## MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents





It was twenty-five years last week since I was married and nothing would do but that we should hit the theatre. My wife always has a funny idea that we ought to celebrate the thing, but I'll be darned if I can see—oh, well, never mind; it was coming to me.

All the same we went and the play was a hot lunge against the Jews. There was an old English fellow—the Duke of something or other—who hated the very ground they walked on. Pretty stirring play, though.

Two or three nights after that a friend of my wife's ran in and said she had tickets to another show that she couldn't use, and would we use 'em? What d'ye know about that? Such a thing never happened to me before in all my life—a theatre twice in one week! Ain't your uncle getting to be the warm baby. Next thing you hear from me I'll be wearing pink silk socks.

Well, I didn't want to go much—the old chair was pretty comfortable—but my wife did, and after she'd coaxed me with clenched teeth to go, I went.

I'll be doggoned if it wasn't another show of exactly the same sort—baiting the Jews to beat the band. When I left I felt as if I'd had about enough to last for a while.

It's a funny thing about the Jews. How some people go on about 'em, I mean. Why to hear some people talk they ain't fit to live.

I'll tell you the way I feel about it. I've seen some Jews that I hated like mean poison, and I've seen some Gentiles that the worst Jew alive was a king beside. But when we're all done talking, and have said what we please, the Jew is still the biggest thing in the shape of a business man that you can round up in forty years.

Know what? If I was going

into any big business and wanted a partner, I'd hunt up a Jew. I might not like him personally—or I might, too—but the business would be pretty sure to go.

You can't beat 'em. Somehow or some way they get there.

Between you and me and the lamp post, I believe that's at the bottom of half the rant against the Jews—we all envy 'em. We can't do as well in business as they can, and we're spiteful against them because we know that.

The Jews understand that. They listen to all the stuff that's flung at 'em and laugh up their sleeves, knowing they could buy and sell three-quarters of the Gentiles that make game of 'em.

Reminds me of something I saw out in Pittsburg last month. I was standing on a corner waiting for a car. A couple of poor shivering half-bums stood there, too. It was as cold as Dr. Cook's feet and neither of 'em had an overcoat on.

While we stood there a swell-elegant fellow went by with a big sealskin overcoat on. He oozed money from every pore.

His get-up got the two hoodlums' goat right away.

"Hully gee, Sam," one of 'em said to the other, "get on to the sissy with the cat coat!"

And his teeth chattered while he said it, but the fellow in the coat didn't chatter for a cent. Think he cared what the frozen hoodlums said?

Ever notice that mighty few Jews get into the grocery business? Either retail or wholesale? It don't seem to look good to 'em.

Take Philadelphia, where I come from. I don't know how many jobbers there are there—I've heard somebody say about forty-five. Not one of 'em is a Jew. Of course there are Jews that sell groceries at wholesale, but by the forty-five I mean the

better known jobbers down in the Front street and Second street districts.

Retail trade same way. Take the chain stores first. There's Hunter, and Butler, and Robinson & Crawford, and Dunlap, and Bell, and MacMunn and Childs, and some little ones besides—not a blooming one is a Jew. Funny, ain't it?

So with Acker and Martindale and Hanscom and Fluke and Showell & Fryer and Bradford Clarke and the other big central stores—every one's a Gentile.

As a matter of fact, I know a lot of the good solid retailers all over the city. I can't think of one important grocery store that is run by a Jew. Mind you, there may be some—I don't know 'em all—but I can't think of any.

It's the same in other towns, too.

But they're in almost all the other businesses, all right. As near as I can recollect, there are seven big department stores in Philadelphia, and only two are run by Gentiles. The ones that are supposed to pull out the most money are the ones run by Jews.

You can't beat 'em.

I've often thought of this. One day not long ago I asked a Jew salesman that I meet often and think a good bit of.

"Why is it more of your people don't go in the grocery business?" I asked him. "I don't run across a Hebrew grocer once in a coon's age."

"Not enough in it," he said. "They can't make money enough. There's more in other things. Why, I'm told some of your wholesale grocers don't clear over 4 per cent. on their business. Nothing to tempt a Jew in that! They can make two or three times as much in dry goods, or jewelry or clothing."

So that's it, eh? Well, whatever it is, we ought to be glad of it. I don't want the Jews in the grocery business. I don't say that in any nasty way—not for a minute. I say it because if I was a grocer I'd be afraid of their competition. They'd probably wipe up the street with me.

I don't make any bones about it. I'll own up to anybody that a Jew is a better business man than I am.

All of us Gentiles'll have to own up to that if we're honest.

THE STROLLER.

Written for the "Grocery World and General Merchant."

**This Retailer Believes Retailer Should Pack His Own Goods.**

**Instances Tea and Coffee to Show One Side of the Package Goods Business. One Brand of Tea that Competition Brought Down from Sixty-five Cents to Thirty.**

There have been put on the market within the last few years numerous package teas and coffees with high-sounding names by different concerns, to be sold to the retail grocer. Now, the point is this, the retail grocer should buy his teas and coffees in bulk and know exactly what he is paying his good money for. If the retailer wishes to sell package goods, why not pack his own teas and coffees or sell them loose by their proper names?

There are three good reasons why the retailer should buy these most important articles of the grocery business in bulk. The first is he reaps the packer's profit. Instead of paying a packer say 25 cents for package coffee and selling it for 35 cents, when it is perhaps not worth more than 12 or 14 cents roasted, he makes his own price and cuts out one middleman.

Second, he knows the ingredients of the package he is selling and in pushing his own goods is advertising himself instead of the big fellow.

The third is escaping "price cutting." We will say that Jones is selling an advertised package coffee put up under some fancy name. He builds up quite a trade for it, his competitors hear of this and send for a consignment of this coffee and then the price-cutting commences. Jones gradually loses his trade for the coffee, and there is neither redress nor protection for the retailer, as the manufacturers always claim that they cannot control prices.

There is in Philadelphia a largely advertised tea that once sold for 65 cents per pound. To-day it is sold for 35 cents per pound, and one store that I know of is selling it for 30 cents per pound. Where does the protection for the retailer come in? The manufacturer asks your competitor to keep the price up, but does not enforce the request. I have had salesmen calling on me selling different lines admit that



they did not know the price their goods were being sold for throughout the trade.

I have taken teas and coffees as an example, but Mr. Retailer in my opinion should pack for himself every article that he possibly can and put the packer's profit in his own pocket. It is pretty safe to say that all advertised goods are cut in price, therefore sell your own goods and get your own price,

ROBERT A. BOYCE.  
Philadelphia, Pa.,  
January 12, 1910.

#### Curious Damage Suit Against Oil Trust to be Tried Again.

Under a decision of the New Jersey Court of Errors and Appeals there will have to be a third trial of the suit of Wilkins Bros., of Thoroughfare, N. J., against the Standard Oil Co., that court having reversed the verdict last obtained by the giant Trust in the Supreme Court Circuit. At the first trial of the case, more than two years ago, a verdict in favor of the brothers for \$21,000 damages was rendered. This was set aside as excessive and at the

second trial a verdict in favor of the company was rendered by direction of the court. It is the latter judgment that is now reversed. The litigation, which has occupied something like four years, is the outcome of a strange explosion which wrecked the general store of the Wilkins Bros. and the post-office located there. The building was torn out, several customers slightly injured; Miss Hannah Richards, a clerk in the post-office, so badly hurt that she died soon afterward, and Charles Wilkins, one of the firm,

received injuries that will partly disable him for the balance of his life. The firm alleged that the explosion was caused by the filling of their oil tank with gasoline by the driver of the company's delivery wagon. The company maintained that it was caused by the ignition of a keg of gunpowder in the store.

The freeze has not materially affected the market in Florida fruits and vegetables, except as to increasing the percentage of frozen stock.

# Not Bad for an Inch, Eh?

Here is one of the most significant letters ever printed

JARDINIERS  
CUSPIDORS  
AND  
FLOWER POTS

PROMPT SERVICE  
QUALITY  
AND  
PRICES RIGHT

THE **PETERS & REED POTTERY CO.**  
ZANESVILLE, OHIO

South Zanesville, Ohio. 1/5/10.

The Grocery World Publishing Co.

Philadelphia, Pa.

Gentlemen:-

Your favor of recent date received and in reply will say that we are well pleased with the results obtained from your paper as an advertising medium and desire to continue the space for the coming year.

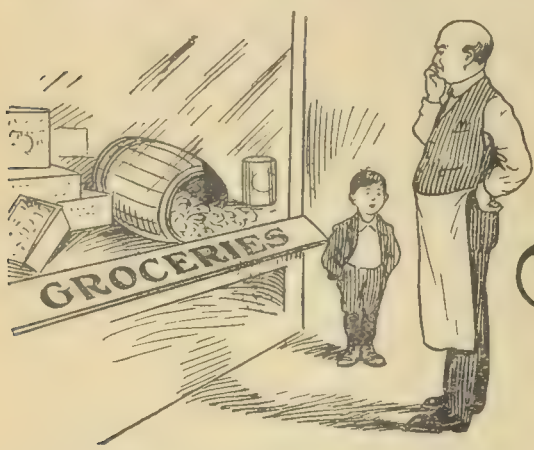
Very truly yours,

THE PETERS & REED POTTERY CO.

Part of the time the Peters & Reed Pottery Co. had *one inch* in the "Grocery World and General Merchant," and part of the time *two inches*. Some might believe that such a space, in the mass of advertising that the "Grocery World and General Merchant" carries, couldn't possibly be seen. But the pottery company says yes, and it ought to know.

Blessed is the paper whose advertisers stay with it for purely selfish reasons.





# WINDOW DRESSING IDEAS

In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

## Easily Trimmed Window.

To dress the above window, cover the bottom of window with either paper or burlap. In front of window place a number of boxes of crackers and form them in squares as shown; fill in with coffee, putting a different brand in each square. A price ticket should be stuck in each pile. Take some cans of corn, peas, beans and tomatoes and string them in a row (in back of coffee). At each end pile a few in a sort of pyramid. In each corner of back window place a box of dried fruit. In the back of window, as a background, we piled boxes of "oat-meal," "flaked rice," "popular brand flour," etc. We hung a showcard in the window which read: "Try our choice canned goods, cereals," etc.

Cut out the wording on a black sheet of cardboard and paste pink tissue paper over blank spaces. Get a good pasteboard box and in it put either candle or electric light. Put sign over front of box,

and in the evening when it is dark light candle and you will be well repaid for your labor.

JOSEPH MULLINS.

Jersey City, N. J.

## A Dried Peach Window.

The accompanying drawing is of a window which if properly arranged will prove very attractive and aid materially the sale of the advertised product.

The window can be inexpensively trimmed by observing the following directions:—

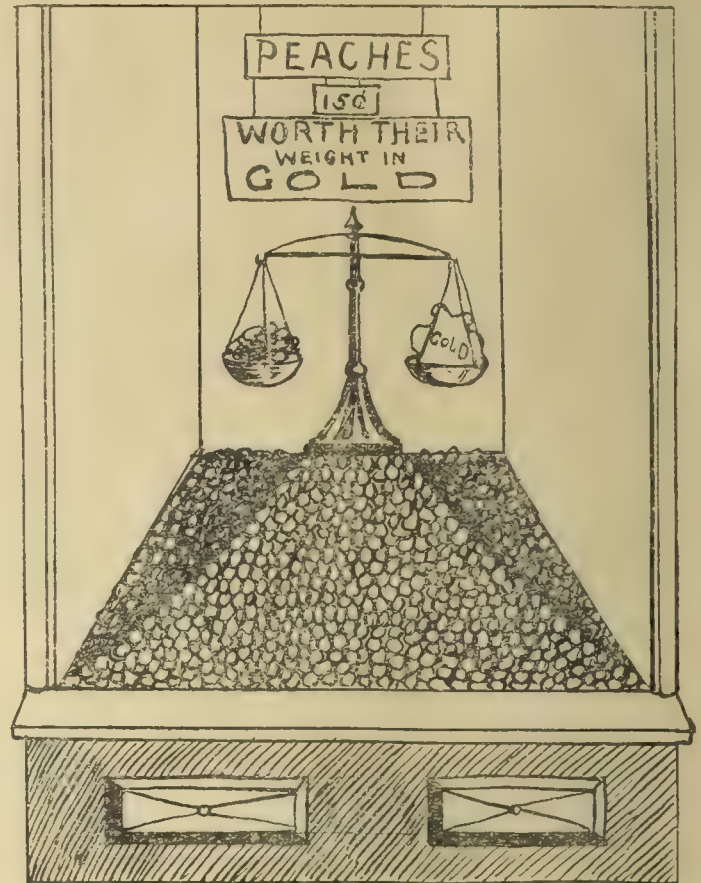
Place a box about 12 inches high in the centre of the window. Fill in dried peaches to this height and slope gradually to the sides. The same effect can be produced and diminish the amount of peaches required by making a slant of wood several inches below the required height of the peaches. On the top of the box place a pair of balances. These may be easily constructed from two pieces of wood, shaped and nailed together as in the

drawing. On either end of the cross piece suspend a plate by three strings. On one plate make a cone-shaped pile of the dried peaches. On the other place three or four stones which have been gilded to imitate gold nuggets, or a little bag labeled "gold."

In the front of the window hang a plainly lettered sign "Peaches, 15 cents." Below the bottom of this tack in the rear of the window another sign worded, "Worth their weight in GOLD."

R. R. TODD.

Carlisle, Pa.



## Two-Minute Sermons for the Retail Merchant

### LXXXV.—Things in Their Place.

Have a place for everything, and keep it in its place.

It should be the object of every business man to do as much business as possible with as little effort as possible. Everyone is tired enough at the end of a busy day, even in the most handily arranged business house, so why not try to make the work easier?

Probably the contracting of the habit of having one place for one thing and keeping it in that place saves more time than any other habit any man can contract. This not only applies to the tools and appliances used in business, but also to everything which forms a part of the stock in trade.

An order can be filled in half the time when anyone in the establishment can go and place his hands on the goods wanted without any search.

Some retailers have the idea that their stock must be shifted around so the store will have a changed appearance from day to

day. They shift the goods and then must search for them, and all the time they put in searching is lost time. Better keep the goods in one place day after day and month after month, so the hand could be placed on them in the dark if necessary.

If customers are to be given something new to look at each day, let it be in the goods displayed. Change the display as often as possible, but let the display be made of extra stock, so there is always a supply in the regular place with which to serve the trade.

F. A. P.

Florida eggplants would bring \$5 per crate if they were good.

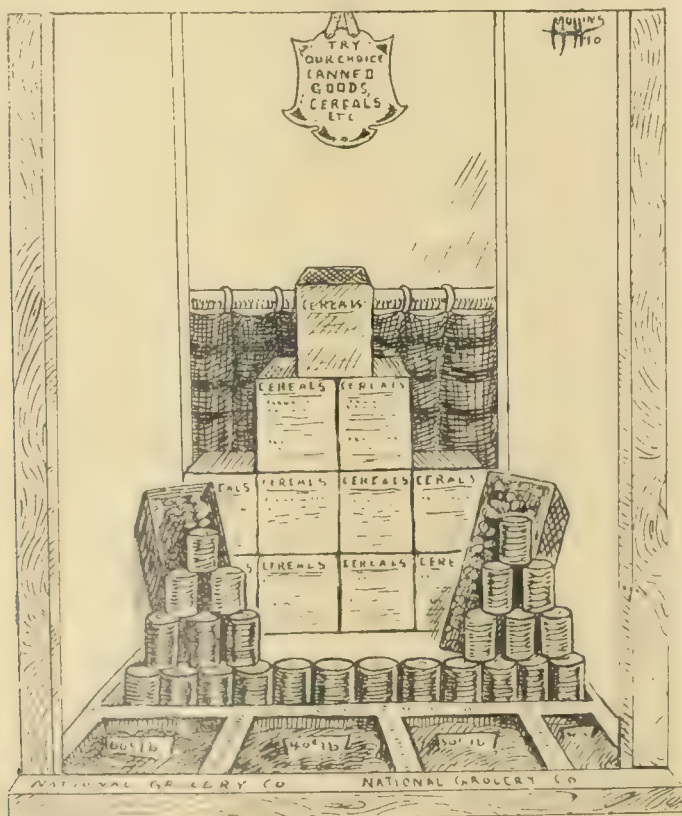
## John Mount TEAMSTER

ALL KINDS OF HAULING AT

Lowest Rates

139 Market Street, Phila.

BOTH TELEPHONES





# THE GROCERY MARKETS

## Tea.

The tea market is doing better, not, however, as to price, but as to demand. The demand is more nearly approaching the normal, and should become full by the first of next month. Prices show practically no change. Everything desirable is held steadily.

## Coffee.

The market for actual Rio and Santos coffee has been quiet during the week, and in the case of Santos, slightly weaker. The demand is very dull, though a better market seems to be expected within a month or six weeks. Options in Brazil coffee have been relatively firmer than actual coffee. Mild coffees are still firm and rather quiet. Java and Mocha unchanged and quiet.

## Sugar.

The raw sugar market has considerably strengthened during the past week, and sales of European sugar have been made at an advance. Shortage in Europe is the main reason. In spite of the coming on of Cuban sugar, the general feeling is firm and an advance in refined, temporarily at least, would not be surprising. The demand for refined sugar is fair.

Refined advanced 10 points on Friday.

## Syrup and Molasses.

Glucose shows no change for the week, nor does compound syrup. The demand for compound syrup is fair. Sugar syrup is wanted as fast as made at unchanged prices. The market is firm and high. Molasses is unchanged, good grades being comparatively scarce and firm.

## Fish.

Mackerel has developed some firmness during the week, and Irish and Norway 2s have strengthened in some holders' hands about 50 cents per barrel. The demand is showing some signs of revival. Cod, hake and haddock have been in fair demand at about unchanged prices. Salmon is quiet and well maintained. Domestic sardines are unchanged in first hands, and little or no sales are being made by packers. There is some demand among

second hands holders for sardines below the first hands price. Most of the cheap goods are worked out, however. Imported sardines show no change and moderate demand.

## Canned Goods.

Tomatoes have advanced  $2\frac{1}{2}$  cents per dozen, though it is still possible to buy odds and ends here and there at the old figure. Unquestionably the feeling is firmer, however, and the market will soon be on the higher basis. In fact, further advance to 65 cents, which means a total advance of 5 cents, is prophesied within a short time. Improved demand is the reason. Corn is firm, both spot and future. A good business is doing in future corn, which everywhere seems to rule above last year's price. Higher price of raw material is one cause assigned. The average advance in Eastern packed corn is  $2\frac{1}{2}$  to 5 cents, but some of the packers of Ohio and Indiana have announced their intention of raising 5 to  $7\frac{1}{2}$  cents. Spot corn is scarce, firm and moderately active. Future peas are also showing some demand, at prices lower than last year. The Wisconsin packers, for example, are quoting 5 cents less than last year. Spot peas are dull. Apples show no change and very little demand. Eastern brands of peaches are absolutely unchanged and in light demand. California canned goods are moving out very satisfactorily from second hands, but in first hands are dull and unchanged. Small Maryland canned goods are unchanged and in moderate demand.

## Dried Fruits.

Prunes are dull and seem to have eased off again, speaking now of the basis price on the Coast. Peaches are in some demand and strong. Apricots are in comparatively light supply and dull. Raisins are weak and dull. Currants moderately active at unchanged prices. Citron should have declined in price by this time, as it usually does shortly after the first of the year, but as yet it is unchanged. The demand for citron, dates and figs is dull.

## Beans and Peas.

Domestic pea beans are firmer and holders both in New York State and Michigan are strong and quoting higher prices. The range is \$2.25 to \$2.30 in a large way and the demand good. Imported pea beans show no change. Domestic marrows are now quoted at \$2.90, but it is considered questionable whether the market can hold there or not. Imported marrows are still extremely scarce. California limas show no change, whatever, being quoted at 4.85 to come forward and 4.90 on spot. The demand is fair. Split and dried peas are easier by 3 to 4 cents per bushel, and the demand is light.

## Butter.

Butter shows an increase of 1 cent per pound on both solid pack and print. The market is firm at the present price. The stocks in storage on all grades are very light, and we do not look for any change during the coming week.

## Eggs.

There has been a very good consumptive demand on all grades of eggs. The market is firm at 2 cents per dozen decline over one week ago. The future price depends entirely upon weather conditions. There is a chance of a decrease in price this coming week.

## Cheese.

The cheese market showed a slight increase during the past week. The stock of cheese is very short and the trade a little above normal. This increase in price is likely to be maintained for a week or so.

## Provisions.

The market on everything in the smoked meat line remains firm at a slight increase in price. Barreled pork and canned meats are firm at unchanged prices. Compound lard and pure lard show a slight increase in prices.

## Produce.

Potatoes, white, New York State, 55 to 65 cents per bushel; Pennsylvania, 80 to 95 cents per bushel; New Jersey, 55 to 65 cents per bushel, demand good, sweets, prime, 40 to 50 cents per basket; culls, 20 to 35 cents per

basket, demand fair; onions, 35 to 45 cents per basket, demand good; New Jersey cabbage, \$1.50 to \$2.10 per hundred, 15 to 20 cents per basket, demand fair; New York State, \$16 to \$20 per ton, demand fair; bunch beets, \$1.50 to \$3 per hundred bunches, demand fair; bunch carrots, \$2.25 to \$2.50 per hundred bunches, demand fair; celery, New York State, 45 to 55 cents per bunch, demand fair; string beans, Florida, 50 to 60 cents per hamper, demand fair; pumpkins, 10 to 15 cents per basket, demand poor; cauliflower, short cut, \$1.75 to \$2.25 per barrel; long cut, 80 cents to \$1 per barrel, demand fair; carrots, \$1.45 to \$1.50 per barrel, demand fair; lettuce, \$1.65 to \$1.85 per barrel; Florida lettuce, \$1.30 to \$1.75 per basket, demand good; white turnips, 15 to 20 cents per basket, demand fair; egg plants, \$1 to \$1.80 per box, demand poor.

## Green Fruit.

Apples, Holland Pippins, \$3.65 to \$4.25 per barrel; Harvey Pippins, \$4.20 to \$4.50; Hulberson, \$3.85 to \$4; Fancy, \$4.25 to \$4.50; Kings, \$4.60 to \$5.60; Baldwins, New York State, No. 2, \$2.10 to \$2.50; No. 1, \$3.75 to \$4; Eastern fruit, 30 cents per barrel higher, according to grade; Greenings, New York State, No. 2, \$2 to \$2.60; No. 1, \$3 to \$3.25; Fancy, \$4.25 to \$5; Northern Spy, No. 2, \$2.75 to \$3.10; No. 1, \$3.25 to \$3.50, demand good; pears, No. 1, 60 to 70 cents per basket; No. 2, 25 to 40 cents per basket, demand fair; bananas, large, \$1.55 to \$1.75 per bunch; 8-hands, \$1.20 to \$1.35; 7-hands, 80 to 90 cents per bunch; 6-hands, 50 to 70 cents per bunch, demand good; Florida grapefruit, \$3.25 to \$4 per crate, demand fair; oranges, Florida, \$2 to \$2.50 per box; California, \$2.50 to \$3.50 per box, demand good; tangerines, strap, \$3.75 to \$4 per box, demand fair; lemons, Messina, \$3 to \$3.50 per box, demand fair; pineapples, Florida, \$2.50 to \$3.50 per crate, demand fair; limes, \$1 per hundred.

## Nuts.

Peanuts, green, choice,  $3\frac{1}{2}$  cents per pound; fancy, 5 cents



per pound; jumbo, 6½ cents per pound; roasted, choice, 85 cents per bushel; fancy, \$1.30 per bushel; jumbo, \$1.50 per bushel, demand fair; almonds, paper shell, 16¼ cents per pound; Brazils, 7 cents per pound; pecans, 11¼ cents per pound; filberts, 11 cents per pound; walnuts, 13 cents per pound; mixed nuts, 9⅞ cents per pound.

#### INDIVIDUAL MARKET REPORTS.

##### Rice.

As usual, after the turn of the year, quietness prevailed in rice circles. This does not mean absolute indifference on part of buyers, but while sizing up the New Year situation trading is apt to be confined to immediate wants. Prices are steady on all sorts, with perhaps a harder tone on good to prime Honduras. Japans, while somewhat plentiful, seem to have struck bottom as to values.

Advices from the South note improved inquiry on the Atlantic Coast. At New Orleans market is strong and advanced on light offerings, although demand is only fair.

In the interior, Southwest Louisiana and Texas, considerable rice has been sold, reducing stocks in hands of the mills. Higher prices are asked, as planters are holding rough firmly at higher figures. The stability of the future market seems to depend largely upon the ability of the planter to secure financial accommodations which will allow them to feed the crop out according to consumptive demand.

Cables and correspondence from abroad note quiet market on cargoes and spot cleaned dull.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

##### Baltimore Canned Goods.

##### No. 1.

Holders of tomatoes in this section feel much encouraged over the outlook for that article because of the continued liberal buying during this week. It was not expected that the first week of the new year would produce any business at all, but the market was fairly active and it really looks like the price of No. 3 tomatoes cannot stay down much longer. An unexpected demand for No. 2 standard tomatoes developed this week, and the next ten days will very likely show an improvement in the price of that size also, the orders in sight being sufficient to absorb all offerings under 45 cents per dozen. The No. 10 tomatoes have not, as yet, participated in the demand, but they will have their innings when the usual large spring trade in that size commences. For buy-

ers' private labels the prices now range from 2½ to 5 cents per dozen above the price of tomatoes under packers' labels.

Little or nothing was expected immediately after the holidays for any goods in the line of vegetables, but already the same daily run of small jobbing orders for them has commenced to come in for prompt shipment. That promises well for business during the next six months. The orders embraced corn, string beans, kraut, sweet potatoes, spinach, baked beans, etc.

Fruits do not figure very much in the demand for goods, at least not yet. Possibly there are in the hands of the canners here the smallest stocks of fruits held by them in many seasons, hence there is no anxiety concerning them. There were no developments of interest about them this week.

Cove oysters are stronger and active because of the unfavorable weather conditions. Continued freezing temperature causes a scarcity of raw oysters at prices which the canners cannot afford to pay. They look like a good purchase at to-day's quotation.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

##### No. 2.

While Secretary Wilson is figuring on the high prices of food products, has it ever been mentioned that 3s tomatoes, packed at a cost of 67½ cents, with an average freight of 5 cents added, making 72½ cent per dozen, are being retailed in the largest cities at 5 cents per can, or 60 cents per dozen, total lost to packer and jobber 12½ cents per dozen, handling, interest and bookkeeping not considered?

The undertone of the tomato market continues to strengthen from day to day. It is almost generally conceded that it is only a question of time whether it be thirty, sixty or ninety days before tomatoes at least cease to show the packer a loss. Country roads continue to be blocked with snow and ice, rendering it impossible for the majority of the railroad packers to ship and deliver, no matter what price might be obtained. As soon as the stock-taking period is over renewed activity among the jobbing element is practically assured, for bare warehouse and light stocks have been the slogan for the last sixty days, awaiting the stock-taking period. Retailers having emptied their shelves of holiday goods are now preparing to fill the empty spaces with the handsomely labeled canned tomato.

For a long time it has been noticeable that canned tomatoes would likely sooner or later advance. As a further evidence that nearly all arguments are in favor of this condition, assurances

have been given in some of the larger markets that the speculative interest even among canners and jobbers not the least bit directly interested have become attracted by the low prices prevailing for this commodity and are preparing to absorb large quantities at prevailing prices, with the possibilities of obtaining a good speculative turn in the near future. One buyer has expressed confidence to the extent of a purchase of 50,000 cases. Another large concern has just instructed a number of brokers in Baltimore and surrounding territory that he would purchase at 42½ cents f. o. b. all of the good standard 2s tomatoes that were obtainable within the borders of the tri-States—Maryland, Delaware and New Jersey. While the snow drifts high this is an indication of the way the wind is blowing.

Buyers continue to be slow in taking hold of corn at present prevailing prices. It seems to be more a condition of postponing the agony than the indication of a lower market. It is generally conceded that it is no longer a question of whether all corn will be consumed between this and another packing season, but rather how high a mark the corn market will probably make and what ill effects these high prices may have on 1910 packing. If jobbers and packers continue to use their influence toward holding down extraordinary preparations for a bumper pack the coming season, it will be an effort worthy of its own reward. Stocks in packers' hands are lighter to-day than they were May 1, 1909, and with the National Canners' statistics before us and conditions as recognized, it looks like only a question of time before the dollar mark is reached.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

##### Imported Fish Specialties.

The herring business continues in real fine condition; demand is good; prices very strong.

Holland herring are rather scarce and prices firmly held and tending higher.

Scotch herring during the last week have been selling very freely, although at no advance over the prices quoted the week previous.

Norway herring have taken a sudden upward turn. Demand continues good.

Mackerel continues selling in a hand-to-mouth way. Shippers in Norway have still very large quantities left over there undisposed of and they are beginning to get somewhat impatient and we expect to see some heavy arrivals in the near future.

Imported oil sardines continue in good demand. In Portugal

there has been a catch of fairly small fish, but it seems to have stopped all of a sudden. Demand here is quite good, particularly for well-known brands of dingley ¼s and ½ boneless.

Irish herring are selling better, although prices are somewhat in buyer's favor.

The catch of sprats is now in full swing, and so far indications are that catch will be about the same as last season. The fish just caught is particularly nice in quality and just about the right size for dingley ¼s. Demand for sprats is rather slow at this time.

In Norway the fishing yields somewhat larger fish than is needed for the American trade; the quality continues good, although prices are high. Demand for Norway smoked sardines, especially for well-known brands, continues excellent.

STROHMEYER & ARPE Co.  
New York, N. Y.

##### Evaporated Apples, Etc.

The evaporated apple market rules steady here, with the usual amount of business coming in considering the season of the year. Stocks are light here in the State, but holdings in New York City keep prices down.

There is not a great deal of call for raspberries. They are still quotable at 21 to 21½ cents f. o. b. in barrels.

Apples for shipment in small quantities are quotable as follows: Prime, 7½ to 7¾ cents; choice, 8 to 8¼ cents; fancy, 9½ to 10 cents f. o. b. in 50-pound boxes; cartons, ½ cent per pound higher.

C. C. HALL.  
Rochester, N. Y.

##### Spices.

The market is very active. Advances are more or less irregular. The general tendency, however, is upward, both here and abroad.

Pepper.—The demand is good; prices during the week have advanced. This applies to the domestic market as well as abroad. White pepper appears to be in good demand. Stock of same is reported scarce. All indications at this writing point to a higher market for pepper.

Red peppers unchanged during the week, prices being stationary.

Cloves steady, but unchanged. No new advices from abroad during the week.

Pimento (Allspice) in better demand. Prices are slowly tending upward.

Paprika in good demand at unchanged prices.

Mace very scarce at present and the demand is good. Prices are holding firm.

Gingers.—A very strong market now prevailing. Supplies are short. Race ginger is higher and African and Cochin grades are



scarce at present. These two grades of root will advance.

Nutmegs in fair demand at unchanged prices, present values being exceedingly low.

Cassias unchanged and in fair demand. It is reported that higher prices are now ruling in China for same.

Seeds.—Steady demand with no changes of importance to note. Hemp seed is firm. Poppy, Caraway and Canary in fair demand at unchanged prices.

Sage and sweet herbs, French and German marjoram, thyme and savory, all in very good demand. Prices are steady, but unchanged. The demand for rubbed sage continues.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Florida cucumbers show a wide range, both of quality and price—\$1.50 to \$4.50 per crate. The demand is good for good stock.

Florida beans are coming fairly plentiful, though the price is rather high—\$2.50 to \$5. The demand is good.

Indian River Florida oranges range from \$2.50 to \$3.50 per box and are wanted. Average stock \$1.75 to \$2.50. Some frosted oranges are coming forward.

Florida grapefruit ranges from \$2.75 to \$3.75 per box, which is a fair average price. The demand is good.

Almeria grapes are selling very moderately at prices somewhat above last year—\$4 to \$7 per cask.

Florida peas are about out of the market for the time being. Good stock would bring almost anything.

Florida peppers of good quality would bring \$2 per carrier, but are not wanted in any large quantity.

Norfolk spinach is showing considerable fluctuation on account of variations in supply. At the present writing \$2 is top.

New Orleans parsley is still very high—\$6 to \$7. The demand is good.

New Orleans carrots are selling in a small way at about 3½ cents per bunch.

New Bermuda potatoes are somewhat lower—\$4.50 to \$5.50 per barrel. The demand is still very light.

#### Canned Goods Men Want Government Inspection.

Get Ready to Make Demand for Laws to that Effect. Believe Government's Certificate of Purity Will Increase Canned Goods Consumption.

The officers of the National Canners' Association have inaugurated a unique campaign to have the Government inspect canning factories all over the country. It is in line with the general campaign to increase the consumption of canned goods.

The plan is described in a letter which the association has sent to all packers, a copy of which has been also sent the "Grocery World and General Merchant":—

Bel Air, Md., Dec. 18, 1909.

Gentlemen:—All over the country is coming the demand for Government inspection of food plants, and canning factories are in this list. The trade will doubtless welcome the certificate of purity and healthfulness that Government inspection would give its product. If every can containing fruit, vegetables or fish bears the guarantee of the Government that its contents are pure and, therefore, fit for food, consumption would undoubtedly multiply many times in a short while.

Knowing that your factory is constructed on sanitary principles and that you invite public inspection, we feel sure that you will favor a proper Government inspection.

Therefore, we suggest that you immediately write your Congressman and United States Senators urging upon them the necessity of legislation to bring this about. Do not delay, but attend to this at once. Let the canners be foremost in asking such legislation before public opinion tries to force it. We know you will welcome every opportunity to demonstrate your sincerity in being an advocate of pure food.

It must mean a greater consumption of canned foods.

Yours very truly,

NATIONAL CANNERS' ASSOCIATION.  
Charles S. Crary, President.

#### The Care of Food.

The Consumers' League of New York will shortly issue a letter making these requests: "First, to persuade your tradesman to keep perishable food, that which is not pared, peeled or cooked before eating, in a closed case or some similar device, away from dust and flies and other contamination; second, to use your influence to secure more rigid enforcement of the rules of the sanitary code relating to the care and handling of food; third, to support the movement for uniform pure food legislation so that one State cannot be made the dumping ground for food prohibited in another State." The canned goods interests regard this as a boost for their goods.

¶ If you can deliver by automobile cheaper than by team, even a one-horse team, is there any good reason for holding on to the team?  
¶ Make us prove it's cheaper.

## Have You Written

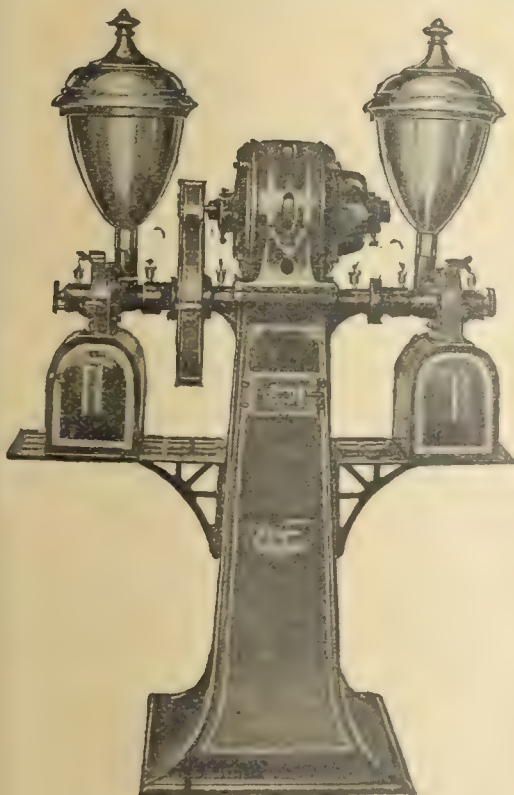
FOR CATALOGUE 217 YET?

W. H. McINTYRE CO., AUBURN, IND.

418 Third Ave., South, Minneapolis, Minn.

1730 Grand Ave., Kansas City, Mo.

## Tea and Coffee Bins



## Electric Coffee Mills

¶ You know one or two kinds and you know nothing about the others. We know all of them—we've handled them in fitting up grocery stores all over the country. Some are better than others and we know why. Use our brains and experience. Let us show you how to get what you want at the right price. Knowledge like ours saves money. Write for our catalogue.

J. A. FLESCH & SON

SPECIAL AGENTS FOR HENRY TROEMNER

Suite 1945—115 Adams Street, CHICAGO

Designers of Modern Fixtures for Grocery Stores





We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Wholesale Seed Dealers.

Siegfried, Pa., Jan. 8, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Please give me the names of a few wholesale dealers in garden seeds, and oblige,

Yours truly,  
JOHN F. DAY.

Stokes Seed Store, 219 Market street; Henry F. Michell Co., 1018 Market street, both of Philadelphia, Pa.

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#### Book on Interior Decorations.

Pottstown, Pa., Jan. 7, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Please inform me if I can procure a book on interior decorations, both of a tea and coffee and grocery store?

Yours truly,  
HARRY M. FOCHT.

The "Grocery World and General Merchant" has never seen a book on interior decorations of tea, coffee or grocery stores. Has any subscriber?

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#### After Two More Canned Goods Fakes.

Bel Air, Md., Jan. 11, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—The Bureau of Publicity is working on two cases now that proves conclusively the desire of yellow journalism to give publicity to sensational articles, although there is not the slightest foundation of truth, at least in part of the same.

This office has received from a number of canners clippings of two cases: One of where a number of persons were killed by eating canned peaches in Los Angeles; and the other by eating canned pears in Sawtelle, Col.

These cases are one and the same and this is apparent when the names of the persons who have been poisoned are compared. In the first place, there is no such town or city as "Sawtelle," Col. So far as this office can learn, "Sawtelle" is a suburb of Los

Angeles, and this is where the alleged "killing" took place.

With the Sawtelle canard run to earth, and its untruthfulness explained, this office is now investigating the Los Angeles case.

It will take some little time yet to get the facts together, because we are having a full investigation made. However, we believe that when the time comes we can clearly demonstrate that the cause of death was entirely foreign to ptomaine poisoning.

Unfortunately, both of these cases have been spread broadcast by the Associated Press, which reaches the entire country. We will endeavor, at the proper time, to take this up with the managers of the Associated Press and ask that they give the same publicity to their retraction that was given the two offending articles.

Yours truly,  
NATIONAL CANNERS' ASSOCIATION.  
Frank E. Gorrell, Secretary.

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#### "The Best of Friends Must Part."

Birmingham, Ala., Jan. 3, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Please discontinue the "Grocery World and General Merchant" to my address, as I am out of business.

The money I have paid you for subscription to the "Grocery World and General Merchant" in the past twelve or fifteen years has been a profitable investment for me. It is with regret that I ask you to discontinue it.

With best wishes for the success of your paper and "The Stroller," I am,  
Yours truly,  
C. E. Cox.

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#### To Sell Wild Honey.

Dent's Run, Pa., Jan. 12, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Kindly tell me of concerns that buy wild honey. I have about 1,000 pounds I could ship on short notice. Do you know of commission merchants handling it?

Yours truly,  
C. M. BIERLY.

Correspond with any of the following: Halpen, Green & Co., 30 South Front street; J. Stromeier & Co., 33 South Water street; Lippincott & Co., 21 North Water street; Githens, Rexamer & Co., 40 South Front street, or Mitchell Bros., 135 Produce Exchange, all Philadelphia.

#### ASSOCIATION NEWS.

##### Chicago, Ill.

The Chicago (Ill.) Retail Grocers' and Butchers' Association has sent the following letter to W. J. Moxley, the Chicago oleomargarine dealer who was recently elected to Congress:—

Hon. William J. Moxley, M. C.

Dear Sir:—It is with much pleasure that the officers and members of the Chicago Grocers' and Butchers' Association, representing a large number of your constituents and a still larger number of your business acquaintances, in that our association represents the interests of some 7,000 retail grocers and butchers in Chicago extend our hearty congratulations to you upon your election to Congress, knowing that your presence in Congress will enable you to use your best influences toward placing the sale of butterine before the consuming public on its merits.

We now request that a bill be introduced in Congress framed in such a manner as to make it as difficult as possible for those inclined to be dishonest in the handling of this important industry.

Our association, through its affiliation with the State and National associations, have for years past and do at this time, advocate the repeal of the law imposing a tax on the sale of butterine, and we will lend our every effort to bring the repeal of same to a successful issue.

It is the unanimous desire of the retailers throughout the country that butterine be sold in original packages of 1, 2, 3 and 5 pounds each.

Thanking you in advance for your assistance in this matter, we remain,  
Yours truly,

CHICAGO GROCERS' AND BUTCHERS' ASSOCIATION.  
H. F. Petersen, Secretary.  
Chicago.

#### How Australia Saves Middleman's Egg Profit.

Sells Them to Farmer's Representative Instead of to General Storekeeper. What English Consumers are Paying for Meats.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 13, 1910.

Consul-General John P. Bray writes from Sydney about an interesting way Australians are about to adopt of saving the middleman's profit on eggs. It seems that a Government poultry expert, who has just completed an extensive

tour of the several States of the Australian Commonwealth, has issued a report containing certain recommendations designed to increase and cheapen the production of eggs.

The expert's idea is, briefly, the creation of "egg circles" in the States which have not yet adopted that plan. One of the States has already twenty-one of these centres, consisting principally of small farmers. The secretary of each centre receives, tests and grades the eggs, pays cash for them at the current market rate, and sends them to the Government cool stores. The Government does the marketing, and at the end of each quarter any profits are divided among the suppliers. The secretary of each centre receives 1 cent per dozen for the eggs he handles. Under this method there is no middleman's profit. The grading and testing is very strict, and no egg under two ounces in weight is passed.

The expert claims for his scheme that it will increase the production of eggs and table poultry throughout the Commonwealth by some 300 per cent.

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In view of the high price of bacon in England, due to a shortage in hogs, inquiry of the leading grocer in Birmingham as to the present (December 9, 1909) prices as compared with those at the same time in 1908, gives the following results. The prices in both years were per hundredweight (112 pounds), but they have been reduced to prices per pound for the better understanding of the conditions: Best English home-cured drafts (bellies), 18½ cents per pound, against 14½ cents in 1908; Wiltshire sides, which include backs, hams and shoulders, 18.2 cents per pound, against 15 cents in 1908; Irish sides, 17.3 cents per pound, against 14.1 cents in 1908; American drafts (bellies), 17.1 cents per pound, against 13.9 cents in 1908; Canadian smoked sides, 16.3 cents per pound, against 13.5 cents in 1908.

Inquiry as to the prospects for 1910 indicates the belief that prices will be materially lower, because the killings of Danish hogs are expected to be largely increased, both because of the present market conditions in England and the supply of young pigs in Denmark.

HOLT.



## AMONG THE TRADE.

Walker's Grape Juice, manufactured by The Grape Products Company of North East, Pa., are represented in this market by E. H. Walter & Co., of 10 South Front street. An extensive advertising campaign, both to the dealer and consumer, is now being conducted.

The wholesale grocery business of J. Frank Shull & Co. has been incorporated under the laws of New Jersey, with a capital stock of \$100,000. J. Frank Shull is president; William G. Preston, treasurer, and H. G. Peddle, secretary.

The election of officers of the Grocers' and Importers' Exchange this year was more than usually lively. It was held last Wednesday and resulted as follows: Isidor Levin, president; W. H. Mechling, first vice-president; F. William Hofmann, second vice-president; Robert Comly, treasurer; John E. Poore, secretary. Directors: John W. Cooper, Henry A. Fry, Frank Halpen, Alexander Henry, William T. Kirk, Jr., Ellsworth L. Posey, for two years, and B. R. Kenworthy, B. G. Moore, J. Stromeyer and W. W. Wilson, for one year. The annual banquet was held on Saturday night at the Bellevue-Stratford.

During the week "Wagner's Market Stores, West New York," has been incorporated under the laws of New Jersey. The intention is to operate a chain of grocery and meat stores in Western New York. The capitalization is \$125,000.

## New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

944,027. Preservation of bivalves. Albert A. Freeman, Atlantic City, N. J.  
944,087. Vegetable cutter. John E. Gloekler and Alfred B. Stahl, Pittsburg, Pa.

944,089. Cherry pitter. Fred. E. Greene, Courtland, Cal.

944,279. Cracker jar. Edward F. Reiff, Philadelphia, Pa.

944,283. Bread toaster. Frank B. Schuyler, Berkeley, Cal.

944,289. Dough shaper. Eugene F. Sobers, Bethlehem, Pa.

944,395. Percolator. Guido J. Wigenhorn, Los Angeles, Cal.

944,410. Apparatus for cutting lard or the like. Anders J. A. Bergman, Veramo, Sweden.

944,491. Vegetable slicing and cutting machine. Harland E. Madden, Hebron, Ohio.

944,621. Egg beater. Frederick J. Larock, Burnside, Conn.

944,700. Combined vegetable and pastry cutter. Rose M. Spence and Edwin J. Spence, Falconer, N. Y.

944,781. Egg whip. Fritz L. Gienandt, Boston, Mass.

944,865. Percolator for coffee urns. John D. Houck, Chicago, Ill.

## TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 44,256. "Cost Mark" for canned salmon, sardines and blended coffee. J. F. Humphrey & Co., Bloomington, Ill.

Ser. No. 44,651 "Choconel" for a cereal breakfast food. The Natural Food Co., Niagara Falls, N. Y.

Ser. No. 44,873. "Aero" for tea and coffee. Robt. G. Thomas & Son, New York, N. Y.

Ser. No. 45,056. "Ambassador" for blended coffee. The Western Coffee Co., El Paso, Texas.

Ser. No. 45,420. "Alta" for fancy flavored tea. Jones-Paddock Co., San Francisco, Cal.

Ser. No. 45,305. "Run-o-Pod" for canned peas. The Waukesha Canning Co., Waukesha, Wis.

Ser. No. 45,310. "Miles Morgan" for roasted coffee. Chas. E. Brown & Co., Springfield, Mass.

Ser. No. 45,635. "Burro Brand" for catsup. The Frazier Packing Co., Elwood, Ind.

Ser. No. 43,846. "Waldorf-Astoria" for coffee. O'Donohue Coffee Co., New York, N. Y.

Ser. No. 44,254. "Wish Bone" for coffee, tea and other foods. I. F. Humphreys & Co., Bloomington, Ill.

Ser. No. 44,876. "Onoko" for flavoring extracts, coffee, etc. The S. C. Smith Co., Cleveland, Ohio.

California rhubarb is beginning to sell in a small way at \$1 per bunch. The quality is very fair.

BEGIN  
HERE

When you begin to go through your stock with a view to getting every article on a profit basis, a good place to begin is with cereals.

At that point consider our *Gluten Cereal* proposition. It is made here in Pennsylvania and is an honest, dependable piece of merchandise that will stand up like a man with any cereal made and pay you much better than they do for selling it.

*Gluten Cereal* pays you forty per cent. profit. To make so much wouldn't it pay you to exercise a little salesmanship and push it?

Costs you \$1.25, brings you \$1.80.

**A. C. GODSHALL & CO.**

INCORPORATED

LANSDALE, PA.

## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## WANTED.

WANTED.—Manufacturer selling the wholesale grocery trade through brokers is in position to take on a line of goods sold to the same trade. Address "C. R.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

## FOR SALE.

FOR SALE.—I have a proposition that will interest every manufacturer of concrete blocks. Write Geo. K. Miller, Box 8, Schuylkill Haven, Pa. 3

FOR SALE.—If interested in a money-making business—the manufacture of a staple 10 cent article, costs a trifle, brings big results, address Geo. K. Miller, Box 8, Schuylkill Haven, Pa. 3

FOR SALE OR EXCHANGE.—Three hundred account McCaskey Register. Complete; been used only three weeks; good as new. Address Fred. S. Pfitzenmyer, Ocean City, N. J. 8

FOR SALE.—First-class meat, grocery and provision store, situated at the southwest corner Fifteenth and Manton Sts. (1214 S. Fifteenth St.). Doing a very good business. Will give satisfactory reason for selling. Lease if desired. Apply Fusco Bros., 1214 S. Fifteenth St., Philadelphia, Pa. 4

FOR SALE.—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

FOR SALE.—General store in central Pennsylvania town of 1,000 inhabitants. Only store in the town, which is joined to another town of 6,000 inhabitants by bridge. Business has averaged \$30,000 to \$35,000 for five years. No old stock or fixtures. Fixed charges low and a satisfactory lease can be had on building. Price, inventory. About \$5,000 will be required. Full investigation solicited. Address M. E. M., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

FOR SALE.—Grocery and meat market. Grand opportunity for young grocer and butcher. Has been established for twenty-two years. Most growing city in this State. Retiring from business on account of having interest in other business. Will lease property for a term of years at reasonable rent. Apply Burke & Bolger, Perth Amboy, N. J. 3

FOR SALE.—Four cars fancy white Pennsylvania potatoes at 65 cents bushel of 60 lbs. here. L. A. Leathers, Brookville, Pa. 5

FOR SALE.—In good New Jersey town of about 2,000 population, in center of rich farming district and surrounded by a large number of summer resorts that are growing each year and only three stores in town, a grocery and provision business doing over \$32,000 yearly, all cash, at a net profit of 10 per cent. above all expenses. Expenses very low. On account of desiring to retire, will sell stock and fixtures at inventory. Full investigation invited. Will take about \$2,500. Address H. W. J., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

FOR SALE.—Fine corner property in Ocean City, consisting of double dwelling with two stores in front, one fitted for dry goods, notions and millinery, the other for groceries, the latter with an established trade. Each dwelling has eleven rooms and bath and modern improvements. Good reason for selling. For particulars address 460 Asbury Ave., Ocean City, N. J. 4

FOR SALE OR EXCHANGE.—On account of ill health, I will dispose of my country store property (without stock) and dwelling, with two acres of land, at Alfarata, eight miles east of Lewistown, Pa. Business \$10,000 per year. Price \$2,500. Part cash, balance security. Address J. H. Myers, 209 Electric Ave., Lewistown, Pa. 3

FOR SALE.—A grocery, provision, fish and oyster place. Stock, fixtures, horse and wagon can be bought for \$800. Property 40 x 116½ ft., two story, eight rooms, \$4,700. Call 140 N. Vodges St., West Philadelphia, Pa. 3

FOR SALE.—Store and dwelling suitable for butcher, in a new locality in Germantown. No competition nearby. Excellent chance for good man. Apply 5747 Stenton Ave., near Chew St.; Germantown, Philadelphia, Pa. 3

FOR SALE.—A sausage making machine, in perfect order and suitable for chopping any kind of vegetable as well as meat. Cost \$35, will sell for \$10. Inspection invited. H. H. Mellbourne, Penn and Sellers Sts., Frankford, Philadelphia, Pa. 3

FOR SALE.—An old established grocery store, located on the busiest corner of a live town in central New York State for twenty-seven years. Every modern fixture and improvement, making this the finest store here. No old stock. All property free of any incumbrance. Proprietor desires to retire because of old age. Address "H. C.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

## HELP WANTED.

PHILADELPHIA SUBURBAN GROCER selling tea, coffee and fancy groceries, wants salesman for counter and outside work. Either single or married man. Wages \$12 to \$14. Hours 7 to 6, with Friday and Saturday evenings. Must have good reference and be a worker. Good chance for advancement. Address E 4, care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

GROCER AND GENERAL STORE-keeper near Philadelphia wants man to take orders and deliver on a commission of ten per cent. Should be single and board with employer. Good chance for hustler. Chance will be given to invest \$200, if desired. Address E 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

LARGE PENNSYLVANIA TEA AND coffee store wants man for solicitor on retail route. Will pay \$15 weekly for good man. City near Philadelphia, where house rents are low. What is wanted here is a hustler, and for such a one an unusual chance is open. Address E 3, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

WANTED.—If you are a clerk with natural qualifications as a salesman, I have an exceptional opportunity to offer you. If you are a merchant going out of business and looking for an opportunity to go on the road, my proposition will appeal to you. I want two or three capable men with the work habit, and who have energy plus. I want men with ability to sell goods all day long. I require references, also send an abstract of your qualifications. I have an advertising specialty proposition that interests all progressive retailers. Hundreds of the best retailers have endorsed my plan because they have found it profitable. Samples will go in coat pocket. My best salesmen are making from \$500 to \$1,000 a month. I want men who can do just as well or better. If you are of the right calibre, think you can handle a high-class, ready-selling proposition, write me immediately before all territory is assigned. W. F. Main, Dept. 135, Iowa City, Iowa. 1f

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 1f

WANTED.—In Northwestern Pennsylvania. Grocery clerk in large store to work into head clerk and eventually manager of a branch store. Preference is for married man; a good house can be rented in the town for \$15 monthly. Also prefer man twenty-five to thirty years old. Eleven other clerks employed. A bright chance to right party. Salary to start \$15



per week. Address E 1, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

### SITUATION WANTED.

**PHILADELPHIA GROCERY CLERK**, twenty-two years old, with good experience, part with chain store concern, part in Ireland, wants position where he can forge ahead. Could do good work as second man or manager's help, but is an all round grocery and provision hand, with experience at window dressing. Wants \$10 per week to start with. C 6, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

**GROCERY CLERK NOW EMPLOYED** in Pennsylvania, wants position as chain store manager. A record man. Had four years chain store experience. Twenty-two years old and single. Will go anywhere in Pennsylvania or New York. Can do some window dressing. Hard, steady worker. Wages wanted to start, \$12 weekly. C 7, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

**WANTED**.—Young and active salesman, desiring to make a change, will be open for position about January 1st. Best of reference. W. F. D., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

**EXPERIENCED CLERK AND MANAGER**, now employed in interior Pennsylvania county, wants position with wholesale house either as salesman or as resident manager of grocery store or department. Will go anywhere in Pennsylvania. Been nine years with present employer and can give gilt-edged references. Have some knowledge of window dressing. Wages desired at least \$15 weekly. Address C 5, care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

**PENNSYLVANIA CLERK, 21 YEARS** old, with five years of general store and one year of grocery experience, wants position as manager or under buyer in a store where a hustler is needed. Will go anywhere. Has done ad. writing and window dressing, also has good knowledge of shorthand and typewriting. Excellent salesman. Salary wanted to start, \$50 per month. References. Address C 4, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

**WANTED**.—Position as manager of a general merchandise store, or any of its departments, by a man with years of experience. Best of references. Can also make some investment. Address X. Y. Z. 4, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

### BUSINESS OPPORTUNITIES.

#### DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.

In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.

If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.

Write, call or telephone.

**WARNER & CO.,**

927 Arch Street, Philadelphia, Pa.

Phones, Bell Filbert 2500,

Keystone, Race 746.

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 463.—In Central Philadelphia, meat market, doing \$125 weekly, all cash. This can be bought for about \$150, as fixtures belong to the property.

No. 464.—Meat, provision and produce store, located in a prominent section on Columbia Ave. Does \$350 to \$400 weekly, all cash. Carries about \$200 worth of stock. Will sell entire business for about \$900. The reason this store and No. 463 is put on the market is on account of owner being made

secretary and treasurer of a wholesale meat business a few weeks ago, and the directors of this company desire him to sever his outside connections. Both of these stores show a clean net profit of ten per cent. above expenses. Full investigation invited.

No. 466.—In North Philadelphia, meat, provision and can goods market. Did last year \$34,694.57, making a net profit above all expenses for the owner of \$1,940.02. This profit can be materially increased by a working proprietor taking charge. Carries about \$500 worth of stock and will sell entire business for about \$1,400.

No. 467.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. The real estate is for sale. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 504.—In West Philadelphia, grocery, meat and provision store doing \$250 to \$300 weekly, mostly cash. In one of the best locations for doing business on Fifty-second street. Carries about \$500 worth of stock and will sell fixtures for \$400 and stock at inventory. Rent \$30 per month. This is worth investigation.

No. 553.—In northwest Philadelphia, grocery, meat and provision business located in desirable section, doing \$250 weekly, all cash. This business can be bought for \$750. Owner desires to leave city.

No. 554.—In Tioga, grocery and provision business. Last year did \$29,850.73, practically all cash. Will sell horse, wagon and fixtures for \$2,000; stock of about \$1,500 at inventory. Rent \$45 per month. Nets ten per cent. This business will stand investigation.

No. 556.—In Tioga, grocery, meat and provision business doing \$300 to \$350 per week, on which is netted a clean ten per cent. profit. Fixed charges are very low. Rent only \$40 per month, including two-story brick stable. Owner is going into other business. Will sell fixtures for \$300 and stock at inventory. About \$700 required.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

#### GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted every one paying.

**WARNER & CO.,**

927 Arch Street, Philadelphia, Pa.

### EXCHANGE.

FOR EXCHANGE.—100,000 high grade nickel cigars for groceries. John J. Pepper, Addison, N. Y. 3

### MISCELLANEOUS.



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2. If satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 12

Your customers like it

**BECAUSE**

It is absolutely pure. It requires no soaking. It can be cooked in fifteen minutes. It is never soggy or lumpy. One package makes six quarts of pudding.

You ought to like it

**BECAUSE**

It always satisfies your customers. It brings to your store the best class of trade. It moves; it's a real staple.

It pays you more than an ordinary profit.

If you have Minute Tapioca in stock, push it. It will pay you. If you haven't it, send us your jobber's name and we will send you a regular package to try in your own home. A trial will tell you more in a minute than we can tell in an hour. When sending for the package ask for "The Story of Tapioca." It's free. We are ready to do our part. Are you?

**MINUTE TAPIOCA CO.,**  
212 W. Main St., Orange, Mass.

### Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



**Anker's**  
Bouillon  
Capsules

Sole Manufacturers

**ROYAL SPECIALTY CO.**

92 Reade St.

NEW YORK

These trade-mark crosscross lines on every package.

**CRESCO FLOUR** **DIET FOR DYSPEPTICS**

And Cases of  
**KIDNEY AND LIVER TROUBLES AND OBESITY**

Makes delicious foods for everybody.

Unlike other goods. Ask physicians. For book or sample, write

**FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.**

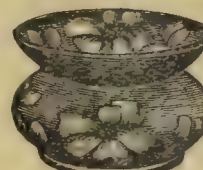


### THE NEW FLAVOR

**MAPLEINE**

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.



No. 1 Cuspidor  
6 1/2 Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co  
ZANESVILLE, OHIO

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

## SPECIALS

For Week Ending January 22d

C. & C. Oleine, 60 large bars weighing 50 lbs.	per box	\$2.20
Sauer Kraut	per bbl.	6.50
Walter Baker's Chocolate	per lb.	.27
Granulated Sugar	bulk	4.95
No. 2 Best Standard String Beans	per doz.	.55
No. 3 Sweet Potatoes	per doz.	.77 1/2
W. H. Baker's Winchester Chocolate	per lb.	.25
Pure Apple Vinegar	per gal.	.17
Alpha Cream Salad Dressing, small size	per doz.	.90

**ANDREW REITER & COMPANY, Baltimore, Md.**



# BALTIMORE PRICES-CURRENT

Corrected Weekly by **ANDREW REITER & CO., Wholesale Grocers, Baltimore, Md.**

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

## ROASTED COFFEES.

Packed in paper-lined fancy bags or paper-lined sugar barrels.	Per lb.
"A" Java.....	.26
"B" Java.....	.24
"C" Java.....	.24
"A" Java and Mocha Blend.....	.24
"B" Java and Mocha Blend.....	.23
"A" Mocha.....	.24
"B" Mocha.....	.23
"C" Mocha.....	.20
Laguayra (Washed Caracas).....	.18
"A" Maracaibo.....	.18
"B" Maracaibo.....	.17
"A" Santos.....	.17
"B" Santos.....	.16
"C" Santos.....	.15
Peaberry Santos.....	.15
"A" Rio.....	.14
No. 1 Rio.....	.13
No. 2 Rio.....	.12
Lipton Special Mocha and Java, 1-lb. cans.....	.27
Lipton Perfection, 1-lb. cans.....	.20
Battleship, 1-lb. packages, any quantity.....	.15 1/2
Log Cabin, 1-lb. packages, 100 to case.....	.14 1/2
Arbuckle's, 100 lbs. to case.....	
King Bee, 100 lbs. to case.....	14.50

## TEA

	Per lb.
No. 25 Gunpowder.....	.24
No. 28 Gunpowder.....	.35
Best Gunpowder.....	.45
No. 25 English Breakfast.....	.20
No. 28 English Breakfast.....	.33
Best English Breakfast.....	.40
No. 25 Moyune Gunpowder.....	.33
No. 28 Moyune Gunpowder.....	.38
Best Moyune Gunpowder.....	.50
No. 25 Imperial.....	.33
No. 28 Imperial.....	.35
Best Imperial.....	.50
No. 25 Oolong.....	.28
No. 28 Oolong.....	.35
Best Oolong.....	.45
Young Hyson.....	.35
Japan.....	.35
Heno, 1/2- and 1/4-lb. packages.....	.50
Silver Moon.....	.27
Silver Bell, 1-lb. packages.....	.25
Salada (Ceylon and India).....	
Green, Black and Mixed, 1/2- and 1/4-lb. packages, 10 lb. to box.....	.45
Green, Black and Mixed, 10c. packages, 5 doz. to box.....	.90

## DRIED AND EVAPORATED FRUITS.

	Per lb.
Apples—	
Evaporated, 50 lbs. to bag.....	.09 1/2
Evaporated, 1-lb. packages, 4 doz.....	.10
Dried, 50 lbs.....	
Peaches—	
Standard, 50 lbs.....	.07
Choice, 50 lbs.....	.07 1/2
Extra fancy, 25 lbs.....	.09
Apricots (evaporated)—	
Standard, 25 lbs.....	.11
Choice, 25 lbs.....	.12
Currents—	
Package, 36.....	.08 1/2
Bulk, 25 lbs.....	.08
New Figs—	
Box, 10 lbs.....	1.20
Mats, 1 lb.....	per doz.
Citron—	
American brand, 10 lbs.....	.24
American brand, 25 lbs.....	
Dates—	
Package, 30 1 lb.....	.06 1/2
Stuffed, 1 lb.....	per doz.
New Prunes—	
30-40, 25 lbs.....	.09
40-50, 25 lbs.....	.07 1/2
50-60, 25 lbs.....	.07
60-70, 25 lbs.....	.06 1/2
70-80, 25 lbs.....	.05 1/2
80-90, 25 lbs.....	.05 1/4
90-100, 25 lbs.....	.04 1/2
100-120, 25 lbs.....	
Raisins—	
4 Crown, 50 lbs.....	.06
2 Crown, 50 lbs.....	
London Layers, clusters, 20 lbs.....	per box
London Layers, 20 lbs.....	per box
Seedless Sultana, 50 lbs.....	
Seeded, 36 1-lb. packages.....	.06 1/2
Sultana, 36 1-lb. packages.....	
Sultana, bulk, 25 lbs.....	.09 1/2
Thompsons Bleached Sultana, 50-lb. boxes.....	

## BEANS, PEAS, Etc.

	Per bush.
New York Hand-picked, about 3 1/2 bushel bag.....	.45
Imported Beans, about 200 lbs. to bag.....	.35
Rangoon Beans, about 200 lbs. to bag.....	
Green Peas, dried, about 165 lbs. to sack.....	.35
Black-eyed Peas.....	.25
California Lima Beans, about 80 lbs. to sack.....	.05 1/2
Imported Lima Beans, about 90 lbs. to sack.....	.05 1/2
Split Peas, 20 lbs.....	per bbl.
Less quantity.....	
Lentils, about 200 lbs. to sack.....	.04 1/2
White Marrowfat Peas.....	per bush.
Pean Beans.....	.04 1/2

## CANNED FISH.

Salmon—	
Clover Leaf, 1 lb., flat, 4 doz.....	2.10
Clover Leaf, 1/2 lb., flat, 4 doz.....	1.25
Sockeye, 1 lb., flat, 4 doz.....	3.00
Seward, 1 lb., tall, 4 doz.....	1.60
Jockey, 1 lb., tall, 4 doz.....	
Buster Pink, 1 lb., tall, 4 doz.....	.95
Suwanee Belle, 1 lb., tall, 4 doz.....	.90
Argo, 1 lb., tall, 4 doz.....	
Sockeye, 1/2 lb., flat, 4 doz.....	
Hawkeye, 1/2 lb., flat, 4 doz.....	1.00
Lobsters—	
Gold Label, picnic size, 4 doz.....	
Beaver, 1 lb., flat, 4 doz.....	
Star, 1/2 lb., 8 doz.....	1.50
Star, 1/2 lb., flat, 4 doz.....	2.25
Gold Label, 1/2 lb., flat, 8 doz.....	
Beaver, 1/2 lb., flat, 8 doz.....	
P. E. I., 1/2 lb., flat, 8 doz.....	2.30
Clams—	
Orchard, 1 lb., tall, 4 doz.....	1.10
Herring Roe—	
Old Virginia, 25, 2 doz.....	.95
Mackerel—	
Blue Backs, in sauce, oval cans, 50 in case.....	3.85
Soused, 50 in case.....	3.85
Oysters—	
Standard, 5 oz., 2 doz.....	.80
Sardines, in oil—	Per case
1/2 oil, 100.....	
Gold Label, 1/2 oil, 100.....	6.50
Standard, 1/2 oil, 100.....	2.75
1/2 lb., oil, with key, 100.....	3.25
Epicurian, 1/2 oil, fancy cartons, 100.....	3.75
Mustard Sardines—	
Gold Label, 100.....	6.50
Standard, 100.....	3.00
Leon D'or, 100.....	3.75
Mustard Sardines—	
Gold Label, 50.....	4.50
1/2 Mustard, 48 cans.....	4.50
Harbor, 48.....	3.75
Imported Sardines—	
Martell, 1/2 oil, 100.....	16.00
Marie Elizabeth, 1/2 oil, boneless, 100.....	
1/2 Oil Imported Sardines—	
Martell, 100.....	10.00
North Cape, smoked, 100.....	8.50
Lien, 100.....	

## CANNED VEGETABLES.

	Per doz.
Baked Beans—	
Pin Money, 35, sauce, 2 doz.....	1.15
Pin Money, 35, sauce, 2 doz.....	.95
Pin Money, 15, sauce, 4 doz.....	.50
Pin Money, 35, plain, 2 doz.....	1.10
Wagner's, 15, tall, 4 doz.....	.50
Wagner's, 35, plain, 2 doz.....	1.10
Wagner's, 35, sauce, 2 doz.....	1.15
Excursion, 25, sauce, 2 doz.....	.95
Saratoga, 25, 2 doz.....	.65
Campbell's, 25, 2 doz.....	.95
Corn—	
Pin Money, Shoepeg, 25, 2 doz.....	.90
Standard Shoepeg, 25, 2 doz.....	.90
Standard, 25, 2 doz.....	.80
Belmont Cream, 25, 2 doz.....	.90
Winorr, Kernelled Corn, 2 doz.....	
Peas—	
Mildens, extra sifted, 2 doz.....	1.25
Belle, 2 doz.....	.75
Little Fellow, 25, 2 doz.....	
Runopod, 25, 2 doz.....	1.75
Pin Money, petits pois, 2 doz.....	1.50
Pin Money, standard Early June, 2 doz.....	.90
French, extra fine, 100.....	17.50
Pin Money Combination—	
25, 2 doz.....	.85
Kidney Beans—	
25, 2 doz.....	.75
Lima Beans—	
Derby, soaked, 25, 2 doz.....	.80
Standard, 25, 2 doz.....	1.00
Little Darling, 2 doz.....	1.30
Pumpkins—	
35, 2 doz.....	.70
No. 10.....	
String Beans—	
25, 2 doz.....	.65
Pin Money Vegetables—	
25, 2 doz., 12 kinds in can.....	.85
Sweet Potatoes, 35, 2 doz.....	.85
15, Pulp, for soup.....	.40
Succotash—	
25, 2 doz.....	.95
Tomatoes—	
Pin Money, whole, 35, 2 doz.....	.80
Standard, 35, 2 doz.....	.75
No. 10, 1/2 doz.....	2.10
Fair Quality, 35.....	.70
25, 2 doz.....	.62 1/2

## SUGAR.

We do not handle imported sugar.	
Dominoes, 5-lb. packages.....	7.60
Cut Loaf.....	5.95
Powdered.....	5.30
XXXX, powdered.....	5.50
Cubes.....	5.50
Fine Granulated, American.....	4.95
Fine Granulated, 100-lb. sacks.....	4.95
Confectioners' A.....	4.90
No. 1, A.....	4.85
Light Yellow.....	4.80
Fine Granulated, 1-lb. bags.....	5.25
Fine Granulated, 5-lb. bags.....	5.15

## CANNED FRUITS.

	Per doz.
Apples, 35, 2 doz.....	.85
Blackberries, 25, 2 doz.....	.80
Blueberries, 25, 2 doz.....	
Cherries, 25, 2 doz.....	.80
Gooseberries, 25, 2 doz.....	.95
Pie Peaches, 35, 2 doz.....	.90
Pears, 35, 2 doz.....	.95
Sliced Pineapples, 25, 2 doz.....	1.25
Singapore Pineapples, 1 1/2, chunks, 4 doz.....	1.25
Singapore Pineapples, 10c. chunks, 4 doz.....	.95
Grated Pie Pineapple, James, 35, 2 doz.....	.90
Strawberries, 25, 2 doz.....	.95
Standard Peaches, Terrapin, 35, 2 doz.....	1.75
Sliced Apricots, 2 doz.....	1.90
California Cherries, 2 doz.....	3.00
California Peaches, 2 1/2, 2 doz.....	1.90
Wallace Peaches, 35, 2 doz.....	1.25
Sliced California Peaches, 15, 4 doz.....	1.85

## SALT.

	Per sack
Fine Table, large sack.....	.85
Kiln Dried.....	.95
Fine Table, bushel sacks.....	.32
Fine Table, 1/2-bushel sacks.....	.19
Ground Alum, 140.....	.57
	Per bbl.
Fine Dairy, 25, 140 to bbl.....	2.45
Fine Dairy, 35, 100 to bbl.....	2.43
Fine Dairy, 45, 70 to bbl.....	2.23
Fine Dairy, 55, 60 to bbl.....	2.20
Fine Dairy, 85, 35 to bbl.....	2.03
Fine Dairy, 105, 28 to bbl.....	2.03
Worcester, 2 1/2, 115 to bbl.....	4.00
Worcester, 55, 60 to bbl.....	4.00
Worcester, 105, 30 to bbl.....	3.75
	Per case
Snow Flake, 48 10c. packages.....	3.10
Snow Flake, 36 15c. packages.....	3.75
Colonial, 36 5c. packages.....	1.30
Rock Salt.....	per cwt.
Shaker, 2 doz.....	per case

## MOLASSES AND SYRUPS.

	Per gal.
St. Clair, N. O.....	.39
Kingsland, N. O.....	.36
Julian F. Bradshaw's Molasses, No. 44.....	.33
Cheapside Molasses.....	.29
Blackstrap Molasses.....	.20
Gilt Edge Syrup.....	.30
Gold Medal.....	.31
King Syrup.....	.31
Orange brand Syrup.....	.33
Orange brand, 2 1/2, cans, 2 doz.....	2.80
No. 6 Amber Syrup.....	.29
California Amber Drips, 25, cans, 2 doz.....	1.70
California Amber Drips, 2 1/2, cans.....	1.90
California Amber Drips, 35, cans, 2 doz.....	2.30
California Amber Drips, 1/2 gal. cans, 1 doz.....	2.05
Calvert brand, Pure Porto Rico.....	.22

## CONDENSED MILK.

	Per case
Baby, 1 doz. glass jars.....	1.90
Challenge, 4 doz.....	4.20
Eagle, 4 doz.....	6.25
Magnolia, 4 doz.....	4.50
Red Cross, 4 doz.....	
Star, 4 doz.....	4.65
Dime brand, 4 doz.....	3.95
Premium, 4 doz.....	
Hires' Silver, 4 doz.....	4.75
Queen.....	
Hires' Jersey, 4 doz.....	4.50

## EVAPORATED CREAM.

	Per case
Gold, double size can, 4 doz.....	4.10
St. Charles, 4 doz.....	3.30
Our Pet, large size, 4 doz.....	3.15
Our Pet, baby size, 6 doz.....	2.60
Peerless, small size, 6 doz.....	2.60
Peerless, large size, 4 doz.....	2.90
Peerless, tall cans, 4 doz.....	3.60
Columbia, 4 doz.....	3.20
Van Camp's, 4 doz. in cans.....	3.85

## MATCHES.

	Per gross
Blue Hen, 25, 1 gross.....	1.60
Coast, 5 gross.....	.85
Globe, 15, 5 gross.....	.95
Doric, 1 gross.....	.90
Home Safety, 65, 5 gross.....	.45
Vulcan Safety, 50 gross.....	.50
Bird's Eye, 55, 100 packs.....	per case
Search Light, 15, 5 gross.....	1.00
Search Light, 15, 1 gross.....	4.50
Fast Mail, 15, 1 gross.....	.90
Bull's Eye, 5 gross.....	1.00
Little Star, 5 gross.....	.40
Pet, 15, 5 gross.....	.78
Chips, 25, 3 boxes to package and 50 packages to case especially for coast trade and damp climate.....	per case
Black Diamond, 55, 100 in case.....	3.15
Ignito, double dips, 5 gross.....	4.00
1 gross in case.....	per case
Black Swan, double dip, 55, 1 gross cases.....	3.50
Battle Ax, parlor style, 55, 1 gross cases.....	3.50

## RICE.

	Per lb.
Best Head, bbls. or 100-lb. sacks.....	.06 1/2
No. 2 Head, bbls. or 100-lb. sacks.....	.05 1/2
No. 3 Broken, bbls. or 100-lb. sacks.....	.05 1/2
Japan, 100-lb. sacks.....	.04 1/2
Panna, 100-lb. sacks.....	.06 1/2

## LAUNDRY SOAP.

	Bars.	Box.
Acorn.....	120	2.10
*Pearl White Floating.....	60	2.40
Ark.....	100	1.85
Babbitt's.....	100	3.75
5 box lots freight paid, with 1 box "1776" or 60 cakes Best Soap free.....		4.25
10-box lots freight paid, with 2 boxes "1776" or 120 bars Best Soap free.....		4.20
Needawash.....	120	2.00
*Bee.....	100	3.90
*Big Schooner.....	100	3.75
*Fels-Naptha.....	100	4.00
Hoefner's Tiger Borax.....	100	3.50
*Fairy Oval.....	100	4.00
*Globe Oleine.....	60	2.50
*Ivory, 6 oz.....	100	4.00
*Ivory, 10 oz.....	100	7.00
*Kirkman's.....	100	3.75
*Kirk's Oleine.....	60	2.50
*Lenox.....	100	3.35
*Lifebuoy.....	50	2.00
*Fairbank's Tar.....	100	3.75
*Magic Cleaner.....	100	
*Octagon.....	100	3.85
*Philadelphia Oleine.....	72	3.00
*P. & G. Oleine.....	84	3.50
Premium.....	100	3.75
*Santa Claus.....	100	3.40
*Star.....	100	3.35
*Sunlight.....	100	3.90
*Sunshine.....	120	2.45
Star Oleine.....	60	1.75
*Sunny Monday.....	100	4.00
*White Cloud.....	100	3.90
*Wonder Worker.....	100	4.00
Wonder Worker Chips.....	4 doz.	2.25
Lion.....	100	
*Snowberry.....	100	3.90
Best Blue.....	80	3.40
*P. & G. Naptha.....	100	3.85
Duck.....	100	3.85
20 Mule Borax.....	100	4.00
U. S. Mail.....	100	3.00
Hustler.....	120	2.35
Brag.....	66	2.55
Export Borax.....	100	4.00
C. & C. Oleine.....	60	2.30

## TOILET SOAP.

	Bars.	Box.
Flash, for the hands.....	100 cans	6.50
Grand Pa's, small size.....	100	3.85
Grand Pa's, small size.....	50	1.95
Grand Pa's, large size.....	50	3.25
Sweet Maiden.....	1 doz.	.40
Brown Windsor, Violet, Golf, Turkish Bath, Elder Flower, Dairy Queen and Rose.....	1 doz.	.40
White Castle, 36 lbs.....	per lb.	.10
Conti, imported Castile, 36 lbs.....	per lb.	.15
Oat Meal.....	per doz.	.40
Glycerine.....	per doz.	.40
Jap Rose.....	50	3.7







**CORRECTED WEEKLY. JANUARY 17, 1910.**

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**SUGAR.**

Confectioners' Lozage, XXXX.....	5.15
" Powdered.....	5.05
" Crown A.....	5.45
" Crystal A.....	5.10
" Coarse Granulated.....	5.35
Eagle Tablets.....	6.40
Crystal Dominoes.....	7.49 1/2
Cut Loaf.....	5.88 1/2
Patent Cubes.....	5.30
Powdered.....	5.05
Extra Fine Granulated.....	4.95
Coarse Granulated.....	4.95
Granulated.....	4.95
Fine Granulated.....	4.95
" in 50-lb. bags packed 8 in 100-lb. bag.....	5.00
" in 25-lb. bags packed 4 in 100-lb. bag.....	5.00
" in 10-lb. bags packed 10 in 100-lb. bag.....	5.10
" in 5-lb. bags packed in bbls....	5.15
" in 5-lb. bags packed in 100-lb. bags.....	5.15
" in 5-lb. bags packed in bbls....	5.25
" in 5-lb. bags packed in 100-lb. bags.....	5.25
" in 5-lb. cartons in cases.....	5.15
" in 5-lb. paper packages in cases.....	5.15
Confectioners' A.....	4.80
1—Keystone A.....	4.75
2—American A.....	4.70
3—Centennial A.....	4.65
4—California A.....	4.60
5—Franklin B.....	4.55
6—Keystone B.....	4.50
7—American B.....	4.40
8—Centennial B.....	4.40
9—California B.....	4.35
10—Franklin Extra C.....	4.30
11—Keystone Extra C.....	4.25
12—American Extra C.....	4.20
13—Centennial Extra C.....	4.15
14—California Extra C.....	4.15
15—Franklin C.....	
16—Keystone C.....	

**TEA.**

Japan—Basket-fired.....	25	30
Japan—Pan-fired—Common to fair.....	25	30
" Fine.....	24	28
" Choice.....	30	35
Formosa—Superior to Fine.....	32	38
Choice to Extra.....	23	35
Choice.....	40	50
Poonow—Common, cargo.....	19	
Good, medium.....	25	25
Superior.....	26	28
Fine.....	30	35
Choice.....	40	40

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GUNPOWDER—Choice to Extra.....	39	35
Choice.....	40	45
MOTUNE—Good.....	37	30
Fine.....	35	40
Choice.....	45	50
Choice.....	42	55
IMPERIAL—Superior to fine.....	18	22
Choice to Extra.....	25	28
Choice.....	30	35
Young Hyson—Superior to fine.....	18	22
Choice to Extra.....	28	30
Choice.....	35	40
INDIA—Common to Fine.....	18	38
CEYLON—Common to Fine.....	18	40
ENGLISH BREAKFAST—Fair to Good.....	13	18
Choice to Extra.....	18	28
Choice.....	30	40

**PACKAGE TEAS.**

Lipton's—	Per lb., in 1/2-lb. tins
Ceylon and India, A.....	48
Ceylon and India, B.....	43
Black and Green, A.....	48
Black and Green, B.....	43
English Breakfast, A.....	48
English Breakfast, B.....	43
Formosa Oolong, A.....	48
Formosa Oolong, B.....	43
1/2-lb. tins 10c. per lb. more.	

Tetley's—	Per lb.
India and Ceylon, Formosa or Mixed—	
Extra, Gold Label.....	75
No 1, Buff Label.....	60
No 2, Green Label.....	45
Sunflower, India and Ceylon, Formosa,	
Oolong or Mixed—	
1 lb., 1/2 lb. or 1/4 lb. sizes.....	50
3 lb. packages.....	1.25
5 lb. packages.....	2.10
Caricoll Blend, Martindale & Co. :—	Per lb.
5-lb. Silver Sacks.....	22
1-lb. Silver Sacks.....	22 1/2
1/2-lb. Silver Sacks.....	23
1/4-lb. Silver Sacks.....	23 1/2
1/2-lb. Silver Sacks.....	25
Spring Garden Tea—	
100 lb. barrels.....	18

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McCormick & Co., Banquet brand, Ceylon,	
Blended, etc.—	Per lb.
1-lb. canisters, 8-lb. boxes.....	.53
1/2-lb. " 12-lb. ".....	.53
1/4-lb. " 10-lb. ".....	.53
Trial " 10-lb. ".....	.53
McCormick & Co., Bee brand—	Per lb.
1-lb. lithographed cans, 20-lb. boxes.....	.56
1/2-lb. " 10-lb. ".....	.58
1/4-lb. " 10 and 20-lb. bxs.....	.60
Travellers pocket canister, 4 doz....	per doz. .80

**AMMONIA.**

Colburn's "A," 16 oz., 2 doz. boxes.....	Per doz .90
Colburn's "A," quarts, 1 doz. boxes.....	1.50
Colburn's "A," 1/2 gals, 1 doz. boxes.....	2.70
Colburn's Mayflower, 16 oz., 2 doz. boxes.....	.75
Colburn's "A," hotel size, 2 doz. boxes.....	1.30
Violet, plants, 2 doz.....	.90
Tibbals Dri-Monia (con. dry), 10c. size, 1/2 gross case.....	per gross 9.00
Tibbals Dri-Monia (con. dry), 5c. size, 1/2 gross package.....	per gross 4.80
Free goods with 1/2 gross 5- or 10-cent sizes.	

**AXLE GREASE.**

Fraser's, 15 lb. pails.....	80
Fraser's, boxes, 1/2 gross.....	per gross 9.25
Mica, 1/2 gross.....	per gross 8.40
Peerless, 1/2 gross.....	per gross 4.40



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## GREEN COFFEE.

	Per lb.
Rio, Golden, fancy.....	@.10 1/4
" prime.....	@.09 1/4
" choice.....	@.11 1/4
Santos, Peaberry, extra fancy.....	@.11 1/4
" fancy.....	@.10 1/4
" choice.....	@.11 1/4
Maracaibo strictly fancy, mild.....	@.11 1/4
" choice.....	@.11 1/4
Washed Caracas, fancy.....	@.13 1/4
Laguayra, fancy.....	@.11 1/4
Lava, extra fancy, genuine.....	@.20 1/4
Mocha, 1/4 and 1/2 bales, genuine, finest.....	@.19 1/4
" Seed, Santos, fancy.....	@.10 1/4
" choice.....	@.10 1/4

## ROASTED COFFEE IN BULK.

Rio, Golden, extra fancy.....	@.13 1/4
" Prime.....	@.13
" Choice.....	@.12 1/4
" No. 2, bags about 50 lbs.....	@.12
Santos, Peaberry, extra fancy.....	@.14
" extra fancy.....	@.14 1/4
" 100 lb. lots.....	@.13 1/4
" fancy.....	@.12 1/4
Laguayra, fancy.....	@.14 1/4
Maracaibo, choice.....	@.14 1/4
" fancy.....	@.15
" extra fancy.....	@.15 1/4
Java, extra fancy, genuine.....	@.14 1/4
" fancy.....	@.14
Mocha, finest.....	@.23 1/4
Lipton's Blended Coffee—	
No. 1.....	.28
No. 2.....	.20
No. 3.....	.17
No. 4.....	.14
Packed in 25 and 50-lb. cans, and 25, 50 and 100-lb. bags.	

## PACKAGE COFFEE.

Two per cent. discount on package coffee. Sold on the equality plan.	
New York Card Price. 100-lb. Cases. 60-lb. Cases.	
Arlosa.....	12 3/4
Arbuckle's Seven Day.....	12 3/4
Lion.....	13 3/4
B. Fischer & Co.—	
Hotel Astor Coffee, 1-lb. tins.....	.26
Thos. Martindale & Co.—	
Saludo, lbs.....	.20
" 50-lb. tins.....	.19
" barrels.....	.18
Viv, lbs.....	.16
" 50-lb. tins.....	.15
" barrels.....	.14 1/4
Ground or pulverized without extra charge.	
Lipton's 1-lb. tins—	
Special.....	.27
Gossip.....	.23
Perfection.....	.20
Packed in 30 and 60-lb. cases.	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—	
30 tins in box.....	per box 3.90
12 tins in box.....	per carton .95
1-lb. tins.....	per doz. 5.75
George Floto's Sons—	
Coffee Essence, 1/4-gross improved cans.....	per gross 2.25
" 1/2-gross cans, tin ends.....	2.70
" 3/4-gross cans, all tin.....	2.85
Vienna Coffee Essence, Manila, 1/4 gross.....	2.25
Package Chicory, 65-lb. cases.....	per lb. .04 1/4
Mummel's Essence, tin can, 1/4 gross, per gross.....	.85
" tin ends.....	.70
" improved.....	.15
Chicory, Selig's 65's.....	.05 1/4
" English, ground, bags about 160 lbs.....	.05 1/4
" Franks', stick, 65 lbs.....	.06 1/4
" Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....	.04 1/4

## AMMUNITION.

Blasting, A, bags, 25 lbs.....	2.35
" B, bags, 25 lbs.....	1.30

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Duck, kegs, 25 1/2 lbs.....	4.75
" kegs, 6 1/2 lbs.....	2.65
FG, FFG, FFFG, kegs, 25 lbs.....	4.75
" " kegs, 12 1/2 lbs.....	2.65
" " kegs, 6 1/2 lbs.....	1.50
Drop Shot, Nos. 2, 3, 5, 8, 9, bags, 25 lbs.....	1.85

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.90
No. 3, 3 doz.....	3.35
Colburn's, No. 1, 4 doz.....	1.65
No. 2, 3 doz.....	2.65
A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" No. 2, 3 doz.....	4.80
Reckitt's, 50 and 100 aast., 8 lbs.....	Per lb. .30

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/4 gross.....	1.10
Army and Navy, No. 8, 3 doz.....	3.00
Crystal, No. 2, 3 doz.....	3.50
Troy, No. 39, bbls., 6 doz. barrel.....	2.45
French Laundry, large, 1/4 gross in barrel.....	4.80
Tibbals Cream Indigo, 50 size, 1/4 gross case.....	9.00
" 100 size, 1/4 gross case.....	9.00
Free goods with 1/4 gross 5-cent size and 1/4 gross 10-cent size.	

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.39
first.....	.38
second.....	.37
third.....	.33-36
dairy, extra, bakers' use, 30-60 lbs.....	.26-38
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.35-40
Print Butter—	
Star or S. D. brands, 1 lb., 20-50-lb. bxs.....	.43
B. B., E. D. brands, 20-50-lb. boxes.....	.42
J. J., C. V., Gilt Edge, Gold Medal, 20-50-lb. boxes.....	.41
Sheaf ("400") Elgin, 20-50-lb. boxes.....	.40
Sheaf.....	.35-39
Milken Farm, lbs. and 1/2 lbs.....	.43
Gurnee, lbs. and 1/2 lbs.....	.41
Belle Spring.....	.37

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.21 1/4
" 16's, 30 lbs.....	.21 1/4
Paraffine, 4's, 6's, 8's cartons, 30-lb. cases, per lb.....	.08 1/4
Searchlight, hotel, 16's, 30 lbs.....	.08 1/4
Pearless, hotel, 16's, 30 lbs.....	.09 1/4
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11
" 16's, 30 lbs.....	.12
Neverout, 8's.....	per box 1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

	Gross
Glass Jars.....	
Mason, Pint.....	
Mason, Quarts.....	
Mason, Half-gallons.....	
Jelly Tumblers.....	
Barrels, 21 doz., 1/2-pint.....	per doz. (No charge for barrels.)
Jar Tops—	
1/2 gross, no rubbers.....	per gross 1.45
Jar Rubbers—	
Lip, wide.....	per gross .75
Acme, wide, 1 doz. cartons, 5 gross box.....	per gross .45
" medium, 1 doz. cartons.....	per gross .40
Reliable, white rubber, wide.....	.36
" medium.....	.26
Black, medium.....	per lb. .25
(25 lb. lots 1 cent per lb. less.)	
Red Lustre.....	per gross

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## COOKING HERBS.

Colburn's "A," Small—	
Sweet Marjoram.....	per doz. .25
Sage.....	.25
Thyme.....	.25
Savory.....	.25
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
1/4-lb. cartons, 1 doz.....	per doz. .40
1/2-lb. ".....	.75
1-lb. ".....	1.25
1/2-lb. screw cap bottles, 2 doz.....	.90
1-lb. square cans, 2 doz.....	.85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Mrs. Hancock's, trying.....	1.20
DuBois', frying.....	1.00
Silver Lake, fancy Jersey.....	.85
Peerless, extra fancy, No. 3, cold packed.....	.80
Golden Rule, No. 3, off standard.....	.67 1/2
Alta, No. 2, good.....	.55
Favorite, No. 10, 1 doz.....	2.00
Brandywine Hills, extra fancy.....	.90
Mrs. Lippincott's, Frying.....	1.15
Our Best, 50 oz.....	1.00
Rival Blue, fancy hand packed.....	.80
Mispillion, fancy Delaware.....	.75
Ford, fancy Maryland.....	.67 1/2
Best of All, good Delaware.....	.65
Luncheon, fancy Maryland.....	.70
Lima Beans—	
Tinsley's, extra small.....	1.25
Silver Lake.....	.90
Early Autumn, No. 2.....	.85
Oxford, Maine packed.....	.90
String Beans—	
Extra fancy.....	1.45
Boyer's, 28.....	.60
Acorn, 28.....	.85
" No. 2.....	.55
Safe, No. 2.....	.50
White Wax Beans—	
Boyer's.....	.60
Acorn, No. 2.....	.57 1/2
Brandywine Hills, No. 2.....	1.10
Beans (Pork and Beans)—	
B. & M., No. 3, plain.....	1.35
" No. 3, tomato sauce.....	1.55
Campbell's, No. 2, plain.....	.95
" No. 2, Boston style.....	.95
Oxford, No. 3.....	1.05
Narragansett, No. 3, tomato sauce.....	.87 1/2
Van Camp's, No. 1, sauce, 4 doz.....	1.35
" No. 2, sauce, 4 doz.....	.87 1/2
Moore & Brady, No. 3, plain.....	.92 1/2
" No. 3, sauce.....	.43 1/4
" No. 1, picnic size, plain.....	.47 1/2
" No. 1, picnic size, sauce.....	.47 1/2
Victory, No. 1, tomato sauce, 4 doz.....	1.07 1/2
Martin Wagner Co., No. 3, plain.....	1.07 1/2
" No. 3, tomato sauce.....	1.12 1/2
" Midnight Lunch, No. 1, 4 doz.....	.50
Snider's, sauce or plain, No. 3, 2 doz.....	1.80
" No. 2, 3 doz.....	1.40
" No. 1, 4 doz.....	.90
Red Kidney Beans—	
Joan of Arc, No. 2, fancy.....	.80
Van Camp's, No. 2, 2 doz.....	.80
Martin Wagner's, No. 2, 2 doz.....	.77 1/2
Corn—	
Kornlet.....	1.70
Paris, fancy Maine.....	1.25
American Beauty, extra fancy, Shoe Peg.....	.90
Cream of Susquehanna.....	1.00
Baker's, G. W., whole grain.....	.80
Shoe Peg, Susquehanna, No. 2.....	.85
Rox, No. 2, fancy, whole grain.....	.75
Vanity, No. 2, whole grain.....	.70
Peas—	
Boyer's, Midgets, No. 2.....	1.55
" Extra Sifted.....	1.25
" Sifted.....	1.07 1/2
" Early June.....	.95
B. B. F., Early June.....	.95
Hermit brand, soaked.....	.55
Lotus, Sweet Wrinkle.....	1.10
Brandywine Hills, extra sifted N. Y. State.....	1.50
Kent County, Sifted.....	.80
Our Favorite, No. 2.....	.80
Plantation Standard, Early June, No. 2.....	.87 1/2
Pride of Delaware Standard, No. 2.....	.75
Wyoming, extra fine, June, No. 2.....	1.25
Beets—	
Silver Lake, fancy, No. 3.....	1.05
Succotash—	
Little Quaker, extra fancy, No. 2.....	1.05
Brandywine Hills, extra fancy.....	1.05
Spinach—	
Champion, No. 3.....	92 1/2
Farren's, No. 3, 2 doz.....	1.05
Victory, No. 3, fancy leaf, 2 doz.....	.95
M. & W., No. 3, chopped.....	.85
Sweet Potatoes—	
Farmside, fancy N. Y. State, No. 3.....	1.25
Boyer's, No. 3, 2 doz.....	1.00
Slocumb Farm, No. 3 cans, 2 doz.....	.90
Pumpkin—	
Silver Lake, No. 3.....	.72 1/2
Apollo, 3's.....	.62 1/2
Lilly Lake, 3's.....	.62 1/2
Asparagus—	
Oak, large, 2 1/2's.....	2.50
Superior, large, No. 2 1/2's.....	2.50
Staple, medium, No. 2 1/2's.....	2.35
Swan, medium, No. 2 1/2's.....	2.40
Del Monte Tips, No. 1 1/2's.....	2.15
Extra Tips, No. 1 1/2's.....	2.10
El Rio, choice California, No. 2 1/2's, 2 doz.....	2.00

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## California Canned Fruit.

	Per doz.
Apricots—	
Extra quality.....	2.75
Extra standard.....	1.50
Standard.....	1.30
Pears—	
Bartlett, extra quality, 2 1/2's.....	3.00
" extra standard, 2 1/2's.....	2.00
" standard, 2 1/2's.....	1.75
Cherries—	
Extra quality, 2 1/2's.....	2.90
Extra standard, 2 1/2's.....	2.00
Standard, 2 1/2's.....	1.80
Peaches—	
Toga, No. 2 1/2's, extra standard, lemon cling.....	1.70
Agate, No. 2 1/2's, standard, lemon cling.....	1.50
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.00
Columbus, No. 2 1/2's, pie, peeled, yellow, free.....	1.20
Pineapples—	
Egg, extra standard.....	1.40
Green Gage, extra standard.....	1.40
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples	
Golden Crown, No. 3, 2 doz.....	.90
Spring Garden, No. 3, 2 doz.....	.85
Bull Head, No. 3, 2 doz.....	.85
Spring Garden, No. 10.....	2.65
Blackberries—	
Silver Lake, syrup, No. 2.....	1.30
Nigger Head, No. 2.....	1.02 1/2
Spring Garden, No. 2.....	.85
Blueberries—	
Maine, Eagle No. 2.....	1.25
Loggies, No. 10.....	6.00
Cherries—	
Boyer's, No. 2, white, extra.....	1.37 1/2
Flour City, white, No. 2.....	1.10
Flour City, red, No. 2.....	
Peaches—	
Berry's, yellow, No. 3.....	1.25
Castle Haven, white, No. 3.....	1.05
Standard, pie, No. 3.....	.90
Pears—	
Silver Lake, No. 10.....	3.75
Hero, No. 3.....	1.00
Raspberries—	
Red Farmside, extra preserved, No. 2.....	2.45
Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.75
Silver Lake, No. 10, 1 doz.....	1.90
Strawberries—	
Anchor, No. 2, water.....	.75
Silver Lake, No. 2.....	1.40
Pineapple—	
Acorn, E. & C., No. 2.....	1.90
General, E. & C., sliced, No. 2.....	1.80
Indian River, E. & C., No. 2.....	1.65
Orange Grove, E. & C., No. 2.....	1.30
Singapore Chunks, No. 1 1/2, 4 doz.....	.97 1/2
Wallace, grated, No. 2.....	1.40
Singapore, cubes, No. 1 1/2, 4 doz.....	.67
James, No. 3, pie, grated.....	.85
Singapore, cubes, No. 1 1/2, 4 doz.....	1.00

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Klipped Herring and Oysters.

	Per doz.
Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	2.20
" No. 2, 2 doz., McMenamin's.....	3.25
Clams—	
Star, No. 1, 4 doz.....	.85
Lobster—	
B. & M., No. 1/2, flat, 4 doz.....	2.30
" No. 1/2, flat, 4 doz.....	1.40
Star brand, No. 1/2, flat, 4 doz.....	1.35
" No. 1/2, flat, 4 doz.....	2.25
Shrimps—	
L and D, No. 1, pickle, 4 doz.....	1.20
Mackerel—	
Pickert's, soured, No. 1, 4 doz.....	
" No. 2, 2 doz.....	
" No. 3, 2 doz.....	
Underwood, soured, No. 1, 50 cans.....	
" No. 1, 4 doz.....	
Oysters—	
Boyer's, No. 1, 2 doz.....	.75
" No. 2, 2 doz.....	1.40
Stewart's, No. 2, 2 doz.....	1.35
" No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.72 1/2
Klipped Herring—	
Maconache's, 2 doz., plain.....	1.50
Gilt Edge, 4 doz.....	1.37 1/2
Connor's, 4 doz.....	1.22 1/2
Salmon—	
Happgood's, No. 1, tall.....	1.95
" No. 1 flat.....	2.05
Horseshoe, No. 1.....	1.60
White Raven, red, 1/2's.....	
Chef, red, No. 1/2, flat, 4 doz.....	.90
Terrapin, pink, No. 1/2, 4 doz.....	.77 1/2

## SARDINES—Imported.

Chancerelle, 1/2s, key.....	35.00
La Champagne, 1/2s, key.....	17.00
1/2s, key, boneless.....	30.00
Tricolor, 1/2s.....	9.25
Martels, 1/2s.....	9.50
1/2s.....	13.25
Morel, 1/2s, boneless.....	15.00



**¶ SOME REASONS why every manufacturer whose goods are sold by grocers, should talk to them through**

## THE GROCERY & ALLIED TRADE PRESS OF AMERICA

First:—Each publication furnishes a sworn statement of circulation, accompanied by Post Office mailing receipts.

Second:—The advertising rates on all these publications are standardized—same price to everybody.

Third:—They have appropriated large sums of money to supply their constituents with every form of information which is helpful to them.

Fourth:—They reach the grocers' clerks as well as the grocers, with an ably edited department for clerks particularly.

Fifth:—Every manufacturer has a message for the retailer and there is no way open to convey that message to him as effectively except at a much greater cost.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
American Grocer, New York  
Tea & Coffee Trade Journal of New York  
Grocers' Magazine, Boston  
Retail Grocers' Advocate, New York  
New England Grocer and Tradesman, Boston  
Merchants' Journal and Commerce, Lynchburg, Va.  
Southern Merchant, Atlanta, Ga.  
Trade, Detroit, Mich.  
Twin City Commercial Bulletin, Minneapolis and St. Paul  
Modern Grocer, Chicago  
Interstate Grocer, St. Louis  
Eli Grocer and General Merchant, St. Louis, Mo.  
Retail Merchants' Journal, Peoria, Illinois  
Omaha Trade Exhibit, Omaha, Neb.  
Beverage and Food, Cincinnati, Ohio

Grocery World and General Merchant, Philadelphia, Pa.  
Retail Grocers' Advocate, San Francisco, Cal.  
National Provisioner, New York  
Merchants' Journal, Topeka  
Interstate Trade Bulletin, Denver  
Southwestern Commercial Bulletin, Los Angeles, Cal.  
Grocer & Country Merchant and Tobacconist, San Francisco  
Merchants' Index, Denver, Col.  
General Merchants Review & Mixed Stocks, Chicago, Ill.  
Price Current, Wichita, Kan.  
The Retail Merchant, Dallas, Tex.  
The Merchant and Manufacturer, Nashville, Tenn.  
Hutchinson Wholesaler, Hutchinson, Kansas

We take full charge of a manufacturer's trade paper campaign, write the copy, place it, change it regularly, check insertions and pay all bills.

We do it right because we have spent our lives at it. We do it better than any one else could, because no one else has devoted so much time and study to it.

Write for "The Short Path"—every paragraph will tell you something you want to know.

## Wessels & Chandler

Advertising Representatives

927 Arch Street,  
Philadelphia, Pa.

231 W. 39th Street,  
New York City.







# *A Business Getting Plan for all* **RETAIL MERCHANTS**

**Better Than Newspaper Advertising  
Better Than the Trading Stamp Plan  
Better Than Your Own Premium System**

AND

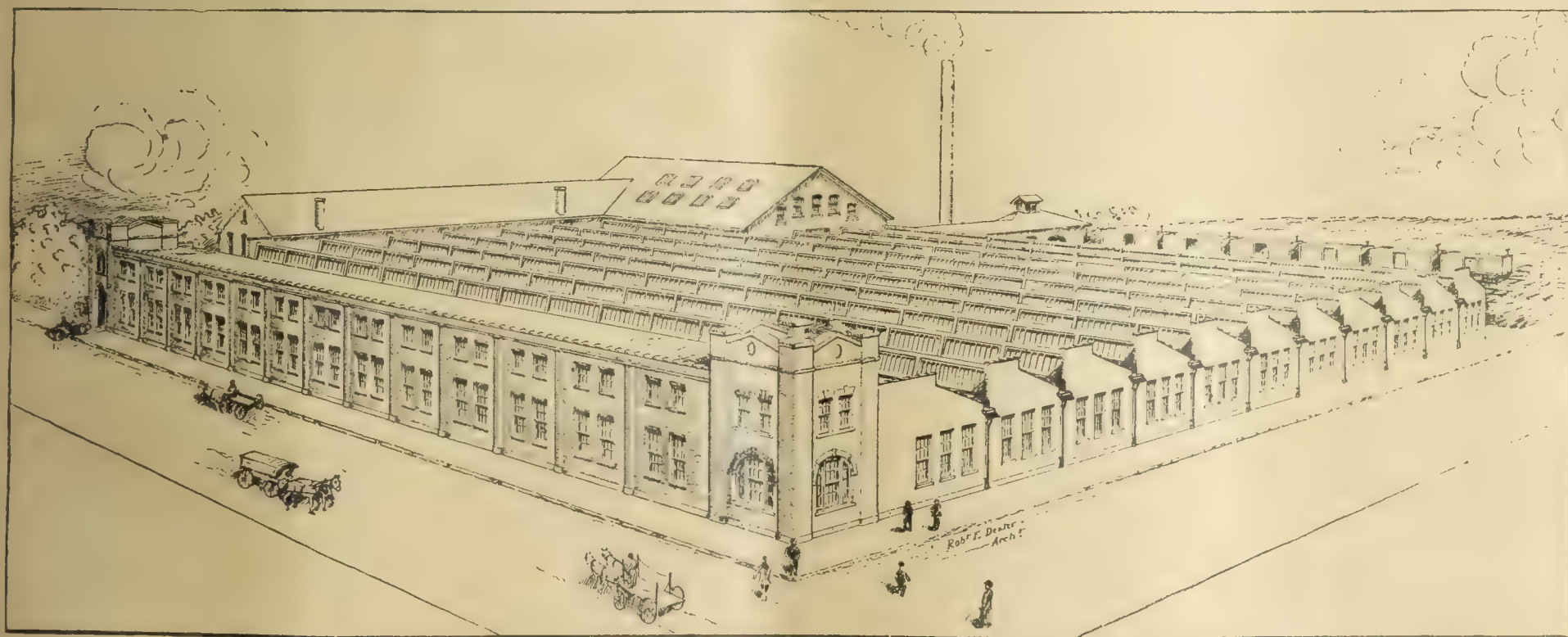
## **Costs You Less Money Than Any of These**

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### **You Can Profitably Use Our Plan**

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**



### **HOW DOES THIS LOOK TO YOU?**

250x410 GROUND SPACE  
150,000 SQUARE FEET OF FLOOR SPACE

The construction will be of the most modern for factory purposes. The roof is of the well-known *saw-tooth* style, assuring the greatest amount of daylight, without the heat and blinding glare of direct rays of the sun. This style of construction also facilitates the securing of perfect ventilation.

### **FIRE-PROOF CONSTRUCTION THROUGHOUT**

Part of this structure is already in use, and the balance is being rushed to completion with all possible haste. All machines, assembling and adjusting tables will be placed on separate foundations. This eliminates all vibration from the building and makes conditions most ideal for accurate, careful and precise work; a condition absolutely essential in the manufacture of perfect weighing devices. *New building, new location, new machines, new tools and dies, new plating works, new enameling ovens* and the *old, experienced mechanics and employees*. What better prospects could we have for the supplying of the ever-increasing demand for the famous **DAYTON MONEYWEIGHT SCALES**? Shipment of our goods will be greatly facilitated by our own private switch track, making direct connection with the Pennsylvania Railroad.

**THE COMPUTING SCALE CO.**  
Factory, Dayton, Ohio

Please mention "Grocery World and General Merchant"  
when asking for catalog

Sole  
Distributors

**MONEYWEIGHT SCALE CO.,**

35 State Street  
CHICAGO

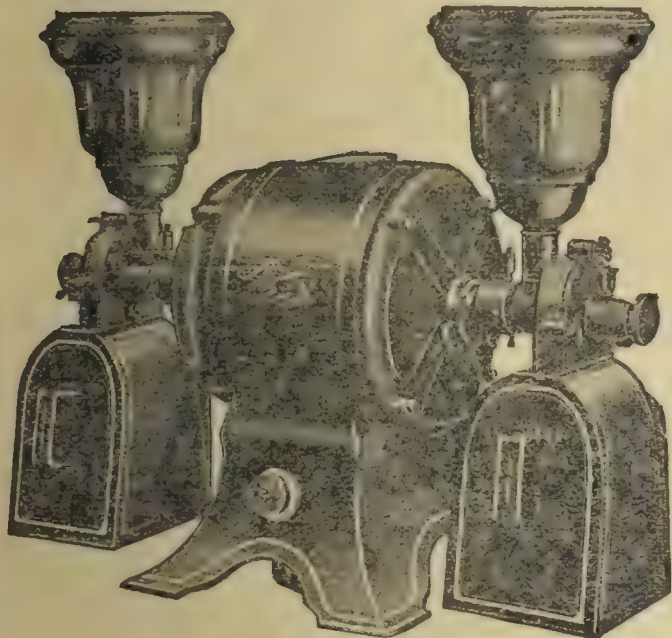




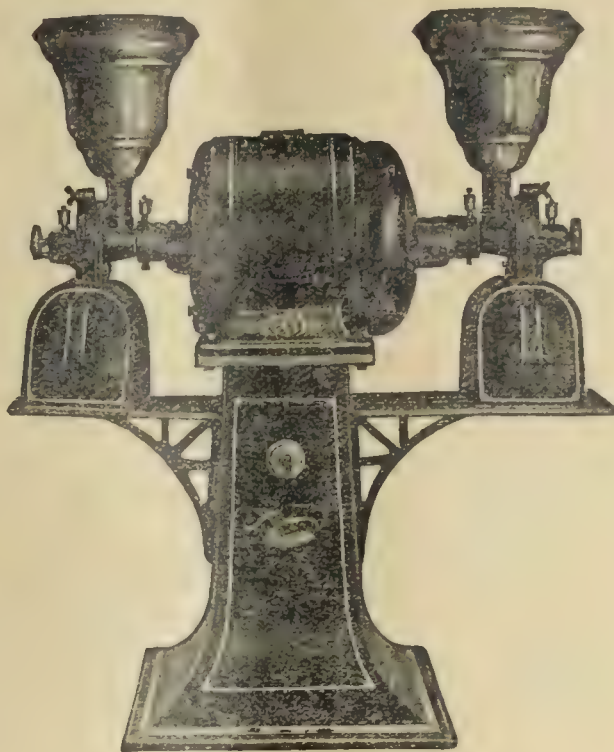


# HENRY TROEMNER'S Electric Coffee Mills

ARE THE FAVORITE MILLS  
SAVING DOLLARS AND LABOR  
THEY ARE FOOL PROOF



No. 192 MILL



No. 192 P MILL

WRITE FOR PRICE LIST

## HENRY TROEMNER

No. 911 ARCH STREET :: PHILADELPHIA, PA

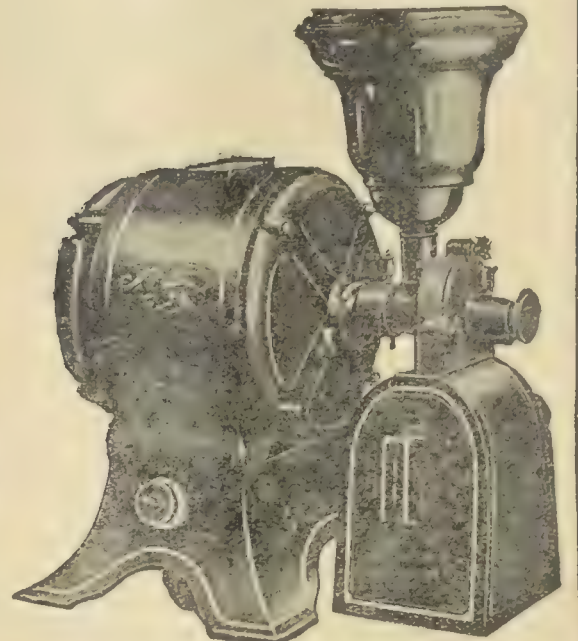
J. A. FLESCH & SON, 115 Adams St., Chicago, Ill.  
GENERAL AGENTS FOR UNITED STATES

### ESTABLISHED 1840

Illustrations show mills fitted with direct-current motors; made also for alternating-current services.

Don't be talked into buying something "as good." There's nothing like or as good.

TROEMNER'S IS UNEQUALED



No. 19 MILL

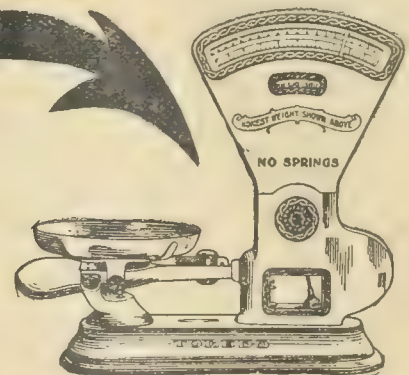


Merchant's Side

### NO SPRINGS

## Our Guarantee

We guarantee to give you a better computing scale for less money than you can get from any other source in the world.



Customer's Side

## 102 STYLES AND SIZES

Prices as low as **\$37.50** Scales adapted to all kinds of business

Because they contain no springs and because of their superior construction Toledo scales are the most sensitive, the most reliable and the most durable scales made. They are not affected by changes in temperature, therefore always give correct weight and values and never get out of balance.

These tremendous money-saving advantages are now available to even the smallest store-keeper.

The Toledo is the *original* Springless Automatic Computing Scale—any others are only imitations—and do not contain many of the valuable features of the Toledo.

### Toledo Computing Scale Co.

MAKERS OF HONEST SCALES

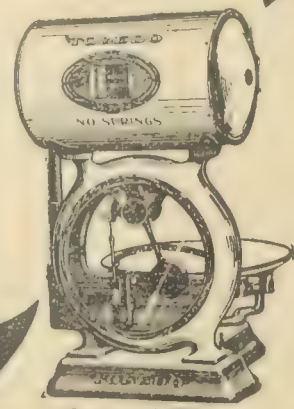
Toledo, O., U. S. A.

Philadelphia Office, 1219 Filbert St.  
New York Office, 251 West 42nd St.



Merchant's Side

### NO SPRINGS



Customer's Side

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



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## FARINACEOUS GOODS.

Per bag.	
Corn Meal—	
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
yellow, 24 packages	1.80
Farina—	
Hecker's, 24 lbs.	1.50
Per bushel.	
Beans—	
California Lima, about 80 lbs.	.05 1/2
Marrows, fancy, N. Y. State, grain bags	.95
Michigan Pea, bags 160 lbs.	2.35
Red Kidneys	2.95
Peas—	
Green	2.35
Scotch	2.30
Split, yellow	2.30
green	2.30
Per lb.	
Lentils—	
ooooo, 110-lb. bags	.02 1/2
Less quantity	.03
Shaker Corn—	
Fancy, barrels	1.60
Less quantity	1.45
Hominy—	
Lea's Breakfast, 10 packages	1.60
Pearl, 100 lbs.	2.30
Schumacher's Breakfast, 10 pkgs. to case	1.45
Western Pearl, 100-lb. bags	1.75
Grits, 100-lb. bags	1.75
Mother's, Grits, 36 packages	2.35
Pearl, coarse, 36 packages	2.35
Barley—	
O.O.	2.35
No. 3, 100 lb. bags	1.90
Per case.	
Noodles—	
Smith's, 30 10-c. packages	1.90
assorted, 5 and 10-c.	1.90
Golden Egg, 5 and 10-c.	1.70
" 5-c.	1.70
" 10-c.	1.70
Royal Crown, 4 doz. 3c.	1.30
Royal Crown, 2 doz. 10c.	1.10
Per bbl.	
Oatmeal—	
B, 100 lbs.	4.95
B, 100-lb. kegs	2.90
Mother's, steel cut, 24 packages	2.65
Per case.	
Oaten Goods—	
Mother's Crushed Oats, 18 packages	1.47 1/2
" 20 packages, large	3.90
Per bbl.	
Rolled Oats—	
Avena, 180 lbs.	5.00
" 90 lbs.	2.6 1/2
" 90 lbs.	2.35
Standard, 180-lb. bbls.	4.50
" 90-lb. bags, fresh	2.20
Mother's, compressed, 18 tins	2.12 1/2
Sago	
Colburn's, 36 1-s.	.06 1/2
Fine	.04
per lb.	
Tapioca—	
Instantaneous, 50 1-s.	.07 1/2
Colburn's Hasty, 36 packages	.06 1/2
Minute, 1/2 gross	2.75
Flake, about 125 lbs.	.03 1/2
Pearl, 150 lbs.	.03
less quantity	.03 1/2

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 25	4.50
Egg-O-See, 36 packages	2.50
" Corn Flakes, 36 packages	2.50
Maple Flake, 36 packages	4.05
5-case lots	3.85
Post Toasties, 36 packages	2.80
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages	2.50
1 doz. 20-oz. packages	2.25
2 doz. 10-oz. packages	2.70
3 doz. 20-oz. packages	6.75
Grape Nuts—	
2 doz. 1-lb. packages	2.70
3 doz. 1-lb. packages	4.05
Post Toasties—	
2 doz. family size	2.80
3 doz. popular size	2.80
Shredded Whole Wheat, 50 packages	5.00
24 packages	2.60
Mother's Corn Flakes, 36 packages	2.55
Wheat Hearts 18 packages	1.90
Cream Wheat, 30 packages	4.50
Wheatlet, 30 packages	3.60
Wheatena, 30 packages	4.50
Grape Nuts, 24 packages	2.70
Triscuit, 30 packages	2.50
Vitos, 36 2-lb. packages	4.25
Kellogg's Toasted Corn Flakes, 36 packages	2.80
Per case	
Fl-O Company—	
Force, 208	1.00
Korn-Kinks, 368	1.45
Presto, small, 188	1.60
Presto, large, 108	2.25
Flour, self-raising, small, 188	1.60
Flour, self-raising, large, 128	2.10
Buckwheat, compound, small, 188	1.50
Buckwheat, compound, large, 128	1.50
Pancake, 188	1.50
H-O (steam cooked oatmeal), 128	1.55
Pawnee Oats, regular size, 188	1.50
Pawnee Oats, family size, 208, without china ware	3.00
Pawnee Oats, family size, 108, with china	3.40
O-G, 188	1.50
O-G, family size, china, 208	3.40
O-G, family size, no china, 208	3.00
DE Fl. barrels, 180 pounds	5.00
DE Fl. sacks, 90 pounds	2.35
Quaker Oats Co., The—	
Apitex Biscuit, 245	3.00
Avena, 18 package	1.45
Banner Oats, 20 packages	4.00
Quaker Breakfast Biscuit, 245	1.85
Old Fashioned Scotch Brand Oat Meal, 245	2.60
Saxon Wheat Food, 245	3.00
Parched Farinose, 245	2.70
Quaker Cracked Wheat, 245	2.40
Quaker Oats, round, 368	4.25
Quaker Whole Wheat Flour, 108	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 245	1.85

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Per case.	
Scotch Brand Pearl Barley, 245	1.40
Pettijohn's Breakfast Food, 188	1.97 1/2
Quaker Puffed Wheat, 368	2.85
Quaker Puffed Rice, 368	4.25
Quaker Oats, 188	1.45
Quaker Oats, 208 Family (with China)	4.00
Quaker Oats, 368 Tins	4.25
Schumacker's Farina	1.40

## GELATINE AND PREPARED DESSERTS.

Per doz.	
Knox's Crystal	1.12 1/2
" Acidulated	1.12 1/2
Cox's, large	1.60
" small	.97 1/2
Plymouth Rock, pink or white	1.20
Nelson's	1.40
Bromangelon, assorted, 3 doz.	.87 1/2
Jell-O, assorted flavors, 2 doz.	.86
Jell-O Ice Cream Powder, 2 doz.	.97 1/2
Jellycon, assorted flavors, 3 1/2 doz.	.87 1/2
Chalmer's	.90
Mother's, small, 1 doz.	.45
" large, 1 doz.	.90
Cooper's	.85
Tryphosa	.95
Gelatine, McKinley's	.85
Wetmore's, double refined, 36 10-c. packages	.80
Pudding, assorted, 2 doz.	2.70
Minute Gelatine, plain	12.75
Minute Gelatine, plain	per doz. 1.10
Minute Gelatine, flavored	per gross 10.80
Minute Gelatine, flavored	per doz. .90
Seven flavors, packed solid or assorted.	

## MACARONI.

Per lb.	
Larosa Alphabets, square, 25 pkgs.	.05 1/2
" Elbows, square, 25 pkgs.	.05 1/2
" Macaroni, long, 25 pkgs.	.05 1/2
" Spaghetti, long, 25 pkgs.	.05 1/2
" Vermicelli, square, 25 pkgs.	.05 1/2
" Macaroni bulk 25 pkgs.	.05 1/2
Woodcock, long, 25 pkgs.	.10 1/2
Crys al, long, 25 pkgs.	.06 1/2
Crystal, Elbows, 24 pkgs.	.06 1/2
Crystal, Spaghetti 25 pkg.	.06 1/2
Crystal, Vermicelli, 25 pkg.	.06 1/2
Extra, long, 25 pkgs.	.04 1/2

## Imported.

B. S. J. Macaroni, 25 pkg.	.08 1/2
B. S. J. Elbows, 25 pkg.	.08 1/2
B. S. J. Spaghetti, 25 packs.	.08 1/2
B. S. J. Vermicelli, 25 packs.	.08 1/2

## FIXTURES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 30 per cent discount.	
600-lb Platform Scale	12.00
Tea Caddies, Red, No. 58	14.00
Tea Caddies, Red, No. 53	10.00
Tea Caddies, Red, No. 54	8.00
Tea Caddies, Red, No. 55	5.00
Scoops, Galvanized, Flour	.30
Scoops, Galvanized, Sugar	.25
Scoops, Galvanized, Starch	.15
Tobacco Cutters	1.25
Alarm Money Drawers	1.50
Bag and Twine Holders	.75
Barrel Covers, 21 in.	3.50
Barrel Covers, 19 in.	3.00
Cheese Cutters	15.00
Bung Bore, No. 2, 1 1/2 to 2 in.	1.50
Coffee Mills, No. 7	10.00
Coffee Mills, No. 9	16.00
Coffee Mills, No. 18	45.00
Less 25 per cent discount.	

## Counters.

No.	Length.	No. of Drawers	Each
6 1/2	3 feet, 8 inches	9	18.00
8 1/2	4 feet, 10 inches	12	22.00
10 1/2	6 feet, 10 inches	15	28.00
12 1/2	7 feet, 3 inches	18	32.00
14 1/2	8 feet, 6 inches	21	36.00
16 1/2	9 feet, 8 inches	24	40.00
18 1/2	10 feet, 10 inches	27	45.00
20 1/2	12 feet, 10 inches	30	50.00
Capacity of Drawers, 40 to 60 lbs. each.			

## Scoops.

Indestructible, No. 4	per doz. 9.00
" No. 5	" 12.00
" No. 6	" 15.00
Ex. Galvanized Steel Blades, No. 3	per doz. 4.20
" " No. 4	" 5.40
" " No. 5	" 7.20
X Quality, No. 3	" 3.60
" No. 4	" 3.00
" No. 5	" 3.40

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case	per doz. .90
Tins, Keyed (Jewel) 2 doz. in case	" .90
Large cartons or tins, 2 doz. in case	" 2.00
Dime Tumblers, 2 doz. in case	" .90
Bulk, 15 lbs.	per lb. .15

## Thredded Fish.

Thistle, 24 packages	.65
Swansdown, 2 doz.	per doz. .65
Osprey 2 doz.	" .65
Swift & Co.—	
Talisman brand, 20-lb. boxes	per lb. .10 1/2
" " " "	per case 1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins	per case 3.80

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## New Mackerel.

New.	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1	170-190	34.00	17.10	9.00	1.95
Ex. Norway, No. 2	230-260	25.00	13.10	6.65	1.50
Ex. Norway, No. 3	320-360	19.00	10.10	5.25	1.20
Ex. Norway, No. 4	440-460	16.00	8.60	4.50	1.05
Summer.					
Ex. Bloaters, XX	100-110	35.00	18.10	9.25	2.00
Fancy Shore, No. 1	130-150	28.00	14.60	7.50	1.65
Ex. Shore, No. 1	130-150	26.00	13.10	6.65	1.50
Shore, No. 1	130-150	24.00	12.60	6.50	1.40
Extra Irish, No. 2	325-375	16.00	8.60	4.50	1.05
Medium Irish, No. 2	350-400	15.00	8.10	4.25	1.00
Small Irish, No. 2	410-450	14.00	7.60	3.90	.95
Small Irish, No. 3	475-525	13.00	7.10	3.65	.91
New Medium Shore	160-180				
New Large Shore	110-130				
Large, No. 2	310-320				
Cape Shore	110-120	16.00	8.60	4.50	1.05
Cape Shore	125-140				

## Herring.

Lab. Split, Lg. No. 1	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 2	7.00	4.60			
Shore, Round, Large	6.00	3.60			
Shore, Round, Med	7.00	4.10			
Ocean Fish	5.00	3.10			
Shad, No. 1, Mess	11.00	6.10	3.25	.75	
Shad, No. 2, Mess					
Haddock, Pickled					

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06
Gilt Edge, 40 lbs.	.05
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish—	
12 38, wood boxes	.15 1/2
12 28, "	.15 1/2
12 18, "	.16
10-lb. boxes	.15
5-lb. "	.15
Cakes, 24 in fancy box	per case 2.80
" 10-lb. cartons	per carton 1.20
14 jars, fancy box	3.10
12 "	1.65
Strips, 40 size, boxes	.10
" 20 "	.10 1/2
Middles, 40 size, boxes	.12
" 20 "	.12 1/2

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06
Snow White, 1-lb. bricks, 20 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case	1.50
" small size, 2 doz. in case	.90
Small Tumblers, 2 doz. in case	.90
Large Jars, sealed, 2 doz. in case	1.50

## Loose Codfish.

Extra Large Georges Cod	.08
Large Bank	.07 1/2
Medium Bank	.06 1/2
Pollock	.06 1/2
Hake	
In original cases, 450 lbs. 1/2 c. less.	

## Smoked Fish.

New Extra Scaled Herring	per box .16
Boneless Herring, fancy 10-lb. boxes	per lb. .12
Smoked Salmon, whole fish	.27
Cromarty Bloaters, 508	per box 1.10
" 1008	" 1.10
Swift & Co.—	
Talisman brand Boneless Herring, in glass, 150 size, 24 vacuum jars	per case 2.95
Talisman brand Boneless Herring, in glass, 100 size, 24 screw-top jars	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars	3.10
" 24 cartons	2.10

## FRESH FISH.

	Per lb.
Cisco	.06
Halibut	.19
Salmon, fresh	.14
Codfish	.09
Large Hake	.08
Haddock	.07
Spanish Mackerel	.12
Sheepshead	.14
Smelts	.18
Flounder	.14
Cat Fish	.07
Butterfish, frozen	.12
Ells	.06
Sea Bass, frozen	.09
Weak	.07
Blue, frozen	.15
Fresh Mackerel, frozen, each	.20
Rock	.18
Boiling Rock	.25
Steak Fish 1/2 cent per lb. additional	

## OYSTERS.

Cove, Primes	per M. 10.00
Cove, Culls	4.50 - 5.00
Blue Points	5.00
Blue Points	per bbl. 6.50
Absecon, Primes	per M. 9.00
Absecon, Culls	4.50
Rockaways	per bbl. 5.50

## CLAMS.

Clams	per M. 6.00 - 9.00
Necks	" 5.00 -

-20-

## DRIED FRUITS.

Rais
------



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



"GET SOME"

## Have You Bean Doing It?

Have you only *thought about* selling Van Camp's Pork and Beans in dozen lots by giving a small discount? The grocer who has "bean" doing it knows twelve cans sold at one time means *he's* sold eleven that *might* have "bean" bought *elsewhere*—making eleven reasons why it pays to

*"Sell her a dozen cans."*

The Van Camp Packing Company  
Indianapolis, Indiana

## TO THE TRADE:

You Should in Stocking

# CEYLON TEA

Be Ever Careful to Buy

## The Better Grades

---

It Is

## The Most Profitable

Policy in the Long Run

---

Selling Cheap Teas at Fine Tea Prices Might Show Big Profits Temporarily, but It Would Eventually Kill Trade. And It Would Discourage Growing Fine Teas.



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## FOREIGN AND DOMESTIC GREEN FRUITS.

		Per bunch.
Jamaica Bananas—		
Selected, 10 hands, packed 1 in barrel.....	2.10	
" 9 " " 1 " ".....	1.75	
" 8 " " 2 in crate.....	1.65	
" 8 " " 1 in barrel.....	1.25	
" 8 " " 2 in crate.....	1.15	
" 8 " " 3 " ".....	1.10	
" 7 " " 2 " ".....	.95	
" 7 " " 3 " ".....	.85	
Cocoanuts—		
Porto Rico, extra fancy, 80 size.....	3.50	Per sack.
Jamaica, extra fancy, 100 size.....		
Florida Oranges—		
Fancy Brights, 126-150.....	3.10	
" 176-200.....	2.50	
" 216-250.....	2.25	
" 288-300.....	2.15	
Golden Russetts, 126-150.....	2.75	
" 176-200.....	2.25	
" 216-250.....	2.00	
" 288-300.....	2.00	
Florida Grape Fruit—		
Fancy Brights, 36-46.....	4.00	
" 54-64.....	4.00	
" 80-96.....	3.50	
Golden Russetts, 36-46.....	3.50	
" 54-64.....	3.50	
" 80-96.....	3.25	
Cranberries—		
Extra fancy, dark color.....	6.50	Barrels.
Fancy, well colored.....	6.00	
Choice, medium color.....	5.50	
Messina Lemons—		
Extra fancy, 300 size.....	3.50	Per box.
" 360 size.....	3.25	
Choice 300 size.....	3.00	
" 360 size.....	3.00	
California Lemons—		
Extra fancy, 300 size.....	4.00	Per box.
" 360 size.....	4.00	
Choice, 300 size.....	3.50	
" 360 size.....	3.50	
Almeria Grapes—		
Extra fancy, 60 to 64 lbs.....	5.50	Per keg.
" 58 to 60 lbs.....	5.00	
Fancy, 60 to 64 lbs.....	4.50	
" 58 to 60 lbs.....	4.00	
Fancy Tangerines—		
120 size.....	4.00	Per strap.
144 size.....	4.00	
168 size.....	3.75	

## HORSE RADISH.

Tumblers, 10-c. size, 2 doz.....	.62½	per doz.
Tumblers, 5-c. size, 2 doz.....	.45	
Tumblers, 10-c., Lord's Prayer, 2 doz.....	.80	
Tumblers, 10-c. cut glass, 10-c., 2 doz.....	.80	

## INK.

Arnold's, black, 32.....	.48	per bottle
Continental, red, 1 doz.....	.30	
" black, 3 doz.....	.25	
Royal, black, 3 doz.....	.25	
Superior, black, 3 doz.....	.23	
Stafford, Commercial, 32.....	.60	per bottle

## LAMP GOODS.

		Per case of 6 doz.
		No. o. No. 1. No. 2.
Lamp Chimneys—		
Macbeth Pearl Top.....	4.20	4.50 5.10
Acme Victor Top.....	3.60	4.20 4.80
Pure Flint, Lustre Top.....	2.70	3.30 3.90
Crystal, Crimp Top.....	2.10	2.70 3.30
No. o. Tubular Lantern Globes.....	5 doz.	2.75
Cold Blast.....	5 doz.	3.75
Jumbo Chimneys, plain.....		
No. o. No. 1. No. 2.		
dec., 107.....	.70	.85
dec., 107.....	.90	1.00
Banner Burners.....		
No. o. No. 1. No. 2.	.45	.55 .75
No charge for packages.		
Oil Cans—		
1-gal., glass.....	2.25	Per doz.
1-gal., galvanized, Pearl.....	1.90	
5-gal., Leanoz, spout.....	5.50	
5-gal., " spigot.....	6.30	
5-gal., Columbia.....	7.00	
5 gal., Banner.....	8.00	
5-gal., Climax, pump.....	10.00	
5-gal., Home Rule, pump.....	12.00	
Lanterns—		
No. o. Standard.....	4.50	
No. o. Dash.....	6.50	
Cold Blast.....	8.00	

## LIME.

Prepared, 2 doz. in case.....	.52½	per doz.
Chloride, Acme, sifting, 25-lb. boxes, 1 lb.....	.05½	
" 25-lb. boxes, ½ lb.....	.06½	

## LYE AND POTASH.

		Per case.
Banner Lye, 4 doz.....	3.15	
Babbitt's Lye, 4 doz.....	3.20	
Lewis' Lye.....	3.25	
Red Seal, 2 doz.....	1.90	
" 4 doz.....	3.70	
Popular, 4 doz.....	1.45	

## MATCHES.

Double Tip—		
Ohio Blue Tip, No. 10, 1 gross.....	1.00	
" " No. 20, 1 gross.....	1.70	
" " No. 20, 100 packages.....	3.60	
" " No. 50, 1 gross.....	4.50	
" " No. 50, 50 packages.....	3.25	
Desk Noiseless, No. 50, 1 gross.....	4.25	
" " No. 50, 50 packages.....	3.00	
Ohio Noiseless, No. 50, 1 gross.....	3.75	
Silent Witch Noiseless, No. 50, 1 gross.....	3.50	

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		Gross
American—		
No. 2.....	1.35	
" 10-case lots.....	1.30	
Battle Axe, No. 5, red head.....	3.50	
Birds Eye, No. 5.....	3.50	100 packages
Black Swan, No. 5, noiseless tip.....	3.50	
Blue Hen—		
No. 2.....	1.60	
" 10-case lots.....	1.50	
No. 5.....	4.25	
" 4-case lots.....	4.00	
Cat and Mouse—		
No. 2.....	1.85	
" 10-case lots.....	1.75	
No. 3.....	2.80	
" 7-case lots.....	2.65	
No. 4.....	3.70	
" 5-case lots.....	3.50	
Chips—		
No. 2.....	3.50	100 packages
" 50.....	1.75	
Black Diamond, No. 5.....	3.50	100 boxes
" 6-case lots.....	3.35	
Doric, No. 2.....	.90	
Grocers, No. 2, 3 gross.....	5.25	case
Globe, No. 1, 3 gross.....	2.85	case
Ignito, 1 gross.....	.75	
Mazeppa—		
No. 5.....	3.75	
" 5-case lots.....	3.50	
ress—		
No. 2.....	1.90	
" 10-case lots.....	1.80	
No. 5.....	4.75	
" 5-case lots.....	4.50	
Swift & Courtney—		
No. 60, 5 gross.....	.55	
" 4-case lots.....	.50	
No. 80, 5 gross.....	.75	
" 4-case lots.....	.70	
No. 2.....	1.90	
" 10-case lots.....	1.75	
No. 5.....	4.00	
" 4-case lots.....	3.75	
Searchlight—		
No. 1, 3 gross.....	1.00	
" 7-case lots.....	.95	
No. 5.....	4.50	
" 4-case lots.....	4.25	
Vulcan—		
No. 5.....	4.20	
Safety, No. 2.....	.55	
" No. 37.....	.50	
Orient, safety, 65s, 5 gross.....	.50	
Daily's, No. 2, blue head, 60s, 5 gross.....	.60	
" 2-case lots.....	.55	

## MINCE MEAT.

		Per lb.
Armour's, Home-made style, Wet—		
10-lb. kits.....	.09½	
25- ".....	.09	
50- ".....	.08½	
100-lb. bbls.....	.08½	
150- ".....	.08½	
250- ".....	.08	
450- ".....	.07½	
John Bower & Co.—		
Superior, bbls. and ½ bbls.....	.12	per lb.
" 18, 37 and 68-lb. buckets.....	.10½	
" 6 10-lb. buckets.....	6.85	per crate
" 6 5-lb. buckets.....	3.95	
" 6 5-lb. glass jars.....	4.50	per case
" XXX, 18, 37 and 68-lb. buckets.....	.14	per lb.
" 6 5-lb. glass jars, per case.....	5.10	
Atmore & Son—		
Extra Family, Seedless—		
No. 5, 6 glass jars.....	4.50	Per case.
No. 3, 6 glass jars.....	3.10	
No. 18, 37 and 68, wooden pails.....	.13	per lb.
Barrels, halves, quarters and kits.....	.13½	
Family, Seedless—		
No. 5, 6 wooden pails.....	3.65	Per box.
No. 10, 6 wooden pails.....	6.50	
Celebrated, Seedless—		
Bbls., ½s and ¼s.....	.08½	per lb.
Wooden pails, 18, 37 and 68 lbs.....	.09½	
Wooden kits, Nos. 20-35.....	.09	
Wooden kits, Nos. 20-35.....	.08	
Keystone—		
Bbls., ½s and ¼s.....	.07½	Per lb.
Wooden pails, 18, 37 and 68 lbs.....	.08½	
Condensed cartons, 3 doz. to case.....	11.00	gross
Condensed cartons, 6½ doz. to case.....	11.00	gross
Barrels, ½s, ¼s.....	.10	per lb.
Wooden kits, Nos. 20-35.....	.08	
Wooden kits, Nos. 25-40.....	.10½	
Schimmel's—		
Bbls., ½ bbls. and 30-lb. kits.....	.07½	
18 and 37-lb. kanakins.....	.07½	
10-lb. kanakins, 6 to crate.....	10.30	per doz.
5-lb. " 6 to crate.....	5.75	
5-lb. glass jars, 6 to crate.....	6.15	
Campbell's, 30-lb. pails.....	.08	
Mrs. Wells', bbls., ½ bbls. and 30-lb. kits.....	.06	
New Year, bbls., kegs and 30-lb. kits.....	.05	
Crescent, bbls., ½ bbls. and 30-lb. kits.....	.04½	
National, bbls., ½ bbls. and 30-lb. kits.....	.07	
Southwark, bbls., ½ bbls. and 30-lb. pails.....	.05½	

## WILE.

		Per gal.
Steve Gasoline.....	.15½	
Headlight, 150 test.....	.11	

## OLIVES.

		Per doz.
H. Kellogg & Sons, Agents.		
Theodore Marquet Brand—		
64 oz. Mammoth, French bottle.....	14.00	
32 oz. ".....	7.25	
19 oz. ".....	4.65	
10 oz. ".....	2.65	
64 oz. Extra, French bottle.....	12.25	
32 oz. ".....	6.55	
19 oz. ".....	4.25	
10 oz. ".....	2.45	
32 oz. Extra Mammoth, cylinder.....	5.15	
10 oz. ".....	2.95	
20 oz. Mammoth, cylinder.....	4.65	
10 oz. ".....	2.65	

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Cunier & Worth Brand		
Gals. French bottle.....	15.50	
64 oz. ".....	10.95	
32 oz. ".....	5.85	
19 oz. ".....	3.90	
10 oz. ".....	2.35	
12 oz. Pepper stuffed, club bottle.....	2.25	
10 oz. Celery ".....	2.00	
5 oz. Pepper " ring bottle.....	.90	
Marquet Brand—		
6 oz. "Queens," cylinder bottle.....	1.00	
10 oz. " club bottle.....	2.10	
18 oz. Stuffed, fluted bottle.....	2.40	
½ Pts. Fources.....	3.50	
½ Pts. Farcies.....	3.50	
California, quart tins, large.....	3.50	
" pint tins, large.....	2.15	
" quart tins, medium.....	3.00	

## Olive Oil—Imported.

Bertin & Perrier's—		
Extra fancy, quarts, 1 doz.....	4.90	
" pints, 2 doz.....	2.90	
" ½ pints, 2 doz.....	1.90	
Rae's—		
Lucca, litre bottles, 1 doz.....	13.50	
" 25-oz. bottles, 1 doz.....	10.00	
" Finest Sublime, quarts, 1 doz.....	7.00	
" " pints, 2 doz.....	8.00	
" " ½ pints, 2 doz.....	4.75	
" " 8-oz. flasks, 2½ doz.....	8.00	
" " 13-oz. flasks, 2½ doz.....	10.50	
" Sublime, 8-oz. flasks, 2½ doz.....	7.50	
" 12-oz. flasks, 2½ doz.....	9.50	
Finest Sublime, 1 gal., 10 in case.....	9.85	per gal.
" 5 gal., 1 or 2 in case.....	2.75	
" 1 quart, 40 to case.....	3.10	
Sublime, 1-quart tins, 40 to case.....	2.95	
" ½-gal. tins, 20 to case.....	2.80	
" 1-gal. tins, 10 to case.....	2.70	
" 5-gal. tins, 1 or 2 to case.....	2.60	
Nicelle—		
Large bottles, 1 doz.....	8.60	
Medium bottles, 2 doz.....	9.10	
Small bottles, 4 doz.....	10.00	
5-gal. tins, 2 to case.....	31.75	
1-gal. tins, 4 to case.....	12.95	
½-gal. tins, 8 to case.....	14.10	
32-oz. tins, 25 to case.....	25.85	
Trade discounts on quantity.		
Oliver's—		
1 doz. large.....	7.00	
2 doz. medium.....	7.75	
3 doz. small.....	4.75	
6 1-gal. tins.....	2.35	per gal.
10 ½-gal. tins.....	2.50	
20 ¼-gal. tins.....	2.60	

## American Oil.

		Per doz.
Stohrer's, No. 8, 2 doz.....		
" No. 16, 2 doz.....	.55	
" No. 32, 1 doz.....	.90	
Keystone, bottles, 2 doz.....	1.85	
" " ".....	.90	

PAPER.  
Wrapping.

		Per ream.
Manila—		
15 x 20, full, 10 lbs.....	.37	
24 x 36, full, 10 lbs.....	.80	
18 x 24, full, 10 lbs.....	.37½	
Special, 15 x 20, 6 lbs.....	.21	
Bakers', 15 x 20, 10 reams in bundle.....	.12	
Roll, grocers', 9, 12, 15, 18, 20 or 24 inches wide.....	.03	per lb.
White, light weight, 12, 15, 18, 20 or 24 inches wide.....	.03½	
Glazed fibre, 12, 15, 18, 20 or 24 inches wide.....	.03½	
Glazed silk parchment, 12, 15, 18, 20 or 24 inches wide.....	.03½	
White tea, 12 x 16, reg.....	.14	per package
Wax butter.....	.11	
Parchment butter, 9 x 12.....	.37½	

## Toilet Paper.

	Per case
100 5-cent rolls .....	3.10
100 5-cent packs .....	3.15
100 10-cent rolls .....	6.50
100 10-cent packs .....	6.50





Nobody can make  
a better wagon  
than we do, and  
nobody can make  
as good a wagon  
cheaper :: ::

We not only make old wagons LOOK  
as good as new, but we repair them so  
skillfully that they WEAR almost as  
good as new.

Let us estimate on your next job.

## Rech-Marbaker Company

Eighth Street and Girard Avenue  
PHILADELPHIA, PA.

The word "package," as used in the Fourth Proviso of the Fifth Clause of Section 3 of the Act, shall include all containers, whether supplied by the dealer or by the consumer.

RULE NO. 7, SODIUM BENZOATE AND SULPHUR-DIOXIDE, continued. When any quantity of sodium benzoate or sulphur-dioxide has been used in the preparation of a food that fact shall be plainly stated on each package, and the Act also provides, under the Fourth Clause of Section 4, relating to misbranding, that the labeling of packages required by this Act shall be on the main label of each package.

*You* can avoid  
this annoyance  
by using

## ATMORE'S MINCE MEAT

which contains no chemical  
preservatives or adulterants.

*"Atmore's needs no stickers"*

ATMORE & SON,

Philadelphia.

Members of The American Assn. for the Promotion of Purity in Food Products.

## HAS IT OCCURRED TO YOU

that after all, the consumers are the ones  
who must decide the Benzoate of Soda ques-  
tion? They buy the goods. Don't you think  
it reasonable that they should prefer pure  
foods to the kind that are drugged with  
doubtful chemicals?

## HEINZ 57 VARIETIES PURE FOOD PRODUCTS

are the kind that bring steady customers and  
help you to keep them because they are guar-  
anteed pure and guaranteed to please. Heinz  
quality is appreciated by everyone who wants  
pure foods.

Anything that's HEINZ is safe to sell.

H. J. HEINZ COMPANY

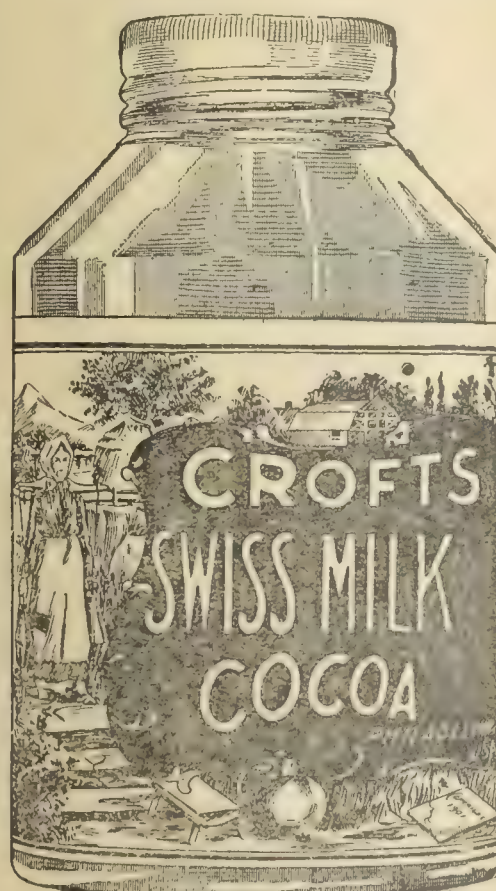
New York

Pittsburgh

Chicago

London

## How to Make Other Cocoas as Good as Ours



Take the average cocoa on  
the market and carry it through  
another process or two, and you  
may have an article about as  
good as Croft's Swiss Milk  
Cocoa.

The trouble is that other man-  
ufacturers will not use that  
"other process or two," because  
of its cost. They prefer to send  
out their product half made, as  
it were—containing indigestible  
and ill-tasting ingredients which  
should have been eliminated—  
so that they can save a little on  
the cost of making.

Croft's Swiss Milk Cocoa  
has everything taken out that  
should be taken out, and for  
that reason, among others, it  
has the smoothest, finest flavor of  
any cocoa made.

Will you mention the "Grocery  
World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb.  
boxes

CROFT & ALLEN CO. Philadelphia  
PENNSYLVANIA



—26—

Swift & Co.—		
Premium brand Hams, 8 to 10 lbs.....		.16 1/2
" " 12 lb.....		.16 1/2
" " 14 to 16 lbs.....		.16 1/2
" " 18 lb.....		.16 1/2
" " skinned, 18-20 lbs.....		.17
" " bottled, skinned, fat- less.....		.06 1/2
" " Bacon.....		.12
" " Dried Beef, tusked.....		.20
" " Beef Tongues, short cut.....		.18 1/2
Winchester brand Hams, skinned, all aver..		.15 1/2
" " 8 to 10 lbs. aver.....		.15 1/2
" " 12 lbs. aver.....		.15 1/2
" " 14 to 16 lbs. aver.....		.15 1/2
" " 16 to 18 lbs. aver ..		
" " Picnic.....		.12 1/2
Above average loose, if packed 1/4 cent a lb. advance.		

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs. ....	.14%	.11%
Plain tubs, 50 and 60-lb. cans.....	.14%	.11%
10-lb. tin pails, 60 lbs.....	.15%	.11%
5-lb. " 60 lbs.....	.15%	.11%
3-lb. " 60 lbs.....	.15%	.11%
Armour's—		
Shield Pure, 60-lb. tubs.....		.15%
Simon Pure Leaf, 38, 55 and 100.....		.17%
White Cloud Compound, tubs.....		.11%
“ “ tierces.....		.11%
Vegetable tierces.....		.11%
“ tubs.....		.11%
Swift & Co.—		
Premium brand, tierces.....		.15%
Silver Leaf brand, tierces.....		.14%
Jewel, compound, tierces.....		.11%
Colosuet, tierces.....		.11%

City Dressed Beef—	Per lb.
Choice, native.....	.08 1/4 - 10
Common .....	.07 - 09
Western Dressed Beef—	
Choice, native cattle .....	.08 1/2 - 10
Common to fair.....	.07 - 09
City Dressed Veal—	
Prime.....	.12 - 13
Good to choice.....	.12 - 13
Dressed Hogs—	
Pigs.....	.11 1/2 - 12
Hogs, heavy.....	.11 1/4 - 12
"    180 lbs.....	.11 1/4 - 12
"    160 lbs.....	.11 1/4 - 12
"    140 lbs.....	.11 1/4 - 12
Dressed Sheep and Lambs—	
Lamb, western, good.....	.12 - 14
"    "    culls.....	- 10
Sheep, choice.....	.09 - 10
"    medium.....	.08 - 09

Fresh Steer Tongues.....	each	-	.75
Cow Tongues.....		.50	- .70
Calf Heads, scalded .....		.50	- .75
Sweetbreads, veal .....	per pair	.40	- .50
" beef .....	per doz.		-1.00
Calf Livers .....	per lb.	.80	- .35
Beef Kidneys.....	per doz.		-1.00
Beef Livers.....			- .06
Ox Tails.....	per doz.	.50	- .65
Hearts, beef.....	per lb.	.03	- .05
Rolls, beef.....			
Tenderloin, beef, western .....			
Fresh Pork, loins, city .....		12 1/2	- 14
" " western .....		13	- 15

Dry-pick all poultry. Leave head and feet on and entrails in.		
<b>Turkeys—</b>		Per lb.
Western, young hens, 8 to 10 lbs.....	.25	-.26
“ young toms, 13 to 17 lbs.....	.25	-.26
Old hens and toms .....	.23	-.25
Common to good .....	.18	-.20
<b>Broilers—</b>		
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.25	-.28
Philadelphia, fresh killed, 3½ to 4 lbs. to pair.....	.24	-.28
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy.....	.25	-.28
Western, 4 to 4½ lbs. to pair, fancy.....	.19	-.22
“ 3 to 3½ lbs. to pair, fancy.....	.19	-.22
“ fair to good .....	.15	-.17
<b>Fowls—</b>		
Western, fancy .....	.18	-.19
Heavy Roasters, 4 to 5 lbs.....	.20	-.22
Fair to good.....	.18	-.19
Old cocks.....	.12½	-.13
<b>Squabs—</b>		Per doz.
Prime, large, fancy .....	3.50-4.50	
Mixed.....	2.75-3.75	
Dark .....	1.50-2.00	

<b>Spring Chickens</b> , nearby, $1\frac{1}{2}$ to 5 lbs.....	.16	-.17	Per lb.
<b>Large Springers</b> .....	.16	-.18	
<b>Fowls</b> .....	.16	-.17	
<b>Roosters</b> .....	.11	-.13	
<b>Ducks</b> .....	.15	-.16	

Bell's Spiced Seasoning—		
Small, or rec. size, 8 doz.....	per doz.	.90
“ “ 1 doz.....	“	.90
Large, or spec. size, 1 doz.....	“	1.80
1-lb. cans, 1 doz.....	per case	4.50
3-lb. cans, 1/3 doz.....	“	10.00

Extra quality, long cut, about 52 gal .....	6.15
" " 15-gal. kegs .....	2.55
Webster, No. 3, fancy, N. Y. State, 9 doz.....	.85
Compass, No. 3, 2 doz.....	.80

Richardson & Robins—	Per doz.
Individual size, $\frac{1}{2}$ lb.....	.95
Round conical, with key, No. 1, 1 doz.....	2.30
“ “ “ No. 2, 1 doz.....	4.10
“ “ “ No. 3, $\frac{1}{2}$ doz.....	6.30
“ “ “ No. 4, $\frac{1}{2}$ doz.....	8.15
P. P. Sauce, No. 1, 2 doz.....	1.50
Atmore's Genuine English, seedless—	Per case
Individual, 2 doz.....	2.10
No. 1, cans, 1 doz.....	2.30
No. 2, cans, 1 doz.....	4.10
No. 3, cans, $\frac{1}{2}$ doz.....	3.35
No. 4, cans, $\frac{1}{2}$ doz.....	4.00

Jellies—	Per doz.
No. 32, jars.....	.97½
No. 5, toy pails.....	2.45
American, pure apple, tumblers, assorted slices.....	.88
Schimmel's, No. 10, tumblers.....	.83
National, No. 10, tumblers.....	.72½
“ No. 6, tumblers.....	.49
Preserves—	Per lb.
Schimmel's, pure, 30-lb. pails.....	.13½
National, 30-lb. pails.....	.09
Southwark, 30-lb. pails.....	.06
“ 4½-lb. toy pails, ⅓ doz.....	4.15
Fruit Butters—	Per doz.
Apple, No. 32, jars.....	.98
“ Southwark, No. 3, tins.....	1.00
“ No. 5, toy pails.....	2.70
“ 30-lb. pails.....per pail	1.08
“ 30-lb. crocks.....per lb.	.07¾
“ Schimmel's, 30-lb. pails.....	.06
Prune, 30-lb. pails.....	.07½
Peach, 30 lb. pails.....	.07
Jams—	
Schimmel's, pure, jars, a doz.....	1.70
Southwark, assorted, jars, a doz.....	.93
Orange Marmalade—	
Hartley's, imported.....	1.80
Schimmel's, pure.....	1.65
Warrock's Guava Jelly—	
1-lb. tumblers.....	4.00
¼-lb. “.....	2.25

Curtice Bros.—	In No. 1 tins, per doz.	In No. 1 glass jars, per doz.
Strawberry Jam.....	\$1.25	\$1.65
Raspberry Jam.....	1.25	1.65
Raspberry and Currant Jam..	1.25	1.65
Cherry Jam.....	1.25	
Apricot Jam.....	1.25	1.65
Red Currant Jam.....	1.25	1.65
Quince (sliced) Jam.....	1.25	1.65
Peach Jam.....	1.25	1.65
Pear Jam.....	1.25	1.65
Blackberry Jam.....	1.25	1.65
Gooseberry Jam.....	1.25	1.65
Green Gage Jam.....	1.25	1.65
Damson Jam.....	1.25	1.65
Grape Jam.....	1.25	1.65
Orange Marmalade.....	1.25	1.65
Pineapple Marmalade.....	1.25	1.65
Red Cherry.....		1.65
White Cherry.....		1.65
Black Currant.....		1.65
Egg Plum.....		1.65

Tins packed in cases of four dozen each. Glass jars packed in cases of two dozen each.

Guaranteed Full U. S. P. Strength,			
	5c. sz.	10c. sz.	25c. sz.
all.....	.45	.83	1.25
al.....	.45	.73	.....
itre.....	.45	.85	1.95
amphor.....	.....	.85	1.95
ainters' Commercial.....	.45	.85	1.95
C.....	.45	.85	1.95
.....	.45	.85	1.95
quills.....	.45	.85	1.95
hubarb.....	.45	.85	1.95
ecac.....	.45	.85	1.95
on Balsam.....	.45	.85	1.95
incture.....	.45	.85	1.95
Arnica.....	.....	.85	.....
le Malta.....	.45	.85	1.95
Drops, rd bts.....	.45	.85	1.95
s Cordial, rd bts.....	.45	.85	1.95
ne.....	.45	.85	1.95
m, rec. size.....	.....	per doz.	.88
25c. size.....	.....	"	1.95
per cent. discount in gross lots ascertained.....	.....	per lb.	.03
powdered, bulk.....	.....	per lb.	.07
ump, bulk.....	.....	"	.06
olor, W. & R.....	.....	per doz.	2.00
e, bulk.....	.....	per lb.	.08
.....	.....	"	.0125
r, gum, 1-x2 blocks.....	.....	"	.95
flakes, 350-lb. bbls.....	.....	"	.0035
" less quantity.....	.....	"	.034
Tar Balls, 350-lb. bbls.....	.....	"	.0035
" less quantity.....	.....	"	.03

Castoria, Fletcher's.....	per doz.	2.80
" Pitcher's.....	"	.75
Carbonate of Ammonia.....	per lb.	.11
Epsom Salts.....	"	.06
Glauber Salts.....	"	.01 3/4
Glue, ordinary.....	"	.09 3/4
" white.....	"	.20
Gum Arabic.....	"	.30
Haarlem Oil.....	per doz.	.30
Husband's Magnesia.....	"	2.15
Jamaica Ginger, Hires', 5-lb. boxes.....	"	.90
Licorice, P. & S., 5c. stick, imported, per doz.		.36
" M. & R., 5-lb. boxes.....	per lb.	.03
" " lozenges, 5-lb. boxes.....	"	.07
" 4s, 6s, 8s, 12s, 5-lb. boxes.....	"	.24
" root.....	"	.21
Patty, 25-lb. cans.....	per 100 lbs.	1.60
" 50-lb. cans.....	"	1.55
Petroleum Jelly, screw top, 5c. size ...per doz.		.75
" 10c. size.....		.75

Paris Green, 100-125-lb. kegs.....	per lb.	.24½
“ ¼-lb. packages.....	“	.29
“ ½-lb. packages.....	“	.28
“ 1-lb. packages.....	“	.27
Rosin.....	“	.04
Roach Powder, Omega, 4-oz. cans.....	“	.80
“.....	per gross	9.00
Roachsaunt, 10c. size.....	per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.....	per lb.	.06¾
“ granulated, about 100-lb. kegs.....	“	.06¾
Sulphur, flour, 175-lb. bbls.....	per 100 lbs.	2.55
“ 100-lb. bags.....	“	2.35
“ less quantity.....	per lb.	.03½
Venetian Red.....	“	.01
Whiting.....	“	.08
Goff's—.....	Per doz.	
Cough Syrup, 25c. size.....	“	1.75
Herb Bitters, 25c. size.....	“	1.75
Oil Liniment, 25c. size.....	“	1.75
Sarsaparilla, 50c. size.....	“	3.50
Worm Syrup, 15c. size.....	“	1.20
Horse and Cattle Powder, 15c. size.....	“	1.20
Dyspepsia Tablets, 10c. size.....	“	.75
Iron Glue, McCormick & Co.—.....		
No. 5.....	“	.40
No. 10.....	“	.75
Tube V.....	“	.75
McCormick & Co., Bee Brand—.....		
Insect Powder.....	“	.85
Root Beer.....	“	.80
Talcum Powder.....	“	.75
Triangular Quinine.....	“	.80
Quinine Capsules.....	“	.80

Acid Phosphate, Horsford's.....	per doz.	4.75
Bath Brick, box 25 bricks.....	per box	.60
Sealing Wax .....	"	.03
Silver Sand.....	per bbl.	1.25
Tar, pints .....	per doz.	.75
" quarts .....	"	1.00
" gallons .....	each	.30
" 1/2 bbls .....	"	3.50
" bbls .....	"	6.00
McCormick & Co.—		
Jockey Animal Feed, 3 doz. 1-lb. packages		
and premiums.....	per case	3.75
U. S. Nerve and Bone Liniment, 25c. size...		2.00
McCord's Magic Medicine, 25c. size .....		2.00
50c. size .....		4.00
McCormick's Tasteless Chili Tonic, 25c. size		2.00
50c. size .....		4.00
McCormick's Watermelon Syrup, 50c. size...		4.00
Reliable Brand Headache Powders, 10c. size		.75

<b>McCormick &amp; Co., Bee Brand—</b>	<b>Per doz.</b>
<b>Vanilla, Rose, Pistachio, No. 2 size.....</b>	<b>.90</b>
<b>No. 3 size.....</b>	<b>2.00</b>
<b>No. 4 size.....</b>	<b>2.25</b>
<b>Almond, Apple, Apricot, Banana, Black-</b>	
<b>berry, Peach, Pear, Pineapple, Rasp-</b>	
<b>berry, Strawberry, Violet, No. 2 size</b>	<b>.65</b>
<b>No. 3 size</b>	<b>1.75</b>
<b>No. 4 size</b>	<b>2.00</b>
<b>Lemon, No. 2 size.....</b>	<b>.90</b>
<b>Orange, No. 2 size.....</b>	<b>.90</b>

**SAGUERS**  
**PURE**  
**EXTRACTS**  
FOR FLAVORING ICES CAKES ETC.  
FIRST BY TEST, AT YOUR GROCERS 10c & 25c  
LARGEST SALE OF ANY BRAND IN THE UNITED STATES

No. 1, Vanilla and Vanilla.....					2.00
No. 2, Vanilla and Rose.....					.90
No. 3, Lemon and assorted.....					.85
No. 4, " ".....					2.00
No. 4, Vanilla.....					2.25
Assorted cases, Nos. 1 and 2.....					10.50
" " Nos. 1, 2 and 4.....					11.50
Bulk.....	pts.	qts.	$\frac{3}{4}$ gals.	gals.	
XXX Vanilla.....	1.50	3.00	6.00	12.00	
XX Vanilla.....	1.25	2.50	5.00	10.00	
X Vanilla.....	1.00	2.00	4.00	8.00	
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Calory.....	1.00	1.50	3.00	6.00	
Peach, Rose, Apricot, Violet.....	1.50	2.75	5.50	10.00	
Orange, Banana, Pineapple, Almond, Raspberry, Pistache, Nutmeg, Mace, Cherry, Strawberry, Fruit.....	1.25	2.25	4.00	7.50	
Tea.....					7.00
Kitchen Queen—					Per doz
Extract Vanilla, No. 25.....					1.00
" " No. 2X.....					.80
" " No. X.....					.45
Extract Lemon, No. 25.....					1.75
" " No. 2X.....					.60
" " No. X.....					.45
Ingersoll's Flavoring Extracts—					
High Grade Vanilla.....					1.75
" " Lemon.....					1.75
Select Vanilla.....					.85
" " Lemon.....					.85
" " assorted.....					.85
" " small size.....					.45

Crescent Brand—	Per doz
2 oz. bottle.....retail	.35 3.00
4 oz. bottle.....““““	.60 5.25
8 oz. bottle.....““““	1.15 9.50
16 oz. bottle.....““““	2.25 18.00
32 oz. bottle.....““““	4.00 35.00

	Per doz
Blair's Liquid Rennet .....	1.10
" Rennet Tablets, 3 doz .....	.75
Shian & Kirk's Liquid Rennet .....	1.50
Hansen's Junket Tablets, 3 doz .....	.73
Union Tablets, 3 doz .....	.45

CIDER.		
Corson's—		
Barrels .....	per gal.	.16
½ barrels, 28 gals.....	per bbl.	5.00
Kegs, 14 gals.....		3.00
Bottled Cider—		Per case
Duffy's 1842 Apple Juice, 1 doz. qts.....		3.50
“ “ “ 2 doz. pts.....		4.00
Anchor brand Golden Russet, 1 doz. qts.....		3.75
“ “ “ 2 doz. pts.....		4.25
Mott's brand Golden Russet, 1 doz. qts.....		3.75
“ “ “ 2 doz. pts.....		4.25

Adams', counter jars, 100 gc. packages.....	2.75
" boxes, 20 packages.....	.55
Gee Whizz, 72 packs.....	.47
Fleer's Chiclets, 3 lbs., bulk .....	1.25
Spearmint, 20 packs, 100 pieces.....	.35

	Per lb.
Extra Fancy Head, XXXX, 100-lb. bags.....	.07 1/2
Fancy Head, 100-lb. bags.....	.06
Extra choice, 100-lb. bags.....	.05 1/2
Choice, 100-lb. bags.....	.04 1/2
Prime, 100-lb. bags.....	.03 1/2
Japan, fancy, 100-lb. bags.....	.05 1/2
" choice, 100-lb. bags.....	.04 1/2
Java, fancy, polished, 100-lb. bags.....	.05 1/2
B. Fischer & Co.—	



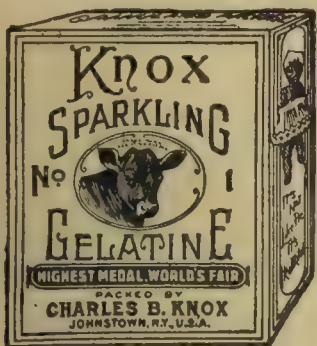
Fischer's, choicest head, x-lb. bags.....	0.74
"                    2½ lb. ....	0.74
Queen Quality head, x-lb. bags.....	0.74
"                    3-lb. bags.....	0.7
"                    5-lb. bags.....	0.67
Coronet, head, x-lb. bags.....	0.53
"                    3-lb. bags..	0.53
Imperial, choicest Japan style, x-lb. bags....	0.5
"                    3-lb. ....	0.5
"                    5-lb. ....	0.5
Natural Pure Food, head, x lb.....	0.7
Extra fancy head, Acme Brand, 100-lb. bags	0.67
Fancy head, 100-lb. bags.....	0.63
Choice head, 100 lb. bags.....	0.53
Fancy Java head, 100-lb. bags.....	0.53
Extra fancy, Patna, 100-lb. bags.....	0.7
Siam, Patna style, 100-lb. bags.....	0.6
Choice broken, 100-lb. bags.....	0.4
Extra fancy Japans, 100-lb. bags .....	0.43
Choice Japans, 100-lb. bags.....	0.43
Crushed head, choice broken, 1-lb. bags....	0.4
East India head, x-lb. bags.....	0.74

Worcester—	
Bbls., contain 280 lbs.....	2.50
“ 60 5-lb. bags .....	4.00
“ 33 14-lb. bags .....	3.75
“ 30 10-lb. bags .....	3.75
“ 115 3½-lb. bags .....	4.00
Irish Linen, 350-lb. bags.....	2.50
“ 50-lb. bags .....	.85
“ 28-lb. bags .....	.35
Mermald, quick-dissolving bathing salt, 30 10-lb. bags, in bbls..... per bbl.	3.00
Pretzel, 280-lb. bbls.....	2.40
“ 180-lb. sacks .....	1.35
Cheese, 280-lb. bbls.....	2.40
Packing, 70-lb. cotton bags.....	.40
“ 140-lb. cotton bags .....	.75
Ivory, dime size, 36 wooden boxes to case.....	2.50
New Ivory, 24 large cartons to case .....	1.50
Silver Springs, quick-freezing ice cream salt, 30 in bbl..... per bbl.	2.60
Less than 5 bbls. the list net; 5 to 9 bbls., 5 per cent discount; 10 bbls. or more, 7½ per cent. discount may be allowed.	

	Per doz
Durkee's, large, 1 doz.....	4.00
" small, 2 doz.....	5.00
Schimmel's, small, 1 doz.....	6.75
My Wife's, large, 1 doz.....	0.30
" small, 2 doz.....	1.40
Saider's, pts., 1 doz.....	2.30

Bbls., 375 lbs.....	per ton	.65
Kegs, 150 lbs.....	per ton	.80
60-lb. boxes, bulk or granulated.....		.60





## We Advertise Knox Gelatine Extensively

¶ Because we know that every one we induce to buy it *once*, will always buy it.

¶ We show our confidence in Knox Gelatine by spending a fortune to tell your customers about it. We wouldn't do this, if we were not sure that it would please; we go further by agreeing to refund its cost to every customer who doesn't consider it perfect. This means you are safe in pushing it.

### Charles B. Knox Co.

JOHNSTOWN - - NEW YORK

## Start 1910 in a Befitting Manner

If you will inaugurate a plan of campaign in favor of the

### Exton Oyster and Butter Cracker

you will find, at the end of the twelve months, that the effort has been richly rewarded. The goods are best known and known as the best—have been for sixty years—and are sold by leading jobbers.



### A. EXTON & COMPANY, TRENTON, N. J.

*The Best Known and Known as the Best*

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## Ask Yourself This Question



"What washing powder will it pay me best to push?"  
The answer is

### Swift's Pride Washing Powder

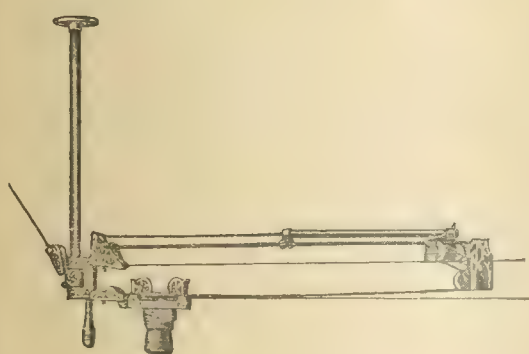
The regular profit on it is larger than you can make on any other, and you can make that profit **oftener**, because its merit and our heavy advertising make it sell fastest. Besides, we're offering you a Special Profit just now that you can find out about from the nearest **Swift Branch House**.

### Swift & Company

CHICAGO, U. S. A.



## LAMSON



*Air Line*

## CASH CARRIERS

Keep a check on your sales

Fix responsibility—lessen labor—reduce selling expenses—give quick service—please your customers.

*Bulletin E explains all.*

### Lamson Consolidated Store Service Company

BOSTON

Philadelphia Office, No. 500 Penn Mutual Building

## SERVICE





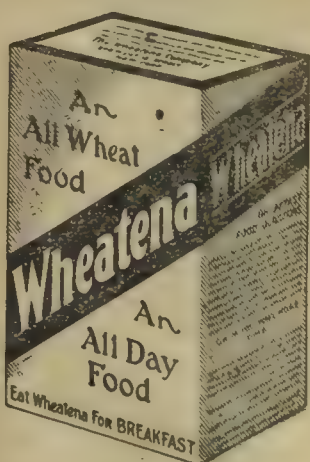




## "Better Than Imported Macaroni"

Why? Because it is made of *better ingredients*. Because it is made under ideal *sanitary conditions*. The delicious flavor will make your customers thank you for telling them about **Woodcock** and they'll buy more of it than they would ever buy of other kinds.

**WOODCOCK MACARONI COMPANY, Rochester, N. Y.**



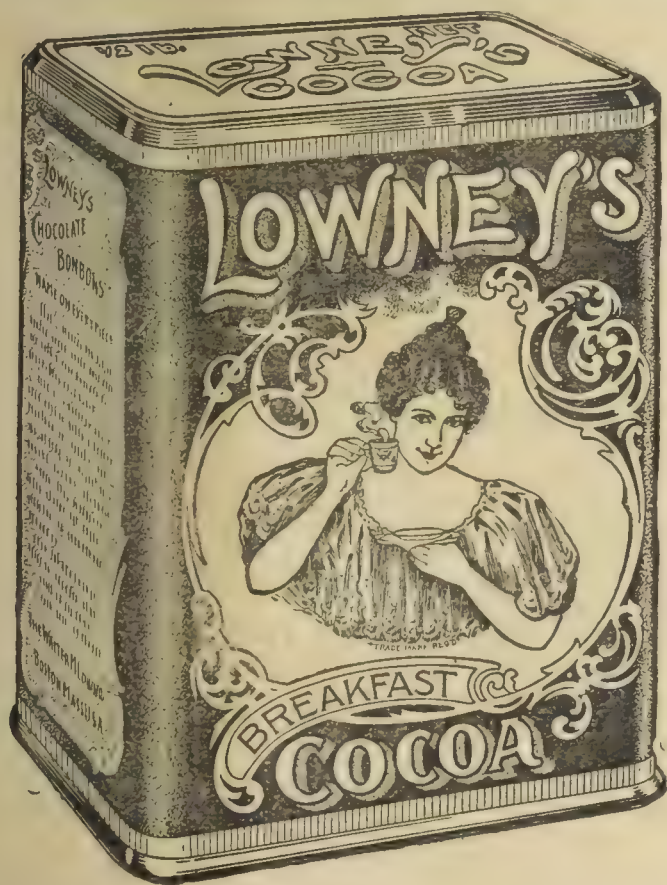
## Advertising Doesn't Move These People

You must keep some of the heavily advertised cereals, of course, because they'll sell as long as they're advertised.

You ought also to keep **Wheatena**, the favorite cereal food of the substantial people who cleave to that which is good through campaign after campaign of advertising.

There are families three generations of which have used no other cereal than **Wheatena**. The tender kernels of selected wheat, prepared after a method exclusive with us.

**THE WHEATENA CO., Rahway, N.J.**



**Reckon Up the Profit on Lowney's Cocoa** and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

**DON'T FORGET THAT Lowney's COOKING CHOCOLATE** is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

# SOAPS

Young's Scouring  
Soap  
Cygnets Soap

**CHAS. W. YOUNG & CO.**

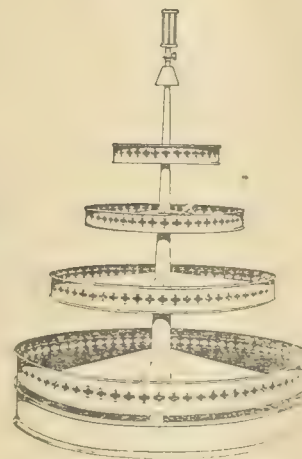
ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

## Vegetable Display Stands

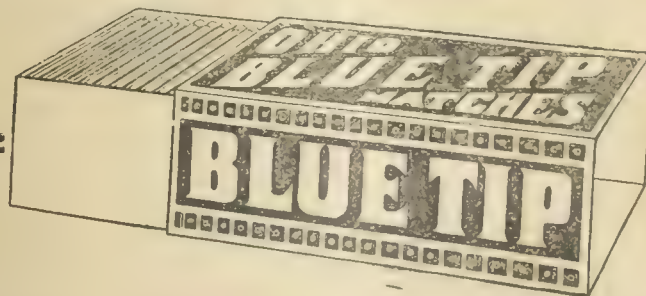
They keep green truck fresh, crisp and attractive. They prevent waste and increase sales and profits.



They are used by Retail Grocers and in markets where there are city water systems.

If you have no city water write us anyway, we have something interesting to show you.

**Galesburg Cornice Works**  
142 East Ferris Street  
Galesburg, Illinois



**81%  
on  
These**

**WHEN** you can make 81 per cent. from an independent match, what possible reason can exist for not preferring it to all others?

The **Ohio Blue Tip Safety Match** is the safest, surest double-tip match made. It is absolutely reliable, and will stand by both you and your customers. That's a way independent goods have of doing.

**Ohio Match Sales Co., New York, N. Y.**

Philadelphia Office and Warehouse, 411 Marshall St.



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**Glucose.**

Best, for confectionery ..... 2.60

**HONEY.**

Light Honolulu, 5 gal. cans.....per gal. .07½  
 Domestic, barrels.....per gal. .75  
 Selsner's, lunch bottles, 2 doz.....per doz. .95  
 Selsner's, medium bottles, 2 doz....." 1.35  
 Schimmel's, 10-oz. bottles, 2 doz. in case.....1.45  
 " 6-oz. " "......95  
 New England Maple Syrup Company.  
 "Golden Tree" Pure Honey— Per doz.  
 No. 1 jar, 1 doz. in case.....2.40  
 No. 2 jar, 2 doz. in case.....1.50  
 No. 3 jar, 3 doz. in case......95

**REFINED MOLASSES AND SYRUPS.**

Jockey Club, Mason's Quart Jars— Per doz.  
 4 doz. in barrel......90½  
 1 doz. in case......95  
 Lyle's Imported, No. 2 cans, 2 doz.....1.85  
 Globe, No. 2 tins, 2 doz......80  
 Globe, No. 2½ tins, 2 doz......96  
 Globe, No. 5 tins, 1 doz.....1.87  
 Globe, No. 10 tins, ½ doz.....1.77  
 Banner, in jars, compound......90  
 White Clover, in jars, compound......90  
 Purina Pancake Syrup, 36 pts.....3.30  
 " " 24 qts.....4.00  
 " " 12½ gals.....7.00  
 " " 6 gals.....12.00  
 \*Karo, 10-cent size, 2 doz.....per case 1.80  
 " 25-cent size, 1 doz....." 2.20  
 Duff's Molasses— Per doz.  
 Gal. cans, screw cap, ½ doz. to case.....6.60  
 ½-gal. cans, screw cap, 1 doz. to case.....3.50  
 Qt. cans, screw cap, 2 doz. to case.....1.85  
 Palmetto—  
 No. 10 cans, short gal., screw cap, ½ doz. to case.....5.20  
 No. 5 cans, short ½-gal., screw cap, 1 doz. to case.....2.80  
 Full qt. cans, plain top, 2 doz. to case.....1.40  
 No. 2 cans, 2 lb. size, plain top, 3 doz. to case......97½  
 Red River—  
 No. 2½ cans, 2½ lb. size, plain top, 2 doz. to case.....1.00

**MAPLE SYRUP.**

Towle's Log Cabin Cane and Maple Syrup— Per doz.  
 Gal. cans, 6 in case.....13.50  
 ½-gal. cans, 12 in case.....7.25  
 Qt. cans, 24 in case.....4.12½  
 Pt. cans, 24 in case.....2.50

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Qt. bottles, 12 in case.....4.50  
 Pt. bottles, 24 in case.....2.50  
 Fives bottles, 24 in case.....3.75  
 Jacket cans.....per gal. 1.00  
 Vermont, gal. tins.....per gal. 1.25  
 " ½-gal. tins.....7.75  
 Hazen's, qt. bottles.....4.00  
 " pt. bottles.....2.40  
 New England Maple Syrup Company.  
 "Golden Tree" Pure Syrup— Per doz.  
 Square bottles, 2 doz. in case.....2.40  
 Fruit jar, 2 doz. in case.....2.40  
 Medium, 2 doz. in case.....1.50  
 Small, 2 doz. in case......90  
 Square full gals., ½ doz. in case.....10.80  
 Square full ½ gals., 1 doz. in case.....6.00  
 5-gal. jacketed cans.....4.30

**WOOD AND WILLOW WARE.****Brooms.**

Little Gem, parlor, 2 string.....4.15  
 N U, No. 6, split handles.....3.50  
 Leader, No. 6, 3 string, red handles.....3.65  
 Princess, No. 4, fancy handles.....4.50  
 Whisks, 2 sewed.....1.10  
 Factory, heavy.....4.75

**Washboards.**

No. 69, Good Enough, double, spring protector... 3.65  
 57, Peerless, double.....3.50  
 110, " single, spring protector.....3.30  
 80, Seal Globe, double, swing protector.....3.10  
 100, Northern Queen, single, protector.....3.00  
 126, Ruby, single.....1.90  
 130, Little Gem, pail board.....1.35  
 142, Celery City.....2.75

**Buckets.**

O. G., 2 wire hoops.....1.60  
 " 3 wire hoops.....1.75  
 Pine, 2 hoops, flat.....1.50  
 " 3 hoops, flat.....1.65  
 Galvanized, 12 qt.....1.75  
 " 14 qt.....1.90  
 Indurated Fibre.....2.40

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**Butter Dishes.**

No. 1, Solid oval.....Per M .95  
 2, " ".....1.15  
 3, " ".....1.40  
 5, " ".....1.95  
 1, Wire ends......90  
 2, " ".....1.10  
 3, " ".....1.25  
 5, " ".....1.85  
 Picnic Plates, 8 in.....2.10  
 " 9 in.....2.40  
 Crates contain 250 each.  
 The Hanlon-Sharps Co., No-Leak Paper—  
 No. 1.....1.40  
 No. 2.....1.60  
 No. 3.....1.80  
 No. 5.....2.20

**Clothes Pins.**

5 gross.....Per box .40  
 Tibbals Clothesline Hooks.....per doz. .35

**Egg Crates.**

Perfection.....1.00  
 " 10 sets fillers.....2.35  
 Standard, 12 sets fillers.....1.90  
 Star Egg Carriers, No. 1, 2 doz.....per doz. 2.25  
 " No. 2.....3.50  
 Star Egg Trays, No. 1, 1 M.....per M. 3.00  
 " No. 2.....per doz. 4.50  
 Divisions.....doz. sets .35

**BRUSHES.****Scrub Brushes.**

No. 22, White corner.....Per doz. .75  
 23, Medium size......85  
 27, Large.....1.10  
 13, Marble, medium size......90  
 60, White, Snap......45  
 Handy House......40  
 Jersey Milk Can.....2.00

**Stove Brushes.**

No. 3, Straight Block, wood handle.....Per doz. .90  
 21, X, crescent shape.....1.75  
 1, Grey fibre, strap handle.....1.20  
 2, " ".....1.65  
 6, Extra quality, all hair.....2.75

**Shoe Brushes.**

No. 6, Mexican Fibre.....Per doz. .90  
 1, " large.....1.30  
 4, Bristle outside.....1.65  
 5, All bristle.....1.75  
 16X, All bristle, extra value.....2.15  
 18, All bristle, spotted white.....2.80

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**Whitewash Brushes.**

No. 6, 6 in., White tampico.....Per doz. .40  
 7, 7 in., "......42½  
 8, 8 in., "......47½  
 6, 5 in., Family, extra heavy......80  
 8, 6 in., "......95  
 10, 7 in., ".....1.10  
 12, 8 in., ".....1.25  
 6, 5 in., A., hair bristle.....1.40  
 8, 6 in., ".....1.65  
 10, 7 in., ".....2.00  
 12, 8 in., ".....2.35  
 6, 5 in., Ideal, all bristle, 3 row.....1.90  
 8, 6 in., " 3 row.....2.25

**Dust Brushes.**

No. 7X, Fibre, wire drawn.....Per doz. .90  
 21, All hair, wire drawn.....2.25  
 28, White, wire drawn.....2.90  
 1, 7 in., All hair, flat end.....2.95  
 22, 7 in., Mixed, round end.....2.10  
 11X, 7 in., All hair, round end.....2.25

**TOBACCOS—PLUG.**

Deer Skin, 9 and 16 lb.....Per lb. .37  
 Jolly Tar, 5, 10, 15 and 25 lbs......39  
 Newsboy......39  
 Old Honesty......42  
 Piper Heldick......44  
 Spear Head......44  
 Standard Navy......37  
 Toddy......35  
 Vinco......38  
 Town Talk......28

**SMOKING TOBACCO.**

Duke's Mixture.....Per lb. .39  
 Greenback......39  
 Green Turtle......28  
 Honest......39  
 Polar Bear......29  
 Sensation......39  
 Wild Rose......39  
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 Union Leader......39  
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 Hot Ball......27  
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**YEAST CAKES.**

Compressed.....per doz. .18  
 Magic, 1½ doz. packages.....per box .15  
 Yeast Foam, 1½ doz....." .18

## Small Motors IN THE Grocery Store

¶ The use of the small motor in the grocery store has proven a great time and labor economizer grinding your coffee, chopping your beef, running your ventilating fans, operating your refrigerator by electricity is the progressive sign worn by all grocery stores making a general use of electricity.

¶ You will have to use electricity some time, why not begin now?

**The Philadelphia Electric Company**  
 TENTH AND CHESTNUT STS.

## Below We Name Some Goods Which We Sell and You Have to Buy

PIE PLATES, Wooden and Pulp  
 WOODEN DISHES, Special Factories' Agents  
 BUTTER DISHES of All Grades  
 CLOTHESPINs, Twenty Millions a Year  
 PAPER BAGS, All Sizes and Shapes  
 WRAPPING PAPER, All Weights and Grades  
 TOILET PAPER, Two Cents a Roll to Ten  
 PARCHMENT PAPER, Grease-proof, Damp-proof  
 WAX PAPERS, for Meats, Flowers, etc.  
 OPEN END ENVELOPES in Endless Variety

¶ You will always buy them from us if you do so once, because you get better goods from us at lower prices. Whatever you need in either of these lines, write for prices.

**HUFF PAPER COMPANY, 5th & Market Sts., PHILADELPHIA**

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¶ A postal card sent by you to us may save you a considerable sum of money during the year. Just turn that over in your mind for a minute.

¶ Send the postal to us with a request for samples of Teas and Coffees, specifying particularly what you want. If those samples come to you with prices cents below what you have been paying, wouldn't the little postal have been worth while?

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
 89 FRONT STREET, NEW YORK  
 ESTABLISHED 1897

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You don't need to  
cut the price to sell

**MILLBOURNE  
FLOUR**

A cent or two more a  
bag will not reduce your  
sales; people will have  
the best flour.

**MILLBOURNE MILLS**  
 Sixty-third and Market Streets  
 Philadelphia, Pa.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, JANUARY 24, 1910.

No. 4.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,  
AT

927 Arch Street, Philadelphia.

TELEPHONES:  
Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:  
Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:  
825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR	
To United States and Mexico .....	\$3.00
To Canada .....	3.50
To Great Britain and Continent of Europe and Asia .....	4.50
Single Copies .....	.10

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## National Retail Grocers' Association and Allied Trade Press Forms Working Compact—Specialty Manufacturers Interested

**Secretary J. T. Austin, of the American Specialty Manufacturers' Association, Effects Plan by Which National Retailers' Organization Carries on Campaign for Educating Retailers, Strengthens Usefulness of Trade Press, Brings Manufacturer and Retailer in Closer Alliance and Provides National Association with Sufficient Income. Details of the Plan, with Remarks Upon its Likely Effect, and Something of the Men Who Brought it About.**

At Chicago, Ill., on Friday, January 14, 1910, an agreement was made between the National Retail Grocers' Association and the Grocery and Allied Trade Press which is destined to have vital and far-reaching effect upon the welfare of the retail trade,



CHARLES M. WESSELS

and of the manufacturers who sell through the retail trade. The American Specialty Manufacturers' Association is not officially a party, but is nevertheless most keenly interested. In fact its secretary, J. T. Austin, was the moving factor in the whole thing.

The occasion of the agreement was the annual meeting of the Grocery and Allied Trade Press of America, but in the importance of what transpired there the meeting almost immediately lost all semblance to a meeting of trade paper men, and became a forum for the making of history affecting retail interests, manufacturing interests and the often misunderstood and unappreciated interests that publish trade papers. Even more than this, it became the birthplace of plans which will probably be unprecedented in their future effect upon the welfare of all the interested parties.

A word both as to what transpired and how it all came about.

At the meeting were representatives of about thirty of the leading trade papers of the United States, comprising the Grocery and Allied Trade Press; President T. P. Sullivan and Secretary John A. Green, of the National Retail Grocers' Association; J. T. Austin, secretary of the American Specialty Manufacturers' Association, and the intermediary who conceived and arranged the whole plan, and Charles M. Wessels, advertising representative of the Grocery and Allied Trade Press.

At the outset there was some evidence of friction. As is well known, the National Retail Grocers' Association not long ago attempted to launch an advertising agency for the placing of advertising in trade papers. The commission which the association thought the papers would pay it for this advertising it relied on to provide the income needed ever since its original formation.

The plan not only failed to work, but it snarled the regular advertising business of the Grocery and Allied Trade Press into a woeful tangle. The members of the Trade Press organization resented the entrance of a foreign element, without their consent or acquiescence, into a field which was peculiarly their own. Very vigorously they defended their prerogatives, the association defended what it considered its own, and in consequence manufacturers became divided into factions, and a large number who wished to remain friendly both with the Trade Press and the National Association refused to favor either or to patronize either. Thus a deadlock resulted which crippled

everybody, and which was rapidly approaching bad blood and disruption.

Naturally after this the trade paper men felt sore at the officers of the National Association, and the latter felt sore at them. But the way had been smoothed by Secretary Austin for a complete reconciliation at this meeting. For days before the meeting Mr. Austin worked upon an original idea of his own to get all the parties together. Not simply into a narrow business proposition, but into a much broader plan which transcended selfish motives entirely. This plan was presented at the meeting and its extremely valuable possibilities instantly grasped by all present. Formal agreements were drawn up between the National Association, the Grocery and Allied Trade Press, and C. M. Wessels, its advertising representative, the gist of which is as follows:—

The National Association agrees to permanently retire from the advertising field. From the date of the agreement it will begin a comprehensive campaign in the mutual interest of the retail trade and the trade papers; to interest the retail trade for their own benefit, in taking and closely reading some trade paper, and to aid the trade press to become even more than now an efficient



W. H. UKERS

organ for the solving of trade problems.

Based on this an arrangement is made by which the National Association derives an income, calculated upon a certain percentage of all subscriptions influenced. Any retailer who wishes the National Association to derive a benefit from his subscription can easily arrange that by simply saying so to the paper for which the subscription is. The working details of this end of the plan will be published later.

A part of the plan is still larger. The National Association also binds itself to work for increased friendly relations between manufacturers and retailers, both independently and through the retailers' organ, the trade papers. The association will show manufacturers how to approach and cultivate the retailer through new and unique plans, and it will show retailers when and how their interests lie in working with the manufacturer.



J. T. AUSTIN

From this the National Association also receives an income, which from this time on it will earn and fairly own. In order that the organization shall be free to work out its various plans for the good of the plan unhampered, the Grocery and Allied Trade Press has arranged to pay a certain percentage of its advertising revenues into the National treasury.

Thus the manufacturer is assured anew of the fair treatment and co-operation of the 200,000 retailers who comprise the National Association; the trade papers are no longer compelled to break off in their beneficent work of educating the retailer, to meet irregular competition which could accomplish nothing but disorganization; and the National Association is freed from the nightmare of inadequate income which has haunted it for years, and is left independent and free to make itself the potential factor for the good of the retailer which it will unquestionably now become.

### ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Law

Trade-Mark Registration

General Practice



## Enter the Grocery World *and* General Merchant's Free Employment Bureau

---

Scattered over the territory covered by the GROCERY WORLD AND GENERAL MERCHANT there are thousands of clerks and managers wanting better positions, and retailers or wholesalers wanting better clerks and managers.

The GROCERY WORLD AND GENERAL MERCHANT has resolved to establish an exchange through which these people can get together. It announces, therefore, the launching of the "Grocery World and General Merchant Free Employment Bureau," whose object, in a nutshell, is to supply clerks or managers to employers, and positions to clerks or managers. There will be no charge for this service.

Every clerk wishing a position is invited to register his name with the GROCERY WORLD AND GENERAL MERCHANT'S Bureau. Naturally it will be held in strictest confidence. Every clerk so forwarding his name will receive a specification blank, which he will fill out and return, so the GROCERY WORLD AND GENERAL MERCHANT can without delay fit him to the position he is calculated to fill.

Every retailer or wholesaler needing a clerk or manager is also invited to communicate with the GROCERY WORLD AND GENERAL MERCHANT. As soon as his communication is received, he, too, will receive a specification blank which he will fill out and return. The GROCERY WORLD AND GENERAL MERCHANT will then know exactly what sort of man to put him in touch with.

The GROCERY WORLD AND GENERAL MERCHANT will work in two ways to bring together the employer who wants a clerk, and the clerk who wants a job.

FIRST.—The application for clerk or job, with or without name, as the applicant elects, will be published in the GROCERY WORLD AND GENERAL MERCHANT in the form of a Want Ad.

SECOND.—If the applicant is an employer wanting a clerk he will be put directly in touch with several of the sort of clerks he wants. If the applicant is a clerk wanting a job he will be put in communication with several employers who have jobs open he could fill. All this will be done through the mail with perfect privacy.

Everything said here applies to store managers and department managers, as well as to clerks.

Nowhere through or after the transaction is there any charge to either clerk or grocer. The idea is by way of making the GROCERY WORLD AND GENERAL MERCHANT even more valuable to its readers.

Address all communications to

**The Grocery World and General Merchant Employment Bureau**

**927 Arch Street, Philadelphia, Pa.**



The agreement is to continue for three years and takes effect at once.

The men instrumental in bringing this about are all well and widely known in trade organization and trade paper circles. Secretary J. T. Austin was the accredited author of the plan and the chief factor in its consummation. Mr. Austin possibly more completely than any other man in the country understood the problems that had to be worked out and the sharp edges of the relations between the parties which needed



T. P. SULLIVAN

smoothing down. Now the secretary of the American Specialty Manufacturers' Association, a solid and powerful organization of the largest specialty manufacturers in the country, he has been a retail grocer, a wholesale grocer, a broker, a salesman, a sales manager and a purchaser and user of advertising space. He has done one of the biggest things of the sort that has ever been done in this country, not by way of idle and purposeless philanthropy, but as a matter of intelligent business. Mr. Austin has clearly known that the manufacturer, the retailer and the trade paper were not working in the proper sort of harmony, though they really constituted the three sides of a logical triangle, each side of which was necessary for the support of the others. For the good of his own members, no less than the good of all other interested parties, he brought the combination about and the achievement is great indeed.

President Sullivan, of the National Retail Grocers' Association, is a sharp fighter. When he went in to get his organization an income out of advertisement soliciting, he did it sincerely and wholeheartedly and those who were compelled to become his antagonists knew afterward that he had been

there. But he is a generous foe and when hospitality has yielded to amity, an equally wholehearted friend. His own words, uttered when the whole thing was concluded, best express it: "Gentlemen, I want to say to you that I am going to fight just as hard for you as I have been fighting against you." And that means pretty hard.

Secretary John A. Green, the doughty Englishman, always does the best he can for the cause he represents. Against heavy odds he has striven manfully to make the National Association a power in the land, and he has succeeded, though not to the extent to which he will succeed from now on, with the millstones of the past loosed from about his neck.

W. H. Ukers, chairman of the Executive Committee of the Grocery and Allied Trade Press, represented that organization in the negotiations. As a matter of fact, at least a part of its inspiration lay with him, for it was by his suggestion that Secretary Austin undertook it. Mr. Ukers is the editor and publisher of the "Tea and Coffee Trade Journal," of New York City, a monthly trade magazine de luxe. As chairman of the allied trade paper Executive Committee he fits like a glove.

The sole representative of one of the most important phases of the three years' arrangement was Charles M. Wessels, successor to Wessels & Chandler, the man whom the Grocery and Allied Trade Press have placed in charge of their advertising interests. Mr.



JOHN A. GREEN

Wessels is really the father of the trade press organization, for he alone created it out of unfriendly and adverse conditions. Wessels is a unique character. More things have happened in the trade paper business since he entered it than happened before for twenty years. He is one of the best advertisement writers and unquestionably is the most successful trade advertising solicitor in America.

He has a positive temperament which makes him many friends and some enemies. Even his enemies admit, however, that he has done more things in new ways than any other man who ever before appeared in the field. Through his

monographs on the trade paper, the attitude of manufacturers toward trade papers has in many cases been completely revolutionized.

This is a coalition of strong influences and strong men. It should go far.

## Philadelphia Retailers Beseech Taft Not to Increase Imported Food Tariffs

**Forward Strong Memorial Emphasizing Effect Which Such Action Would Have Upon Food Prices in this Country. Cases Where this Country is Dependent on Foreign Foods. Text of the Memorial.**

The Philadelphia Retail Grocers' Association has during the week addressed and forwarded to the President of the United States a strong memorial, touching that provision of the tariff act of 1909 which allows the President on March 31, 1910, to impose an extra duty of 25 per cent. ad valorem on imported food products. The Philadelphia association beseeches the president to remember that his action in imposing the extra duty will inevitably advance the prices of the affected article in the American market and thus add another burden to the shoulders of consumers, already borne down by the enormous cost of living.

The text of the memorial is as follows:—

To Hon. William H. Taft,  
President of the United States.

Whereas, The tariff act of August 5, 1909, Section 2, provides (here is recited the text of Section 2 of the tariff act); and

Whereas, There is done in this country an exceedingly large business, among retail and wholesale grocers, in food products imported from foreign countries, most of which are now dutiable and therefore subject to the increase of 25 per cent. ad valorem, which said business would undoubtedly be seriously affected and in some cases doubtless destroyed by the imposition of 25 per cent. additional duty; and

Whereas, The said tariff act gives to the President the arbitrary and unrestricted power to decide which imported products shall bear the said increase in duty, which said action by the President, as before stated, will have a direct effect upon the prices of a considerable list of imported food products now regularly sold in this country.

Now, the Retail Grocers' Association of Philadelphia, in meeting assembled, addresses its memorial to the President and represents as follows:—

That it is common knowledge that never before in the recent history of this country has the cost of staple food products been as great as now. Not for years, if ever before, has the poor man's dollar purchased less food than it purchases to-day.

The retailer is not responsible for this condition to the slightest degree, and retailers everywhere welcome the various investigations now in progress to determine the cause. It can easily be proven that every advance in the price of food to the consumer has been preceded by a like advance, sometimes even greater, in the price charged the retailer from his own source of supply.

That the imposition by the President of an increase of 25 per cent. ad valorem in the tariff upon any imported food product would make a corresponding increase in the selling cost of such article, thus laying another burden upon the consumer, who, in many cases, is unable to bear what he already has.

That the Retail Grocers' Association of Philadelphia earnestly beseeches the President, therefore, to gravely consider the inevitable result of his action under Section 2 of the tariff act of 1909, and to permit the imposition of the additional 25 per cent. ad valorem upon imported food products only when demanded by the most momentous requirements of National protection.

That in the case of certain imported food products, the following facts are submitted:—

This country does not and cannot produce sufficient mackerel to supply the demand. A very large supply is annually imported from Norway and Ireland and is now assessed (Paragraph 273) at 1 cent per pound. An added 25 per cent. ad valorem would at once increase the cost several dollars per barrel and thus help to put this necessary and desirable food product out of the reach of the poorer and middle classes, who largely consume it.

This country produces but a very small quantity of the fine grades of canned sardines, which are extensively imported from France, Portugal and Norway, and assessed according to size (Paragraph 270), from 1½ cents per package to 30 per cent. ad valorem. An increase of 25 per cent. ad valorem in this product would make an increase of \$3 to \$5 per case in a food product practically not produced in this country at all, though very largely consumed here.

This country does not and cannot produce sufficient olive oil to supply the enormous home demand for culinary and medicinal purposes. Very large quantities are imported from France, Spain and Italy, and assessed (Paragraph 38) from 40 to 50 cents per gallon, according to the size of package. The imposition of an additional 25 per cent. ad valorem would be equivalent to



an advance of 25 per cent. in the selling cost, which would make olive oil a luxury, though in reality it is a necessity and cannot be obtained in sufficient quantities from this country.

These remarks apply even more strongly to olives, the European variety of which, though demanded by the great bulk of the people, are not produced in this country at all, and cannot be.

Under Section 2 of the tariff act of 1909 there is reason to believe that the President is clothed with power to levy a duty of 25 per cent. ad valorem upon food products upon which no other duty is imposed, such as tea and coffee. As to tea and coffee, neither is produced to any extent in this country.

This country is wholly dependent for all the dates consumed and for almost all the figs upon foreign countries. These fruits are sold in enormous quantities to the poorer and middle classes and are pronounced by all authorities to be of unusual wholesomeness. An increase of 25 per cent. ad valorem would inevitably take both figs and dates from a large number of persons.

The very salt which goes to savor the food of the people in large part is imported and now pays (Paragraph 295) 7 to 11 cents per 100 pounds. An added 25 per cent. ad valorem would amount to an increase in the cost of an extreme necessity used daily in every home.

That the above are simply a few examples selected at random from a long list, indicate the direct and immediate effect which the President's action under Section 2 of the tariff act of 1909 will have upon the cost of foods consumed in enormous quantities in this country. In many cases where this country also produces food products corresponding with those imported, it does not produce the same grades, and even where it does produce the same grades, the imported products almost invariably act as a spur to competition and thus prevent domestic monopolies.

All of which is respectfully submitted with the earnest request that it be given serious consideration.

THE RETAIL GROCERS' ASSOCIATION.  
By Albert Kaiser,  
President.

Attest:—  
Bernhardt Mosler,  
Secretary.

### Pennsylvania Food Case Involving Alum Baking Powder on Trial at Harrisburg.

Begins Late in the Week With Impeachment of 1909 Law's Constitutionality. Court Overturns it and Orders Trial to Proceed. Formal Testimony that Baking Powder Contained Alum.

The case which is to determine whether the Pennsylvania food law of 1909 prohibits the sale of alum baking powder opened at Harrisburg late in the week. The first few rounds developed that the issue is comparatively narrow.

The nominal defendant is Myer Gross, a Harrisburg retailer, but the case has been taken absolutely away from him and is being conducted entirely by the large

## Will Your Widow Have to Work?

¶ Wouldn't you like to be absolutely sure of leaving her \$3000 to \$10,000 at your death, so she wouldn't? Of course! "There's a way." You can do it. Start at once saving money *systematically* by our 20 year *Endowment Contract* and

### BE SURE OF A FORTUNE!

¶ It beats any other way of saving money. If you live only a few years your heirs get the full amount you intended; if you live out the twenty years you get the full amount yourself.

*"All the doubt's left out"*  
*The money is certain*

¶ This is something you ought to investigate. It means that we guarantee you against poverty in your old age—that we will give you or your heirs an estate, a fortune. Isn't it *worth while* to send us the coupon and find out? "We'll explain but not insist."

PENN MUTUAL LIFE INSURANCE COMPANY,  
925 Chestnut St., Philadelphia, Pa.

Furnish full information on your investment and protection proposition.

Name .....

Address .....

Date of birth .....

It is understood that this inquiry does not impose any obligation on me.  
H. O. A.

## THE PENN MUTUAL LIFE INSURANCE COMPANY

925 Chestnut St., Philadelphia, Pa.

manufacturers of alum powder. The first move was an application to quash the indictment on the ground that it conflicted both with the Federal and State constitutions. A number of technical reasons were advanced, the most important of which, as to the Federal constitution, was, that certain privileges, immunities and exemptions were given to certain retailers which are denied to others. This refers to the retailers' guarantee clause. It is evident that the idea of the baking powder men is to take the case to the United States Supreme Court if necessary in order to tie the matter up until the next Pennsylvania Legislature meets and can be persuaded to amend the law by leaving alum out.

The argument for the baking powder men was made by Randolph Barton, a Baltimore, Md., attorney. After hearing the Commonwealth's attorney in reply the court overruled the motion to quash and the case proceeded. Up to the time of going to press, however, the evidence consisted almost wholly of testimony that the baking powder in question contained alum. Two State chemists, Prof. William Frear and James A. Evans, appeared for this purpose. The cross-examination and the direct examination of the defendant's own chemists will be devoted to an attempt to show that the alum in baking powder is not the sort of alum that the law meant, and that the law does not apply because alum, by chemical changes in the cooking, is eliminated before the food passes into the human stomach.

The alumed pickle cases will probably immediately follow the baking powder case.

### Western Produce Men Indicted for Illegal Combining.

The three officers and six members of the Board of Directors of the Kansas City Fruit and Produce Exchange have been indicted by the county Grand Jury, charging the members of the exchange with being in a combination to control the price of butter, eggs, potatoes and other foodstuffs on the Kansas City market. Ray Storms, representative of Swift & Co., and John Hoagland, representative of the Armour Packing Co., also were indicted.



# WITH THE EDITOR

The boycott which consumers are being in various ways inspired to declare upon certain unusually high-priced food products will not only utterly fail to cure the disease, though it may cure one of the symptoms, but it is an outrageous injustice, since it is bound to fall most heavily upon innocent men.

## The Food Boycott.

Consider the second reason first. Nothing is truer than that the average retail grocer is charging high prices for his goods today only because he is himself charged high prices for them. What else can he do under those circumstances? Is he to pay consumers for the privilege of selling goods to them? When the consumers of a town or city boycott meat, they boycott first the stocks of meat in retailers' hands. Later, the thing may reach the jobber, but its first and possibly only effect is upon retailers, whose only crime is that they charged a living profit over the prices they themselves paid.

What will be the effect of the boycott upon retail dealers? From the boycotters' standpoint, it will be a perfect success, for without doubt if it is continued long enough it will drag prices down. That it drags them below cost is of course no concern of the boycotters. What is it to them if some poor harried retailer, facing the destruction of his entire meat stock, sells out below cost in order to reduce his loss as much as possible?

But what happens after the boycott has succeeded in depressing prices and the retailer has sold out at the cut? This shows the utter futility of the whole thing as a permanent remedy. Can the retailer buy any more meat to sell at the cut he

made? No. Will he buy any more meat at all unless he has a reasonable prospect of selling it at a profit? No. He was stung once on his stock on hand, and would much rather cut meat out entirely than sell it at a loss. Where, then, has the boycott gained the consumer anything?

The high prices of food are either due, or they are not, to legitimate market conditions—crop conditions; supply and demand. If they are due to these conditions, neither boycotts nor threats nor investigations will have the slightest lasting effect. If the consumption is to remain the same, obviously the only remedy is to increase the supply.

If high food prices are not caused by these conditions, the remedy lies with search for the guilty interests and punishment of them with an unrelenting hand. But retailers are not guilty. To say that retailers could bring about such a general condition as the present high prices is ridiculous! No such general movement could ever be brought about where the prime actors are so numerous. The cause lies behind the retailer, in a stratum of the trade where operators are few and therefore easily combined.

When Secretary Schofield, of the United Master Butchers of America, tells exclusive meat retailers, in the statement published elsewhere, that they ought to pull away from retail grocers' associations and organize their own, he tells the truth. In the writer's judgment, retail merchants' associations are useful in one way only—as a coalition of associations representing the individual lines.

Take the retail merchants of an average town. If it is a small town they have a few matters in

common, notably matters involving credit, and phases of the local life which affect business in general, such as the attracting of new industries to the town, etc. But outside of these there is absolutely no common interest. A retail grocer's problem is how to avoid selling certain articles which pay him no profit; the dry goods man knows nothing about this and cares nothing about it; he has troubles of his own of which the grocer is equally ignorant.

If the city is a large one the common interest becomes even smaller.

In an association of retail grocers every business problem which can possibly arise is a common problem. There is absolute community of interest everywhere. Every blow struck is a blow for all. The same with organizations composed exclusively of dry goods men, clothing men, hardware men and so on. They are all better by themselves, and the minute they get by themselves the association idea will have a hundred times the chance to succeed that it had when they were all the uncongenial members of one organization.

Readers of the "Grocery World and General Merchant" may remember a recent editorial criticism and comment on an article in "Printers' Ink" by one Christine Brands. Miss or Mrs. Brands, writing as a consumer, had a long story describing how she asked this grocer and that one for this article and the other that she had seen\* advertised, and how only after a long time did she find one who was willing to take any trouble to get those things for her.

Christine Brands  
Again.

The "Grocery World and General Merchant's" comment in a nutshell was that the only way for a grocer to treat such nuisances, if he bought goods especially for them, was to make them guarantee to take all of the smallest quantity he could put in, if it failed to sell in the ordinary course of business.

"Printers' Ink" comes valiantly back to the attack. In its last issue appears a lively editorial answer to what the "Grocery World and General Merchant" said. The text is as follows:—

## A RIDICULOUS RETAIL POLICY.

It is certainly to be hoped that the general body of grocers are not represented by the attitude of the Philadelphia "Grocery World and General Merchant." This publication reprints some of the matter in the "Printers' Ink" articles on retail criticism by Christine Brands and then proceeds to attack the idea of giving a customer what she asks for, partly as follows:—

Christine Brands, being that type of woman who continually pesters her grocer to get her this and get her that, but who wouldn't order a dozen of it to save her soul, is probably somewhat noted in her town as a wholesale nuisance. Therefore, she invited and deserved all the rebuffs the other grocers gave her.

No better way has been discovered of curbing the pest who thinks the grocer should stock in every new brand of everything that anybody brings out than to state that he cannot buy less than a dozen or a case, and since no one else has asked for it he will expect Mrs. So-and-So to bind herself to buy the whole amount if not sold by such and such a time. Most women confronted with this stern necessity will instantly find that they didn't want the thing as badly as they thought.

This is probably the most brazenly unbusinesslike talk ever handed out to retailers by a trade paper, which should be the very first to take a far-sighted view of business policy. If the idea that a consumer should be asked to take a dozen of any new brand she desires is very widespread in retailing, then it is small wonder that National advertisers find it necessary to start chains of stores or establish their own retail agencies. A more unfair handicap to place upon both the desires of the consumer and the ambitions of the manufacturer could scarcely be imagined. "Printers' Ink" not only believes, but knows that the most successful retailers are against such a policy.

The idea put forth by this trade paper is so ridiculous as to need little argument to explode it. It is based on the idea of discouraging all consumers who want anything new whatsoever—a proposition that only Rip Van Winkles and Uncle Joe Cannons would defend. Such a policy puts an iron clamp on business growth. If an article, the like of which has not before been sold, is advertised with success in creating a desire for it, and the customer comes in the store and lays his money on the counter and asks for it by trade-mark name, that is a business event of great importance to both merchant and manufacturer. It means that the purchasing range of a customer has been widened; that Mrs. Jones has been made willing to take a dollar which she would have spent on a trip to Europe or a railroad bond or



in frivolous things and spend it for something which pays a profit to dealer and maker. It increases the total of sales and adds a factor toward wider success.

If there are any grocers so shortsighted as this trade paper they had better educate themselves in store policy before competitors or the sheriff educate them.

Probably ignorance more than anything else is responsible for the attitude of "Printers' Ink" in this matter. Let the "Grocery World and General Merchant" reduce the matter to primer phrases so that even "Printers' Ink" can understand where the dealer comes in in the Christine Brands cases.

A grocer is handling one brand of imported marmalade, let us say. All his customers who can be induced to eat English marmalade are probably eating this and are satisfied with it, because it differs almost not at all from other brands. One day a nuisance of the Christine Brands type, having seen the advertisement of another brand of English marmalade, idly thinks she would like to try it, and straightway hies herself to her grocer's, prepared, *as an experiment*, to buy one jar. The grocer hasn't it; he has never

had any call for it; it gives no promise of being different from the brand already in stock, either in quality or profit. Mrs. or Miss Brands has never tasted it, she has no idea whether she will like it or not, or if she likes it, whether she will like it enough better than the other brand which the grocer has been selling her to keep on with it.

If the grocer yields to this woman's persuasions and puts the new brand in, the least he can buy is a dozen jars. He is asked, therefore, to buy an article for which he has had only the faintest sort of demand, and for which he can create a demand only by forcibly switching to it the trade which he now completely satisfies with his other brand. And if his trade naturally refuse to be switched, he may be left high and dry with eleven unsalable jars. Why should any merchant so disturb his business? Is there any conceivable reason why he should assume such a risk? Is it any more than simple justice that he should insist that a woman who asks him to spend money on her whim should guarantee that

if she decides not to continue buying, and he fails to sell the balance to other people, that she will guarantee him against loss by agreeing to take the whole "Printers' Ink" may see it now.

## 1908 Worst Year Since 1904 for Grocers and General Storekeepers

Figures Covering Failures in Both Lines Show More for 1908 than Any Other for the Last Five. December Failures, 1909, Show Falling Off from December, 1908.

The "Grocery World and General Merchant" has received the official report of grocery and general store failures for December, 1909, and is glad to report that in both lines a falling off is shown as compared with December, 1908. The figures are as follows: General Stores—December, 1909, 119; liabilities, \$869,034; December, 1908, 162; liabilities, \$1,049,784.

Groceries—December, 1909, 199; liabilities, \$747,012; December, 1908, 215; liabilities, \$940,840.

Dun & Co. also send an interesting statement of grocery and general store failures for the past five years. The figures are here presented:—

General Stores—1909, 1,512; 1908, 1,849; 1907, 1,367; 1906, 1,306; 1905, 1,542. The year 1908 is shown as being by far the most disastrous since 1904.

The same condition is shown in the figures covering the grocery failures. The figures are as follows: 1909, 2,344; 1908, 2,708; 1907, 2,312; 1906, 2,071; 1905, 2,043.

# SOME SALESMEN

salute you with the remark, "I have the *cheapest* thing in Coffee you ever saw,"—"quite likely," and your customers will say the same thing when they come to try it on the table, *if* you buy because it's *cheap*. Trade worth having *know* where they sell cheap Teas and Coffees, but they trade elsewhere.

You can't get a decent profit on *cheap* goods—so what's the use? Handle our full line and be surprised how much weight the name of "FISCHER" has with the buying public, and then you *might* be interested in watching your business grow.

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us



## The New York Letter

**Food Importers Fear the Twenty-five Per Cent. Duty Prospect. May Petition President. California Canned Goods Advertiser Stirs Up Trade. Short Weight Milk Now Charged. New York Jobbers Declare Against Overselling, Free Deals, Etc. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, Jan. 21, 1910.

Importers and wholesale dealers in this city are growing worried over the maximum tariff clause which is to be effective March 31st. It is pointed out that President Taft, while exempting six of the countries from the 25 per cent. additional duty, does not relieve German and French products from the tax. France is said by the importers to be the largest foreign supplier of foodstuffs to the United States.

The feeling among politicians that proclamations will soon be issued by the President which will exempt Germany and France from the 25 per cent. duty does not convince the dealers in imported products. Germany, they say, is especially likely to be subject to the new tariff, as the meat packing interests of this country, they believe, are trying to juggle with the question in order to force the German Government to lower the duties on American meat.

Conferences of importers were held this week and it is probable that they will present a petition to the President. Prior to this week's proclamation by the President, many dealers presumed that all the countries would be exempted from the duty, but the omission of Germany and France from the document seemed ominous. Although nothing definite has yet been done, numerous importers say they will do everything possible to avert the 25 per cent. advance in duties.

Andrew J. Wellington, of Clarke, Chapin & Bushnell, in talking to your correspondent, said that such a duty would be a hardship not for the rich alone, but for the middle classes and even the poor who are now heavy consumers of imported products, especially French foodstuffs.

"Take fish, for instance," Mr. Wellington said, "every grocer will tell you that he sells imported fish in large quantities to the middle and poorer classes of people.

It is not a luxury, it has good food value and is now quite cheap. If this additional duty goes into effect it will take French fish out of the reach of the mass of people. French olives are another product which many people would do without if the duty were increased.

"If this 25 per cent. additional duty is left on German and French products," Mr. Wellington said, "it will injure many importers."

Mr. Brunnie, of Francis H. Leggett & Co., told your correspondent that while no plans have as yet been formulated for protesting against the enforcement of the clause, many importers had called on him to talk the matter over, after hearing of the President's proclamation, and that they are all ready to protest strongly.

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In the canned fruit trade a lively discussion has been started as a result of advertisements which are being placed in various magazines by the Hunt Bros. Co., San Francisco. The following is one of the statements which has provoked the most talk:—

"We do not use lye nor caustic soda in peeling peaches, for the use of lye takes from the fruit its natural delicate flavor; nor do we use any chemicals in canning any of our fruits."

The company also says that "Our peaches are peeled by knife only."

The reference to the use of lye in peeling peaches has angered many of the other canners. The New York representatives of canneries which use lye vigorously deny that this method is objectionable. They say that the lye peeling system was put in practice some years ago because it was generally conceded to be a more cleanly method of peeling fruit than the old way of peeling by hand with a knife.

J. M. Johnston, of Johnston, North & Co., told your correspondent yesterday that the newer method is used by many large canneries. "It is superior in cleanliness to the old way," he said, "and it gives the fruit a superior flavor.

The finest flavor is where the skin touches the fruit and by the hand peeling most of this part is cut away. By peeling with a weak solution of lye the fruit is left intact, nothing but the skin being taken off."

Some say, however, that anything which will eat the skin off a peach may eat into the lining of the stomach, or at least cause an irritation. They say that occasionally a bitter flavor is imparted to fruit when the solution of lye is used.

Some criticism is heard of the Hunt Bros. Co. on the ground that it is poor policy to "knock" against the other canneries. It is argued that the company could have made sufficient claims in behalf of its products without raising the issue as to the use of lye.

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Increased competition in the match business is said to be one of the reasons why President Edward R. Stettinus, of the Diamond Match Co. has recommended a reduction of the company's dividend rate from 8 to 6 per cent. annually. Another reason is that the profit from California lumber holdings have been reduced.

The company paid 10 per cent. dividends for nearly twenty years up to a year ago, when the rate was reduced to 8 per cent.

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The investigation of the so-called Milk Trust by a special deputy of the State Attorney-General was halted Wednesday. It is to be resumed next week, when new developments are promised. The officers of a number of the largest companies, including the Borden Condensed Milk Co., are to be on the witness stand.

The price paid to farmers was reduced this week from 4½ to 4 cents within a specified zone. The new price is fixed by the Consolidated Milk Exchange directors, though no official quotation is made in the name of the Exchange. The postal cards now being used read simply:—

"Commencing January 18th and continuing until otherwise ordered, the price of milk will be considered to be 4 cents a quart."

Formerly the Exchange announced the figures openly and as a matter of course.

It was announced from Albany this week that inspectors for the State Superintendent of Weights

and Measures, Fritz Reichmann, have discovered that New York City consumers are robbed each year of \$1,200,000 worth of milk, or 14,000,000 bottles, through short measure. Fully 50 per cent. of the bottles, it is claimed, are short. An effort is to be made to have enacted legislation which will prevent the manufacture of short bottles.

In the milk trade it is denied that bottles have been of short measure in the case of any of the well-known companies, and the report from Albany is said to be greatly exaggerated. Further details are expected.

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Restricted prices of food products were strongly deprecated in the annual address which the retiring president, F. W. Hannahs, of Newark, N. J., delivered at the annual convention held last Friday in the Hotel Victoria by the New York Wholesale Grocers' Association. The views of Mr. Hannahs were indorsed by the association, which put itself definitely on record as against plans to regulate prices.

Other important resolutions adopted by the convention were:—

Resolved, That the New York Wholesale Grocers' Association reaffirms its approval of and active support in the enforcement of the Pure Food and Drugs Act of June 30, 1906, and further, that the members of this association use their best influence to obtain for New York State food laws which will conform to the National law.

Resolved, That the New York Wholesale Grocers' Association continue its efforts through fair and reasonable means to further the best interests of the retailer, wholesaler and manufacturer, with a view to supplying to the consumer food products at the lowest possible cost.

Resolved, That the New York Wholesale Grocers' Association enters its protest against deals and schemes of manufacturers which tend to burden the retailer with more goods than his reasonable demands and consumption warrant and which deals and schemes are introduced by the manufacturer to stock up the retail trade at the expense of both retailer and jobber.

Resolved, That the New York Wholesale Grocers' Association opposes the introduction of all so-called free deals of manufacturers which in the main are a deception to the trade and distributed without compensation by retailer and jobber.

Resolved, That the New York Wholesale Grocers' Association continue its efforts to establish harmonious relations between manufacturer, jobber and retailer, to the end that the jobber be recognized as the best and most economical channel for distributing the manufacturer's products to the retailer.

Resolved, That we use all reasonable means tending toward the elimination or minimizing of abuses, methods and practices inimical to



the proper conduct of business and on broad and equitable lines advance the welfare of the grocery business.

Resolved, That the New York Wholesale Grocers' Association reaffirms and emphasizes its disapproval of the nefarious practice of subsidizing salesmen, as employed by some manufacturers, and further, that the subsidizing of jobbers' salesmen by manufacturers be and is hereby condemned, as its influence is degrading to the salesmen, in addition to operating against the best interest of jobber and retailer, and that all wholesale grocers, members and non-members of this association, not only discourage the subsidizing practice of manufacturers, but actually prohibit the nuisance being offered by any manufacturer.

New Officers were elected as follows, and the new president appointed an Executive Committee as given:—

President, George F. Gennerich, of Gennerich & Von Bremen, New York; first vice-president, C. F. Wheadon, of Barton & Wheadon, Elmira; second vice-president, O. B. Rowe, of J. O. & G. N. Rowe, Oneonta, N. Y.; third vice-president, A. J. Wellington, of Clark, Chapin & Bushnell, of New York City; treasurer, E. B. Hosier.

Executive Committee: F. W. Hannahs, of Wilkinson, Gaddis & Co., Newark, N. J.; Joseph Sea-

man, of Seaman Bros., New York; P. C. Staib, of Koenig & Schuster; Harry Sills, of John S. Sills & Sons; A. D. DePew, of A. DePew & Sons; H. S. Reynolds, of W. T. Reynolds & Co., of Poughkeepsie; E. C. Stewart, of D. B. Stewart & Co., Ithaca; E. E. Darling, of E. E. Darling & Co., Troy; C. F. Wilson, of Granger & Co., Buffalo; G. Thalheimer, Syracuse; E. Frank Brewster, of Brewster, Gordon & Co., Rochester, N. Y.

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Charles R. Heike, secretary of the American Sugar Refining Co., was indicted last week for underweighing frauds. Henry L. Stimson, the Government prosecutor, hints that he now has got to the "man higher up," but he is still looking for more evidence with which to indict other executive officers. Mr. Heike was arraigned before Judge Hough in the United States Circuit Court. John B. Stanchfield, attorney for Heike, told the court that he had not had time to examine the indictment. Judge Hough gave him a week and deferred the pleading until then, releasing the defendant in \$5,000 bail.

#### SUMMARIZED MARKET CONDITIONS.

The spot coffee market is of a routine character, but most of the holders are cheerful, in the belief that better business is coming. Here and there concessions may be made in order to hasten sales.

A fair jobbing inquiry continues in tea for the current needs throughout the country. In first hands business is quiet, but they could put through more sales by making slight concessions. The rejections by the Government keep Japans strong, especially basket-fired. Formosans are acting better, cheaper lots being cleaned up.

A further decline in the raw sugar market took place. Cuban sellers evidently figured that the rise in Europe was over. The withdrawals of refined sugar have been light, bad traffic conditions throughout the East being a factor in the indifference of wholesale grocers, although they have sufficient supplies for current needs. Refiners hope that the market will continue steady so as to cause early using up of contracts.

There is a fair demand for molasses from distributors, but the shipping has been retarded. Little new is reported in grocery grades from New Orleans, where the crop movement is practically over and stocks are held in second hands.

In canned vegetables, jobbers are still buying against immediate wants, but the outside trade, particularly in Pennsylvania, New York State and New England, are reported to be showing a more lively interest in some staples, notably tomatoes and peas. The general tone of the market on goods in packers' hands is firm and there is a tendency to raise prices.

The spot quotations on choice recleaned lima beans has been advanced by the principal holders to \$2.95 to \$2.97½ per bushel of 60 pounds. This is said to be due to the small stock here, notwithstanding the fact that arrivals in New York so far this season are upwards of 80,000 bags, which is far in excess of any similar previous period in the past five or six years.

The canned fruit market is firm.



## "If I Only Had the Training I Could Take That Position"

How often have *you* had that very thought upon seeing an advertisement for a traveling salesman—a chance to make a good salary and see the world. Such positions are always open to the *trained man* and *you can get the training!* The Sheldon Course in Scientific Salesmanship has given many a \$10-a-week grocery clerk his *real* start in life.

### SHELDON SCHOOL

502 Republic Building - - Chicago, Ill.



The California fruits are selling steadily, but in small lots. Apricots and pears are in improved demand, as are State gallon apples.

Prices of butter have declined in the last week. The specials are now quoted at the New York Mercantile Exchange at 35 cents, about 4 cents lower than they were during the holidays. Held creamery specials are quoted at 33 to 34 cents.

The arrival of delayed shipments relieved the egg market this week and prices fell from 2 to 2½ cents on the highest grades. The best grades sell at 45 to 48 cents. Other grades of fresh gathered eggs went down 1 cent. Storage eggs slumped and are now selling at from 26 to 27 cents, a fall of 1 to 2 cents. There is little demand for the storage eggs, but the holders are trying hard to keep up the prices.

FRED. A. MCGILL.

#### Rhode Island Grocery Salesmen Organize Like Those in Pennsylvania.

Following the initiative set by the wholesale grocers of Philadelphia and Boston in inviting the salesmen of the several concerns to be the guests of the employers, the Providence (R. I.) Wholesale Grocers' Club will entertain their selling force at a dinner to be given January 29th. The previous meetings proved to be of mutual benefit to the jobbers and their men, and it is expected that the same results will be obtained from the Providence gathering. In addition to a general exchange of ideas on business topics from the Providence men there will be an address by F. W. Hannahs, president of the New York Wholesale Grocers' Association, who is well known as being in close touch with selling conditions. It is also expected that other well known lights in the grocery business will be present and express their views on existing conditions. The committee in charge of the arrangements consists of George A. Midwood, of G. H. Midwood's Sons Co.; George Alexander, of Alexander Bros., and James F. Dyer, of the Aldrich-Eldridge Co.

Fancy salad will bring \$2.50 per basket, but there is very little fancy coming. Most of it shows frost and does well to bring \$1.50.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

**Store Pride.**—Be proud of your store. Believe in it. Believe that it is the best store in your town. Believe that you offer the best goods; the best service; the best everything. That's how you ought to feel and how you must feel if you intend to win out. Forget competitors. Forget the stores you hear about, better prices and better quality. I say forget them, as far as the customer is concerned. Make little of any comment. But tell it all to the manager or to the boss. Let them regulate matters.

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**"We're Out Of That."**—The buyer isn't born yet that can forever keep every item on sale. Deals are constantly on. Direct or indirect shipments with an extra discount may be on the way. So when you're out of a good seller for a little while let the thing down easy. Don't criticise anybody. Don't say in an off-hand way, "we're out of that." You can, by a little explanation, make an agreeable substitute. The point is that no reflection must be cast on the buyer for your store. "There's a reason."

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**Concerning Drummers.**—Many of you come in close touch with representatives from big jobbing houses. They're bright men. In a casual way ask a few things while they're waiting. They're full of information. Avoid gossip. But to do this you must be in love with your business. The food business is fascinating. There's no end to it. Think of the wonder of a wheat kernel.

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**People With A Grudge.**—In talking with a prominent advertising man last week he said to me, "I can meet the people with a grudge on paper, but I can't face them." Now, you boys have to "face them," and the best way to handle the grudge people or the people that are always down on you and

your goods is to change the subject. If your coffee is "miserable stuff" introduce your peas or corn or talk about a fresh shipment of butter. Tell her she knows what's what on butter and sell her. If you can do that you're smarter and more courageous than the advertising man.

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**Demonstrations.**—Help the demonstrator. She's at your place to make good. Her job is no cinch. Your word goes farther than hers oftentimes. Use it. Take the customer over to her table. Speak the kind, encouraging word of recommendation. She needs it. The thing she's sampling may make any number of new customers for it. It's so much gained.

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**Peanut Butter.**—If you handle the loose peanut butter, let people know it. Get a little dish out on the grocery counter and make a few sandwiches. Use a cracker like the Sunflower cracker. Let me impress upon you that the object of these "straight Talks" is to get you young fellows out of the idea of doing nothing but what you're told. *Do things.* Break away from what the other

fellow did or does. The men that are worth while are the men that strike out. We need them in our business.

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**"What's The Use."**—That's an awful easy thing to say. Don't ever allow such an expression to cross your lips. "What's the use?" Why man alive, everything is the use. Every honest effort, every clean thought, every attempt to improve to-day's work over yesterday's is getting ahead. "Thoughts are things," and you'll land just about as low as you think you'll land and just about as high as you intelligently prepare for.

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**Fill Up The Store.**—That is, make good displays of canned goods and package cereals. It looks like business. It looks as though there was "something doing." Besides, it improves the store. It takes away the bareness. It's a cheerful look. Hopeful and helpful and prosperous look. Over and above this it shows that you are on the job.

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**Be True To Your Customer.**—It isn't smart to misrepresent things. It's smart to be able to talk them. It pays to be true to your customer. It pays morally and financially. If a woman finds the canned pineapple or the leg of lamb or the dozen of oranges just what you said, you've very likely won her. You made the sale purely on merit. The credit is yours. But don't on your life describe woody pineapple "delicious," nor mutton "young lamb," nor seconds California oranges "sweet and juicy."

## Window-Dressing Articles Wanted

For several months the "Grocery World and General Merchant" has been looking for the right man to take charge of its "Window-Dressing Department" and contribute a good, suggestive weekly article. We have tried several, but none was exactly what was wanted.

We will now attempt to get these articles from our subscribers, probably every one of whom has some technical knowledge of window-dressing. What we want is articles clearly describing window displays that can be made by the average retailer; not necessarily new or original—in fact, those which have been used successfully are perhaps preferable to all others.

For all acceptable articles, the "Grocery World and General Merchant" will pay an average price of \$5 each. All matter sent in under this arrangement should be addressed to the "Window-Dressing Department." If drawings are also sent they should be made throughout in black ink (not pencil).



# We Beat the "Bees"



They work only in the Summertime, **WE WORK ALL THE TIME**, buying and selling the best goods at the lowest prices for CASH.

**DON'T "BEE" A DRONE** in the business Bee Hive—post yourself on Grocery values.

If you don't know what we are doing, or how we are doing it, "Bee" sure you find out. It

will be money in your pocket.

We are the Original Cash-No-Traveling-Salesmen-Wholesale-Grocers in the country.

The following are some of our bargains for this week. Send us a trial order.

Jelly Eggs, barrels, about 330 lbs. . . . .	per lb.,	\$0.06
Drums, 125 lbs. . . . .	per lb.,	.06 3/4
Pails, 30 lbs. . . . .	per lb.,	.06 3/4
They are the best quality Jelly Egg made, medium size, to retail 12 or 15 for one cent.		
Schumacher's Avena, barrels . . . . .	per bbl.,	4.75
90 lb. bags (1/2 bbl.) . . . . .	per bag,	2.22 1/2
Pet Brand Evaporated Milk, Baby size, 6 doz. . . . .	per case,	2.40
Tall, 4 doz. . . . .	per case,	3.45
Schumacher's Breakfast Hominy, 10 5-lb. bags . . . . .	per case,	1.40
5 or 10-case lots . . . . .	per case,	1.37 1/2
English Breakfast Tea, Superior Black, 1/2 chests, about 65 lbs. net . . . . .	per lb.,	.09 1/2
Banner Oats, 20 25c packs, with Chinaware . . . . .	per case,	3.65
You want to be posted in values when you read and note our quotations, for we are under the market on many staple goods in the Grocery line.		
Norway Mackerel, Fancy New White, fat fish, No. 1s, 180 to 190 fish . . . . .	per bbl.,	29.25
No. 2s, 230 to 250 fish . . . . .	per bbl.,	22.25
No. 3s, 320 to 350 fish . . . . .	per bbl.,	16.50
No. 4s, 425 to 450 fish . . . . .	per bbl.,	14.50
Bunker Hill Brand Pork and Beans, No. 3 cans, plain, 2 dozen . . . . .	per doz.,	.77 1/2
No. 3 cans, sauce, 2 dozen . . . . .	per doz.,	.80
vaporated Apples, Extra Choice, bright ring cuts, 50 lb. boxes . . . . .	per lb.,	.08 1/2
5 or 10-box lots . . . . .	per lb.,	.08 3/4
Fancy Japan Rice, 100 lb. bags . . . . .	per lb.,	.03 3/4
5 or 10-bag lots . . . . .	per lb.,	.03 1/4
Biggest bargain and best value for the money in Japan Rice we have ever seen or offered. It is a beauty. Clean white whole bean, it will certainly surprise you in quality.		
Finest Quality Yellow Granulated Corn Meal, 100 lb. bags . . . . .	per bag,	1.75
Finest Quality Yellow Table Corn Meal, 100 lb. bags . . . . .	per bag,	1.70
Force Food, 20 packs . . . . .	per case,	1.87 1/2
5 or 10-case lots . . . . .	per case,	1.85
Centennial Brand Sifted Early June Peas, No. 2 cans, 2 dozen . . . . .	per doz.,	.97 1/2
5 or 10-case lots . . . . .	per doz.,	.95
Peaches, Purple Pennant Brand, Extra Fancy Yellows, 25 lb. boxes . . . . .	per lb.,	.09 1/2
5 or 10-box lots . . . . .	per lb.,	.09 1/4
Large, very bright, meaty fruit. If you do not like them after examination you may return at our expense, freight both ways. Try us on this lot of Dried Fruit.		
Raisins, Union Seal Brand Fancy Seeded, 36 ls . . . . .	per lb.,	.06 1/2
Queen Bee Brand Choice Seeded, 36 ls . . . . .	per lb.,	.06
Seedless Sultanias, 50 lb. boxes, loose . . . . .	per lb.,	.03 3/4
5 or 10-box lots, either kind or assorted, 1/2 c. per lb. less. All positively new goods, crop 1909.		
Canned Lima Beans, Valley Brand New York State No. 2 cans, 2 dozen . . . . .	per doz.,	.77 1/2
5 or 10-case lots . . . . .	per doz.,	.75
Pumpkin, Eastern Shore Brand, No. 3 cans, 2 doz. . . . .	per doz.,	.57 1/2
5 or 10-case lots . . . . .	per doz.,	.55

These Prices for This Week Only—Jan. 24th to Jan. 29th, inclusive.

WRITE FOR THE "CASH GROCER," CONTAINING OUR QUOTATIONS ON A FULL LINE OF GROCERIES

## BARBER & PERKINS

### WHOLESALE CASH GROCERS

29, 31, 33 N. Water Street      28 N. Delaware Avenue  
PHILADELPHIA, PENNA.

## BURK'S

# "Butternut" Bacon

(Trade-Mark Reg. U. S. Pat. Off.)

Among the many brands on the market, this Bacon is a distinct favorite, being selected from prime corn-fed pigs, and is mild, sweet and of exquisite flavor, specially cured with granulated sugar.

It is not sold sliced or in jars, but is put up in narrow strips cut absolutely square, strung with white cord, making any waste impossible; wrapped in high glazed and parchment paper and embellished on two sides with an attractive label of alternate blue and white diagonal bars bearing the words Burk's Butternut Boneless Breakfast Bacon. A red seal is also attached to the cord, stating the specific merits of this product.

The package makes an attractive window display and because of its distinctive label is readily recognized at a distance.

"Butternut" Bacon is the best for family use.

# Burk's Lard

(KETTLE RENDERED)

is guaranteed to be absolutely pure and to contain nothing but what results from the rendering of good, wholesome hog fat, and to contain all its original properties, none of which has been extracted.

Many brands of Lard are "pure," but the rich oils have been extracted so that manufacturers can make a larger profit.

Others are Steam (or Tank) Rendered and as a result of the condensation of the steam used in this process, contain a large percentage of moisture, which not only reduces the quality of the Lard, but causes it to sputter and splash when it is used for frying.

## Burk's Lard contains no Stearine

Notwithstanding the Government permits the use of 5% of Stearine in "Pure Lard" we do not avail ourselves of this privilege, having shipped Lard for years without the use of any stiffening, because it would reduce the natural richness of our product.

## LOUIS BURK

Girard Avenue and Third Street  
PHILADELPHIA





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XXXIV.—The Outlawing of Claims and Accounts and Their Revival After Being Outlawed.

How and when is an account or a claim outlawed, is it in any way collectible after being outlawed, and if capable of revival and collection how can this be accomplished?

These are questions arising in the experience of any business man a greater or less number of times every year. Having some knowledge on the subject may be the means of avoiding loss.

A claim or account is outlawed when the statute of limitations has run against it. A statute of limitations is a statute which allows a creditor or the owner of a claim a certain time in which to bring an action for its recovery. If he fails to bring it within that time he cannot bring it at all.

The statutes of limitations differ in the different States very decidedly, and even differ from time to time in a given State. Probably more States outlaw an ordinary debt or account in six years than in any other period.

The statute of limitations begins to run from the minute the creditor could have begun his action. For instance, take a merchant who has sold a bill of goods on the ordinary terms, which usually means thirty days' credit. Say that the bill is dated January 1, 1910, which would make the account due February 1, 1910. On the latter date the merchant could have begun an action for the recovery of his debt, and on that very day the statute of limitations begins to run. If the period is six years, he must sue before February 1, 1916, or he cannot sue at all. Only by the debtor's express or implied consent, as will be further on explained, can the claim ever be collected.

In the case of an ordinary promissory note dated January 1, 1910, at three months, the statute of limitations begins to run on April

1, 1910, because the note was due that day and an action could have been begun then. If the matter is allowed to lapse until April 1, 1916, without suit being brought, the claim will be uncollectible. In ordinary business parlance, it is outlawed.

In the case of a note payable on demand, the statute of limitations begins to run the minute the note is made, because it is due then. In this case no demand is necessary to start the statute running. Where the note is payable so many days after demand, however, demand must first be made, and the statute does not begin to run until it is made. To illustrate the difference in principle here, take a note dated January 1, 1910, and payable on demand. On January 1, 1916, no suit having been brought, the note will be outlawed. But in the case of a note dated January 1, 1910, and made payable thirty days after demand the note is never outlawed unless demand is made. The reason is obvious: the date when it is due can only be fixed by making demand and then adding thirty days to that date.

It is a curious thing about the legal principles governing the operations of the statute of limitations that the outlawing affects only the remedy and not the merits of a claim. For instance, A owes B \$50, which is outlawed because no action has been brought on it within six years. The claim is still perfectly valid, but it cannot be collected by legal process. This will strike the layman as peculiar and unhelpful reasoning, though it is based on sound logic and justice, which, however, need not be gone into here.

Just one other thing and I pass to the question of reviving an outlawed claim. In some States,

though not in all, the statute of limitations does not begin to run if the defendant is not within the jurisdiction, when the cause of action arose, so that an action could have been begun against him. That is so the creditor shall not be held responsible for not doing what, by reason of the debtor's absence, he could not have done had he tried. The statute begins to run when the debtor comes back and again places himself within the creditor's reach.

Now as to the revival of an outlawed claim. In a variety of ways it can be revived and collected, but only with the consent or voluntary or involuntary acquiescence of the debtor. Take an account which has not been sued on within six years, if the statute of limitations of the given State prescribes six years as the term, and which is therefore completely dead, so far as any legal remedy is concerned, the debtor can blow the breath of life into that claim in any one of say three ways, and it makes no difference whether he knew the claim was outlawed when he did it or not.

In most States the making of a part payment after the claim is outlawed will revive the whole and an action can be brought to recover it any time within another six years. The exceptions are States which require a written admission of the debt in order to revive, the courts there holding that part payment is not a "written admission of the debt."

It is also practically universal that a written acknowledgment of the debt, dated after it has been outlawed, will revive it and make it again legally collectible. Likewise a written promise of payment, dated after the statute of limitations has run.

Most courts hold, however, that the acknowledgment of an outlawed debt, to revive it, must be clear and unmistakable. It must without doubt refer to the particular debt in question. A few States, however, will construe almost any utterance by a debtor into a new promise to pay and will hold him in renewed responsibility. This, however, is not the general rule. The United States Supreme Court has really laid down the general rule, which has been adopted by the courts of most States. This rule is that the act or utterance of the debtor which is relied upon to make him

responsible for another six years, must be an acknowledgment both of liability and willingness to pay. It has been held that if a man admits the outlawed debt, but says he can't pay it, it is not thereby revived. Neither is it revived when he admits he owes the claim and expresses hope that he may be able to pay. In most States a bare admission of the debt is not enough to revive it. The exceptions to this are Tennessee, Iowa, New Hampshire and New York. If it can be proven, however, that a debtor admitted unequivocally that "I owe that money," after the debt was outlawed, it is revived and he can be sued, because when he said "I owe it" he admitted liability and by inference expressed an intention to pay.

The principle on which any of the acts above described will revive an outlawed debt is that the admission, or the part payment, or the promise, is really a new promise or contract on which the creditor has a right to rely, irrespective of the original promise or contract.

I close with a point of law, knowledge of which has saved many a man large sums of money. It is that where a man owes another two debts, one outlawed and the other alive, and pays his creditor a sum of money which he does not specifically say is on account of either debt, the creditor may apply it to the debt, which by reason of being outlawed would otherwise be uncollectible. For instance, A holds two promissory notes signed by B for \$100 each. One is dated January 1, 1901, the other January 1, 1905. Both are made payable in one year, and no action has been begun on either. On January 1, 1910, B hands A \$100 without saying which note he means it to pay. A can himself apply it to the

Bell Phone  
Spruce 65-66

Keystone Phone  
Race 6-33

Cable Address, "Enyap"

### Payne Detective Agency

LICENSED. BONDED

THEO. E. PAYNE, PRINCIPAL

Legitimate Work Only

Male and Female Operators

Highest Legal Connections

Main Offices (Open all night)

WOOD BUILDING

34 and 36 S. 16th Street, Philadelphia, Pa.  
New York Office, Longacre Building, Times Square,  
New York City.



earlier note, which is outlawed and uncollectible, thus making both notes safe, for the later one can be sued on for two years yet. If, however, B had said when he tendered the \$100, "this is to pay the note of January 1, 1905," A would have had no option but to apply it to that.

(Copyright, January, 1910, by Elton J. Buckley.)

**Question:** William C. Templin, Harrisburg, Pa.—Find the inclosed statement of one James C. Baker, who on the strength of having wages coming from McCormick & Co., general contractors, of 14 South Broad street, Philadelphia, I allowed this bill of groceries. Also find three letters to me from McCormick & Co.

Letter No. 1 shows they wrote me they did not owe him. Letter No. 2 they, at my request, return my statement. Letter No. 3 is the presumption that he wrote to them and sent the reply that he owes him \$30. What is it your good pleasure to help me to collect it? If you can, give me the name of the "receiver" or see him and secure my claim with him, or place it in the hands of a good collector at the lowest expense possible.

**Answer.**—This correspondent evidently relies upon a form which the debtor has signed at the bottom of an itemized statement of the account, as follows:—

I hereby agree if I do not pay this bill in thirty days from date, I give my consent hereon to have my wages attached for the amount of this bill due and coming to me from .....

Signed .....

Witness .....

I am sorry to have to say so, but this form is not worth the paper it is written on. You have no claim upon McCormick & Co. whatever. In Pennsylvania wages cannot be attached except for board (and even this has recently been declared unconstitutional), and the fact that this debtor consented makes no difference.

**Question:** "Subscriber," Bradford, Pa.—A buys house and lot from B and husband, deed being in wife's name. Lawyer searches record and finds clear title, except a mortgage, which A assumes. About two years after A has the deed of the property. C, a lawyer, comes to him and wants him to pay an old mortgage of \$450 against the property which stands in B's husband's name which C had just purchased for a client. A's lawyers said C had no claim on property so A did not

pay. Last spring C sold husband's interest in property at sheriff's sale, C buying it. Now he has started ejectment proceedings against A. B had owned the property for ten or twelve years and had three mortgages against it at different times, none of the lenders knowing anything of the mortgage in husband's name. Husband claims he erased his name and substituted wife's in presence and with consent of original owner. Can C compel A to pay mortgage or put him off of property?

**Answer.**—This query says that the property was bought from "B and husband." That may mean that the husband was a joint owner, and it may mean that B was the sole owner of record, and that the husband joined in the deed simply to convey his right in his wife's real estate. From the tone of the letter, the second hypothesis seems the more likely of the two.

The law of the case depends really on this point alone. If the husband was a joint owner, a mortgage given by him and standing of record against him would unquestionably bind his interest in the property. In this event the lawyer who made the search should have found it and taken care of it.

If the husband's right was simply the usual right of a married man in his wife's real estate, a mortgage given by him might have no effect whatever. As a matter of fact, it is probable that nobody would dream of lending money on such security, for this reason: A man's interest in his wife's real estate is merely a life interest, and it is contingent upon his outliving her. If he dies before his wife he has no interest in her real estate, and until one or the other is dead there is of course always the chance that he will die first and thus destroy his interest in her estate. If this husband has simply mortgaged his interest in his wife's real estate, no ejectment proceedings will lie unless and until the wife died before the husband, thus making his interest vested. Even so it would seem as if this mortgage should have been found when search was made.

I do not understand the reference to the husband's erasing his name and substituting his wife's. If he has done that he committed an act which he will certainly have to explain and as to which

## Start 1910 in a Becfitting Manner

If you will inaugurate a plan of campaign in favor of the

### Exton Oyster and Butter Cracker

you will find, at the end of the twelve months, that the effort has been richly rewarded. The goods are best known and known as the best—have been for sixty years—and are sold by leading jobbers.



**A. EXTON & COMPANY, TRENTON, N. J.**

*The Best Known and Known as the Best*

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

**YOU CAN GET**

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

**This Season's product is  
finer than ever.**

**The price remains the same.**

**P. J. Ritter Conserve Co.  
Philadelphia, Pa.**



the courts will require the fullest proof.

Question: J. H. Curran, Forest City, Pa.—Is this association good? Would it be safe to have a boy between sixteen and seventeen years join it?

Answer.—The company referred to is the Home Protective Association, of Canton, Pa., which nobody in the East seems to know much about. Its rates seem to be safe enough. According to the classifications set forth here they might not take a boy of sixteen or seventeen years.

Written for the "Grocery World and General Merchant."

### Another Poison Canned Goods Fake Exploded.

Secretary of the National Canners' Association Tells How He Ran Down an Indiana Fake that Woman Died of Eating Canned Tomatoes. Proved Death Due to Suicide.

The Bureau of Publicity of the National Canners' Association has just finished the investigation of the death of Mrs. Ida Esterday, which occurred at Marion, Ind., said to have been caused by eating canned tomatoes. A number of canners called our attention to the publications regarding this death which appeared in different form in the newspapers. The following is taken from the Marion "Daily Leader":—

#### PTOMAINE POISONING ENDS WOMAN'S LIFE.

Mrs. Ida Esterday, of North Marion Taken Ill After Eating Canned Tomatoes and all Efforts Made to Save Her Life Unavailing.

Ptomaine poisoning, which came as a result of partaking freely of a can of tomatoes, caused the death of Mrs. Ida Esterday at her home, 920 N. Washington street, shortly before 10 o'clock Saturday morning. Death came to relieve the patient after twenty-four hours of terrible suffering. Medical attention which was summoned, proved unavailing, and although every known effort was employed the life of the woman could not be saved.

#### TOMATOES EATEN FRIDAY.

The can of tomatoes which is believed to have caused the death of Mrs. Esterday was purchased Friday morning, and served at the family table during the breakfast hour. The tomatoes had been canned and seasoned, and all that was required in serving was that the tomatoes be heated. Mrs. Esterday and her family, consisting of her husband and two small children, partook freely of the food, although it is said the housewife relished the tomatoes more than the others and consequently ate more freely.

#### BECAME ILL AT ONCE.

Immediately after leaving the breakfast table Mrs. Esterday be-

came violently ill. She was seized with severe cramps in the stomach and her family immediately became alarmed. In a few moments she began vomiting, and when she could get no relief Dr. D. A. Williams was summoned. He hurried to the residence and found Mrs. Esterday in a critical condition. The condition was such that the use of a stomach pump was unnecessary, as the contents of the stomach were being expelled by the constant purging of the patient. Large quantities of water were given the woman and it is believed the stomach was thoroughly cleansed.

#### SUFFERED GREAT PAIN.

Death claim to relieve the suffering of Mrs. Esterday at 10 o'clock Saturday, after she had made a hard but unsuccessful battle for life against overwhelming odds. The poison which was contained in the can of tomatoes had permeated the entire system, and although the stomach had been relieved, the poison slowly took effect and the patient succumbed. Mrs. Esterday suffered untold agony for twenty-four hours and she was surrounded by her friends and loved ones when the end came.

#### FUNERAL MONDAY.

Mrs. Esterday is survived by her husband, who is employed in North Marion, and two sons, the oldest being two years of age and the younger one but three months. The funeral will take place at 10 o'clock at the residence, followed by interment in the ——— Cemetery.

We immediately wrote to a nearby firm friendly to the industry and learned, but unfortunately through confidential sources, that the death was probably a suicide. The name of Dr. G. R. Daniels was given us and we addressed him a letter stating that we understood he could give us information in regard to the death of Mrs. Esterday. Our letter continued: "We would like, if possible, to get an official certificate as to the cause of her death, which you say was certified to by Dr. D. A. Williams as being arsenical poisoning (Paris green)."

We received the following letter from Dr. Williams:—

Inclosed find certified copy of death record in the case of Ida May Esterday. Cause of death was Paris green (arsenite of copper), self-administered and not from eating canned tomatoes as reported in our local papers. That report was just a rumor.

I pay the health officer \$1.50 for certifying inclosed report and charge \$1.50 for my services, total, \$3.

Respectfully yours,

D. A. WILLIAMS, M. D.

The Marion "Daily Leader" said they had promptly made denial of the story and published the facts, which are given as follows:—

Mrs. Ida Esterday was taken suddenly and seriously ill. She remained sick for about two or three days, then died. When first taken sick she told the doctor who was called and her relatives that she ate canned tomatoes which she purchased at a grocery store, and it was generally believed that she was ill of ptomaine poisoning. All the

papers in Marion used her story as the cause of her illness.

Just before she died she confessed to her husband and others that canned tomatoes had no connection whatever with the case, but that she had taken rough on rats with suicidal intent. This latter story was printed and given a greater publicity than the first report that she made. Her death followed and rough on

rats was given as the cause. Canned tomatoes did not play any part in her death, although it was shown that she had purchased some and ate some.

FRANK E. GORRELL,  
Secretary National Canners'  
Association.

Bel Air, Md., Jan. 19, 1910.



We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### To Enter the Delicatessen Business.

———, Pa., Jan. 18, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Have been employed for a number of years in grocery and meat business and have lately contemplated going into business for myself in the delicatessen line. Could you give me any information as to what goods to handle and keep strictly within the line?

My idea is to cut out many of the goods handled in the ordinary grocery and meat store and handle a complete line of cheese (imported and domestic), pickled and smoked fish, also canned, fancy bottle goods, such as olives, gherkins, chow chow, etc.; cold meats, such as boiled ham, bolognas, cervelat wurst, Lebanon bologna, etc., for slicing, also a line of green goods and poultry. Yours truly,

\* \* \*

The list this correspondent himself gives is a fairly comprehensive one for a delicatessen business. It might be a good idea to send for the catalogues of some of the large delicatessen dealers, such as Carl Wilde, 357 N. Second street, and Charles Strickler & Son, 206 Callowhill street, both Philadelphia. From them other suggestions could doubtless be obtained.

\* \* \*

#### As to Short Weight Oysters.

Forest City, Pa., Jan. 18, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—In answer to George C. Cornell, Columbia X Roads, Pa., the writer spent twelve years buying and retailing oysters and never got full or near full measure from an oyster packer. They would run from

two to three quarts short on six gallons. And I bought the bulk of my oysters from first hands unless when I ran short I bought from inland cities. (Always expected to lose money on those.)

However, be your own shipper. Buy your stock direct from the beds and shuckers if you buy tub oysters. For your benefit have them always three or four days on hand. This is good for the customers and good for you. Don't try to keep them if you buy from second hands. If you do you will get left. Easy to lose money on oysters, but then there can be money made on them. If the Government officials would hunt up some of the short measure and weight artists of this State it would suit the general groceryman and customers better than looking up fly specks on tomato, corn and pea cans.

If Mr. Cornell can find a breed of hens that have teeth I will still refuse to match them with a wholesaler that will give full measure oysters to the retailer unless the Government takes a hand in it. Can "The Stroller" solve this question?

Yours truly,

J. H. CURRAN.

\* \* \*

#### Stock for Canvas Gloves.

Moosic, Pa., Jan. 17, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Can you tell us through the columns of your paper where we can purchase stock for the manufacture of canvas gloves; also all necessary machinery?

We know of McCreery Mfg. Co., of Toledo, who furnish outfits.

Yours truly,

SUBSCRIBER.

R. A. Humphry's Sons, 1021 Callowhill street, Philadelphia, Pa.



# THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

The matter which I take off the file for this week furnishes an interesting insight into how an Illinois grocer launched a new cash store by advertising alone. The following letter is self-explanatory:—

Taylorville, Ill., Dec. 21, 1909.  
Editor "Science of Advertising."

Dear Sir:—You have not heard from me for some time, but as I am in a new business, having withdrawn November 15th from the old firm of W. R. Calloway & Sons Co., I thought I would mail you along for criticism a batch of ads. I got out while starting my consumers' supply cash store.

I am inclosing two letters which I mailed to a thousand farmers. I really mailed three letters, but have lost copy of first letter. In the past I have experienced considerable trouble getting good typographical appearance to my ads., and your every criticism has been good matter, but typographical appearance could be improved. I have at last succeeded in bribing the printer until I think he is doing a lot better. What do you think? From the standpoint of getting business I know these ads. are good, as I opened up for business November 15th and sold almost \$4,000 worth of goods in the following thirty days, getting the money in each instance.

Yours truly,  
R. K. CALLOWAY.

Readers of this paper will remember that considerable space has been given from time to time to the advertising plans of Calloway & Son, of Taylorville, Ill., who have for years done exceedingly good retail advertising. The R. K. Calloway, who has now gone in for himself, is "the son" of the old firm. He sends quite a batch of advertising matter. The two letters announcing the opening of the new store are both reproduced in full:—

No. 1.

Taylorville, Ill., Nov. 9, 1909.

Dear Sir:—We notified you some time ago that we expected to open our new store soon and we take pleasure in announcing that we shall open November 11th, and the lathstring will be out for you at any time you care to call.

It has kept us pretty busy the last thirty days buying fresh, new goods for this store, but I have bought here and there as though my life depended upon selecting such good values that they would sell and they will, too, for no one,

not even the largest concerns would be satisfied with such small profits as I will make on my goods.

If you want to save on items of daily use, where the penny economies of a day multiplied into the year really amounts to something, then buy your goods in quantities and from this store.

Many a family "save at the spigot to waste at the bunghole," and buying a day's supply, or even a week's supply is unwise economy, because merchants must charge too great a profit on small sales to make anything. When you buy in quantities—enough to last you awhile, the cost is cut way down. In fact, it would pay everyone to draw money out of the bank where it is earning a small interest and buy supplies in quantities, for the amount saved will be ten or twenty times as great as the interest money earns in banks.

Two Propositions.—If you will call in any day this month, bringing this letter with you, we will present you absolutely free with a one-pound 25-cent can of Regal baking powder. The letter is all that is necessary, you don't have to buy a thing.

Here's a quarter for you. We will accept this letter any day this month as 25-cent cash payment on a barrel of any flour quoted in this circular.

We buy your produce at the highest prices.

This will be the store for thrifty people who will buy in quantities. Tell your friends about it. Come in and see us. Let us show you our goods and quote you prices. Expecting to see you soon, I am,

Sincerely yours,  
R. K. CALLOWAY,  
Mgr. The Spot Cash Supply Co.

No. 2.

Taylorville, Ill., Dec. 2, 1909.

Dear Sir:—I take pleasure in announcing that the new store is a success. Farmers from all over the county have been here already and purchased liberally, and some of them have told me that they have often wondered why some one didn't start a Spot Cash Store and sell goods in quantities and cater to the people who have the money to pay cash and buy in large quantities. And that class of people are the farmers, of course.

I find that the average farmer likes the idea pretty well of paying for what he buys and not being charged anything for the goods other people buy and forget to pay for. It is price that governs your buying. I feel sure I can save you money if I get a chance. I have no leaders, no baits; nothing but dependable merchandise, and I agree to refund money on anything not as represented.

We are especially going to take care of the little farmer lassies this year and have prepared a great Christmas surprise for them. Never

was a girl in the world but what loved a doll, so we have bought a lot of the prettiest dolls on the market to give away with the return of these letters. These are 50 and 75-cent dolls and are handsome enough to set the little folks shouting. Bring the letter in with you any day before Christmas, buy \$2 worth of goods, sugar excepted, and you can exchange the letter for one of these dolls. This letter must be brought by you or one of the family. No two letters will be cashed for any one person. You must bring the letter or you cannot get the doll. No deviation will be made for any reason whatever. Come in and see the new store, get acquainted, make this your stopping place while in town.

Yours,  
R. K. CALLOWAY,  
Mgr. The Spot Cash Supply Co.

These letters are all right, and particularly with farmers, who are not overburdened with mail, would be almost sure to make an impression.

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The advertising matter sent consisted of single and double column advertisements of various lengths and one very large advertisement about fifteen inches long and across four columns. This large advertisement I can't reproduce on account of its size, but I consider it by far the least striking of the lot. Practically it is nothing more than a price-list. Some of the smaller advertisements are good. I am reproducing two which measured seven inches single column:—

## Last Call

Get in and  
GET IN QUICK

Wheat has been advancing steadily. The millers of Polar Star Flour advanced the price 50c per bbl. last week. We have been selling Polar Star and Big Four Flour since we opened at an extremely low price to induce people to buy, for we knew the quality of the flour would suggest the second sack. If you want any flour at the old price get it Tuesday, Dec. 14th, for Wednesday morning the price will be advanced. There never was a flour that landed in town that has created the amount of favorable comment, that has Polar Star. People who have been using good flour, find Polar Star better, and ladies who have been having trouble with flour come back with a face full of smiles.

Good not later than Tuesday:

Polar Star, 50 lbs.	\$1.62.
Per barrel	\$6.25
Big Four, 50 lbs.	\$1.59
Per barrel	\$6.10

Spot Cash Supply Co.

## IT MADE ONE

### LADY MAD SATURDAY

She called up, ordered some goods and wanted to buy a sack of Polar Star Flour at \$1.50, the price quoted as an ex-special for Thursday and Friday only. I told her in the most apologetic manner I could that I was sorry but that price was good on the dates advertised only. She certainly was some mad from information I got from the delivery boy. But she will get over it when she cools off and finds out that I treat every one alike, and that a special price good on a certain date is good for that date only.

Then she wasn't the only one disappointed; there were 25 others. Anyway, she wasn't near so mad as she would be if she could realize the treat she missed in not getting to try this flour, for it is certainly the most wonderful producer of good bread ever turned loose around these parts. And the price, \$1.62 for 50 lbs., is from 15 to 25c per sack less than others ask for flour not so good. Better buy a sample sack.

Spot Cash Supply Co.

The Boy Has Change.

The text of both these advertisements is in my judgment good, but the type display could have been much improved. The combination of type in the one headed "Last Call" is execrable. I would cut down the number of words in the heading of the single column advertisements so it could all be gotten in one or two lines of large type. For instance, take the other headed "It Made One." Wouldn't that have been stronger with a heading like any of these:—

## 26 Late Ladies

## My, But She Was Mad!

## It Was Only for Two Days!

## 12c. x 26 Late Women \$3.12 Loss

\*\*\*

The advertisement that I consider the very best of all I have saved until the last. It is in my judgment exceedingly well written—the sort of crisp, chatty



stuff that gets attention and sells goods:—

### Christmas Editorials.

Pick out your Christmas tree now. We will bring it down and put it in the wood shed while the kids are at school. All sizes 40c to \$1.25. Christmas decorations, holly bright, plenty of berries, 15c a lb. Evergreen wreathing 2 yds. for 15c. Holly wreaths 15c each.

As long as people continue to eat with their eyes, they will continue on buying Naval oranges, while the Florida are much sweeter. We have both kinds, 19c to 35c a doz., according to size.

Christmas Plum Pudding, no bother or worry, no chance that it won't be fine. Buy a Ferndell Plum Pudding in a lb. tin. All ready to heat and serve. Enough for 8 in a 25c tin. You never bought better or made any better.

Here's mince for your pies all ready to use, put up in a quart Mason jar; each jar containing 3 lbs. of mince meat, and lady, listen, it's as fine as you ever used, though we are offering it to you at less than half what you sometimes pay.

Cranberries are cheap this year. Nice sound red berries 10c qt., 3 for 25c.

Mixed nuts 2 lbs. for 35c; 5 lb. lots, 75c. Shelled Almonds, Walnuts, Pecans, Candied Cherries.

Candy—Where to buy this good 20c quality candy to sell at 10c a lb., has been something other dealers have experienced difficulty in solving. Bless you, they all sell candy at 10c a lb., but use your judgment and notice the difference. Knowing where to buy this candy is one thing I remembered. So it's here about, 50 varieties, all worth 20c a lb., all 10c a lb. Many people imagine the man I buy this candy from must steal it, it is sold so cheap, but that's nobody's business so long as it's good.

Christmas Week Specials: Country corn, 15c quality, 8 cans for 60c. 3 for 30c. 20c quality Whitehorse Select Early June Peas, per case, 15c; per can, 15c. Rival Brand Illinois Sugar Corn, per dozen, 90c. Early June Peas, per dozen, 95c. Seeded Raisins, per doz. \$1; pkgs., 98c.

Finish your dinner with a cup of delicious coffee made from our famous Nameless Coffee. (This coffee deserves a name), 30c quality 25c a lb.

Spot Cash Supply Co.



By gravy, but the poor grocery clerk is being nagged at these days. I spent an hour or two in the "Grocery World and General Merchant" office last week, and the editor's conversation not proving interesting, I looked over a lot of other trade papers that had blown in in that morning's mail.

Almost all of 'em took about a page to say to the clerks, "do this" and "do that," and "you're doing that wrong; this is the way to do it," and then some.

Not that a whole lot of clerks don't need that. They sure do need it. And some of 'em will learn from it; no doubt about that at all.

But the biggest lot of 'em won't.

Why won't they? Well, I'll tell you why they won't, or at least why I think they won't. Because none of this stuff that's written for clerks puts into the clerk's heart the motive that has got to be there if he's to make good.

Oh, I know there oughtn't to be any motive needed except just the motive to make good. Of course there oughtn't. But all the same the fellow that has a selfish motive is going to hustle harder and make out better than anybody else.

Now, you take the average clerk. I know a million of 'em, seems to me. I'll pick out one as a good type of 'em all.

He's one of three clerks in a store in a little Pennsylvania city of 10,000 people. The store does a business of about \$750 a week. It's owned by one man who has two sons that he says he'll put into the business as soon as they're old enough.

There goes all chance for this particular clerk to get into the firm.

Did I say he got \$12 a week?

Now, there he is. The owner is the manager as well as the

owner. He does all the buying, so there's no chance to work in as manager or assistant buyer. There's nothing to that fellow's future but clerk at \$12 a week, or maybe a dollar or two more as time goes on. He's been there now six years, and chance is he can stay there till he dies if he can hold the job down and live on the wages.

Now, what incentive has that clerk to develop himself? Mind you, I mean *selfish* incentive. Can he get any better position if he does? No, for there ain't any better except owner, and that's taken. Can he make any more money if he does? No, he couldn't, because he's getting now about all the store can afford to pay him.

I say again, what is there ahead of him if he hustles?

There ain't anything, and that's exactly the reason why the thousands of clerks who are in the same boat don't hustle—don't lie awake at nights to think up schemes to help the business—don't do any more than their job calls for.

I'll tell you how some grocers put the selfish motive there, and how a whole lot more of 'em are going to do it as time goes on.

They give 'em part of the profits of the business.

What started this whole thing with me was hearing a grocer tell about his experience with this only last week. I'll give the thing in as near his own words as I can:

"I'd worked for years," he said, "to try to put some ginger into my clerks. Some I could rouse, but the most I couldn't. They'd do their work—I wouldn't keep 'em if they didn't—but just so as to earn their wages and no more. What they seemed to lack was quick, keen interest in the business.

"I figured it out for about a year and did all I could to give

'em the interest, but it didn't work. When I got all through the only interest those fellows had in the business was the money that they got out of it on Saturday nights.

"Then I happened to read something about some concern in England giving its clerks part of the profits, and that got me to work. I finally thought I saw a way to do it in a small way myself.

"When I first put the thing into operation I had four clerks. I was doing about \$800 a week at an expense of 16 per cent. The business was netting me about \$75 a week and my living. One of the clerks had been with me eight years, another six, another 4, and the fourth about a year. I gave 'em a percentage according to the length of time they had been with me. The first man got \$15 wages a week, the second \$13, and the other two \$12. This is the way it worked out: The oldest man got 1½ per cent. of the profits, payable at the end of the year. The next man got 1¼ per cent. and the other 1 per cent. each. I told 'em all frankly what the business had done that year and told 'em it rested with them what it did next year.

"Well, sir, you never saw such a difference in clerks in your life! Honestly, I wouldn't have believed they were the same men! Why, it was *their* business they were running then. They used to come down to my house at nights with ideas and schemes to help the thing. One man took a correspondence course in advertisement writing. I'm not exaggerating a hair's breadth when I say that they were worth ten times as much after that as they were before."

"All right," I said, "of course all this happened before their first year's share was paid. What happened afterward?"

"Well," he said, "the next year the business was about the same, but the profits were a little greater, because we had cut down some expenses. We made that year a little over \$4,000. The 1½ per cent. man got \$60, the next man \$50 and the other two \$40 each. And they were *ticked to death* to have that extra cash coming in! It wasn't much, but it was like finding it, and it had made their jobs interesting."

"Are you still doing it?" I said.

### Another Cash Register Concern Called a Trust.

Alleging that the McCaskey Account Register Co., of Alliance, Ohio, a \$1,000,000 corporation, has violated Ohio laws by stifling competition, and that it is now a trust through its absorption of the American Case and Register Co., of Salem, Ohio, Attorney-General Denman last week filed quo warranto suit in the Franklin County Circuit Court, asking for the dissolution of the alleged combination and that the charter of the McCaskey Co. be forfeited. The Attorney-General alleges that a company is in process of formation to take over the business of both companies.

Now, there he is. The owner is the manager as well as the



"You can bet I am!" he said, emphatically. "It's never lost its power to stir the boys up! I don't know whether it'll be carried on here this year or not. I've about arranged to sell the business and go out to California to live. I told the man who's going to buy it, but he didn't seem to be much impressed. I wouldn't be surprised if he dropped it."

Neither should I. Some people are plumb fools enough to do that.

Now do you see what I've been driving at? The thing that's needed to wake clerks up is the selfish motive. Do you know any better way of giving it to 'em?

THE STROLLER.

California oranges were hit harder by the freeze than the Floridas. The receipts show a large percentage of frozen fruit. The price range for ordinary quality is \$1.50 to \$2.

## Retail Butchers Want to Pull Away from Grocers' Associations

**National Secretary Issues Statement Calling on Exclusive Meat Dealers to Form Their Own Associations to Which No Grocer Will Be Admitted.**

The national organization of retail butchers, meaning particularly dealers who sell meats exclusively, without groceries, has issued a statement during the past week which may have an effect upon retail grocers' associations which contain any retail meat dealers of this class. The statement insists that exclusive retail meat dealers should not join retail grocers' associations, but should form or join associations of their own, to which no grocer should be admitted.

The statement comes from John H. Schofield, the secretary of the United Master Butchers of America, and its text is as follows:—

We favor individual retail meat dealers' associations for the following reasons:—

First, because the business of master butchers is ancient and honorable and the identity of the craft should be maintained and not lost by merging with other organizations.

Second.—Experience has taught that affiliation with retail merchants' associations, State or local, has resulted in no benefit to retail meat dealers, but has resulted in their practical elimination as a distinctive merchant class.

Third.—Retail merchants' associations are generally affiliated with the National Retail Grocers' Association of the United States, and this of itself should be sufficient incentive to maintain the United Master Butchers of America. We have only good wishes for the National Retail Grocers' Association, but we insist that the interests of master butchers and retail meat dealers are better subserved by their individual associations.

Fourth.—As only about 20 per cent. of retail grocers of the United States have fresh meat departments, what interest have the other 80 per cent. in matters that particularly affect meat dealers? Furthermore, where-in is the business of shoe dealers, hardware men, dry goods and others

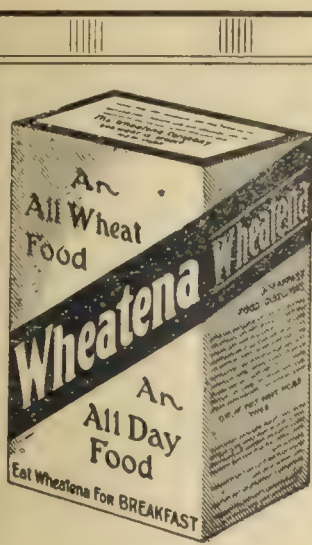
identical with the business of a retail meat dealer? They are consumers and in case of alignment of interests, would be found against the craft.

Fifth.—The business interests of master butchers and retail grocers are more closely identified than any other class of retail merchants, because they deal in food products; but there the comparison ends. Master butchers are the more important personages, as dealers in perishable meat food products and they are under National, State and municipal supervision. Considering such conditions, it would seem that craft pride would call for individual retail meat dealers' associations, local, State and National.

Sixth.—Let it be understood that the United Master Butchers of America are not opposed to any organization of retail merchants, but on the contrary desire to work in full harmony with such associations; but we firmly and honestly believe from long and practical experience that the interests of master butchers and retail meat dealers are better and more effectively served by their individual organizations, local, State and National.

Seventh.—In conclusion, why should master butchers and retail meat dealers, ranking among the first numerically of the retail merchants of the United States, play second fiddle to the National organization of any other class? In brief, master butchers and retail dealers should have sufficient craft pride to improve conditions for the future as well as the present, so that those who follow in business will be favorably impressed by the unselfish work of their predecessors, and thus be led to assist in perpetuating the organization of the United Master Butchers of America.

These are the chief reasons why master butchers and retail meat dealers should form their own individual organizations. First, to perpetuate an honorable craft; second, to preserve the master butcher as a distinctive class; third, because through affiliation with retail merchants, etc., meat dealers lost their identity, and, fourth, because in an organization of meat dealers the business interests of members do not conflict, but are identical. The last reason would seem to be sufficient argument in itself. Give it careful consideration.



## What Other Cereal Repeats This Way?

Probably not one per cent. of the grocers who handled **Wheatena** five years ago are not selling it to-day. Probably there is not in all America another so remarkable a repeater as **Wheatena**. Once in a home—if it is a solid, substantial home—it almost always stays there year in and year out.

The delicious kernels of selected wheat, sterilized and prepared as we alone can.

THE WHEATENA CO., Rahway, N. J.

## The "Premium" Brand on Ham



WE must make EVERY ham that bears "SWIFT'S PREMIUM" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

SWIFT'S PREMIUM HAMS are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

PREMIUM HAMS we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.

## We Want To Sell You Goods By Mail

☞ Incidentally, you should want to buy by mail if buying that way will save you money.

☞ We can prove to you that we can save you money on teas and coffees if you will buy them by mail instead of through salesmen.

☞ Of course, the point is the lesser expense, but the real core of the thing is to make us show you. Ask us for samples and quotations, or send us samples of your own to match.

**DURYEE & BARWISE**

Roasters and Packers Teas and Coffees

89 FRONT STREET, NEW YORK

ESTABLISHED 1897

## Which Man Are You?

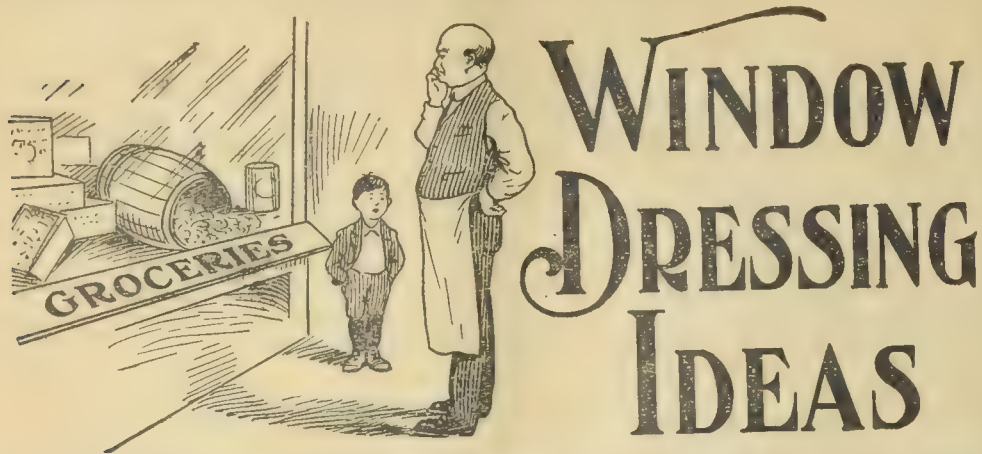
☞ The grocer who sells brands not made so well known by big advertising may not get as many actual calls for his goods, but he will be more of a merchant and will probably make a heap more money.

Our **Gluten Cereal**, for instance. The grocer who will really put a little salesmanship behind that will profit all round the man who stands by and fills calls for widely advertised—and usually unprofitable—cereals.

**Gluten Cereal** is a substantial brand made right here in Pennsylvania. And it pays you 40 per cent.

**A. C. Godshall & Co., Incorporated, Lansdale, Pa.**





In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

#### A Color Window.

The object of window dressing is to place goods in a window in a way to attract favorable attention. This object can be sometimes attained by form or color effects. This design is mainly the latter.

In the centre are cranberries (red) held together by strips of packing paper 2 inches wide pasted together to the length required to encircle the cranberries. Of course it is placed "on edge." Then a ring of raisins (dark purple) surrounded by another strip of paper, then a ring of almonds (light yellow) confined by a strip of paper, then a last ring of assorted nuts, miners' almonds (dark variegated brown), which must not be hemmed in by paper but allowed to spread over a floor covering of any light-tinted crepe paper.

In the foreground, from left to right, place in the corner three baskets of figs, four piles of three packages of sweet chocolate (as in design) and a couple of boxes

of dates in right hand corner. On left side place (as in design) three boxes of tea biscuits, and do likewise on the right side. In back left corner place two glass jars of strawberry or any other jam, and in right corner place three glass jars of olives. Back of all this stand a line of celery (the white and green of which will make a good background for the rest), held up by a string or piece of wood. Over this string or wood some drapery might be hung to hide the stalks from customers in store. A placard or sign might be placed, as in design, to avoid leaving a blank space above.

#### An Artistic Fruit Window.

If you have a frame big enough, say, for instance, as big as a Campbell soup flag frame, take out contents and use it in this design for window dressing. If not, get four thin planks, nail them together in the form of a square or an oblong, according to the shape

of the window you are dressing, and get them painted yellow with decoration like design if you choose, outlined in black. This will be quite effective and will serve your purpose without being expensive. Incidentally such a frame could be repeatedly used in connection with other combinations for window displays.

Put this frame half way back in the window and nail a lath or small pole to each corner of the

on its side, letting some of the fruit fall down the steps even to the frame itself.

On right of basket, a little behind it, place a glass dish with a stem to it and fill it with grapes, allowing a bunch to hang slightly over the front edge to break the hard line of the dish.

So much for the picture. Now,

what is left of the window floor space can be dressed as follows: In each front corner put three



back of it and at right angles to it. These will hold back and support the black or dark green drapery used to make the background of the picture. Any material will do for this. When you have your material, tack it along the upper back part of the frame, bring it over the poles and let it fall to the ground. This done, get some boxes, soap or any kind, and build a couple of steps or platforms inside the frame, but some distance from the frame itself. These can be covered with the same material as that used for the background, but it would improve the picture if you used some lighter colored material instead. Carry this covering over the floor to the inside back of the frame itself and you can let it lie with a fold here and there to do away with the stiff effect of a straight carpet.

On the top platform place a basket of apples, oranges and grapefruit (the latter are not, however, essential) and upset it

glass jars of whole or half fruit. On these balance a single jar of same and back of them place another one in front of each lower corner of the frame.

Between the two groups of jars in front place at interval plates of macaroons or any little cakes, and behind these, as in design, place more of the same. In this way you get a life-size picture that can be changed any time you want to do so merely by putting some other combination of goods inside the frame. Other compositions for a picture will be suggested later on.

#### Cincinnati, Ohio, Grocers to Hold Second Food Show.

The second pure food exposition, owned and managed exclusively by the Cincinnati Retail Grocers' Association, will be held at Music Hall, Cincinnati, Ohio, beginning Monday, March 28th, and continuing for three weeks.





# THE GROCERY MARKETS

## Tea.

The tea market is absolutely unchanged for the week. The demand is fair, though below maximum, and doubtless will improve from now on. Prices are well maintained on a steady basis, due to the absolute lack of any surplus. England is still buying Congous in this country and naturally having to pay some premium for them.

## Coffee.

The market for Rio and Santos options showed a little strength during the week, but actual coffee was dull and unchanged. The demand shows no briskness whatever. Mild coffees are not active, though firm. Java and Mocha moderately active and unchanged.

## Sugar.

The raw sugar market has showed decided weakness during the week and has made several declines. The prospect of increased supply seems to be responsible. The Cuban production is ahead of last year and promises a large aggregate. Refined sugar shows no change and may not decline at the present time. The demand is quiet.

## Syrup and Molasses.

Glucose advanced 5 to 10 points during the week, and compound syrup moved up with it  $\frac{1}{2}$  to 1 cent per gallon. The demand for compound syrup is good, and bids fair to continue good throughout the season. Sugar syrup is wanted as fast as made at firm prices. Molasses is firm and quiet; fine grades scarce.

## Canned Goods.

Tomatoes are firm and quiet. Some holders want 65 cents for Maryland 3s and refuse to sell for less, but there are quite a number who will sell for 62½. The old 60-cent price seems to have disappeared, and the outlook is fairly strong, though it does not point to any very high prices. The demand for tomatoes is light. Corn on spot is selling in a small way. Future corn is wanted, but only moderately as yet. Some lower grade peas are selling at unchanged prices, but other grades are neglected. Future peas are

quiet as yet. Apples show no change, but there seems to be a little weaker feeling. The demand is moderate. Eastern brands of peaches are quiet and unchanged. California canned goods show no particular movement and no change in price. Small Maryland canned goods are unchanged, string beans being about the firmest of the line.

## Fish.

There has been but a moderate demand for mackerel during the week. Prices are about steady and unchanged. Cod, hake and haddock are in fair demand at unchanged prices. Red Alaska salmon is exceedingly scarce and firm, the price having been advanced several times. There is none left in first hands. Sockeye salmon is also very firm. Domestic sardines are unchanged and still rule in second hands below the first hands market. Imported sardines unchanged and in moderate demand.

## Dried Fruits.

Prunes are somewhat unsettled and not particularly strong in the East; but on the coast are about unchanged on a  $2\frac{7}{8}$ -cent basis, with a premium for large sizes. The demand is light. Peaches seem to be wanted at firm and unchanged prices. Apricots are scarce, steady and quiet. Raisins are still dull, demoralized and weak. The latest raisin pool has gone to pieces and the situation is back where it started from. Currants are in light demand at unchanged prices. Citron, dates and figs are all unchanged and dull.

## Butter.

During the past week there has been an increase in the production of fresh butter, and in order to keep the arrivals cleaned up daily it was necessary to shade the price 1 cent per pound. The market is steady at the decline. The demand is about normal for the season of the year.

## Eggs.

The supply of new laid eggs has been very light and as a result the market has advanced about 5 cents per dozen during the week. The receipts are light

and everything in new laid eggs meets with an immediate sale at the advance. The present market price is extremely high for this season of the year, but we look for a better supply in the near future, which will cause a decline in the market.

## Cheese.

Cheese is firm at unchanged prices. The stocks are shorter than a year ago. Owing to the high prices the demand is very light. We do not look for any change during the coming week.

## Beans and Peas.

Domestic pea beans are strong at \$2.27½ to \$2.30 in a large way. The demand is fair. Imported rule up to \$2.15, but some strong New York holders are asking as high as \$2.35 for new Hungarians. Domestic marrows are firm at \$2.90; imported still not to be had. California limas are unchanged and in fair demand. All grades of dried and split peas are unchanged and in fair demand.

## Provisions.

Everything in the smoked meat line remains firm at unchanged prices. The consumptive trade is normal for the season. Stocks are light, and we do not look for any change during the coming week. On pure lard and compound lard there is a good consumptive demand at unchanged prices. Dried beef, barreled pork and canned meats remain unchanged and are in good consumptive demand.

## Produce.

Potatoes, white, New York State, 55 to 60 cents per bushel; Pennsylvania, 75 to 85 cents per bushel; New Jersey, 60 to 65 cents per bushel, demand good; sweets, prime, 35 to 50 cents per basket; culls, 20 to 25 cents per basket, demand poor; onions, 50 cents per basket, demand fair; York State cabbage, \$6 to \$7 per hundred, \$25 to \$30 per ton, demand fair; bunch beets, \$3 to \$4 per hundred bunches, demand fair; celery, New York State, 40 to 75 cents per bunch, demand fair; string beans, Florida, \$2 to \$3 per hamper, demand fair; Florida cauliflower, \$1.50 to \$2 per hamper; carrots, \$1.50 to

\$1.75 per barrel, demand fair; Florida lettuce, \$1.30 to \$1.75 per basket, demand good; white turnips, \$1.50 per barrel, 35 cents per basket, demand fair; eggplants, \$1 to \$2 per box, demand fair; lettuce, \$1.25 to \$2 per hamper, demand fair.

## Green Fruit.

Apples, Hulberson, \$3.25 to \$3.75 per barrel; fancy, \$3.50 to \$4; Kings, \$4 to \$5.25; Baldwins, New York State, No. 2, \$2.25; No. 1, \$3.50 to \$4.50; Eastern fruit, \$3.50 to \$4.50, according to grade; Greenings, New York State, No. 2, \$2.25 to \$2.50; No. 1, \$3.50 to \$4; fancy, \$5; Northern Spy, No. 2, \$2.25 to \$2.50; No. 1, \$3.25 to \$4.25, demand good; bananas, large, \$1.15 to \$1.40 per bunch; 8-hands, 80 cents to \$1.10; 7-hands, 50 to 75 cents; 6-hands, 40 to 50 cents, demand fair; Florida grapefruit, \$3.50 to \$5 per crate, demand fair; oranges, Florida, \$1.50 to \$2 per box; California, \$2.25 to \$2.50 per box, demand fair; tangerines, strap, \$3 to \$3.50 per box; lemons, Messina, \$4 to \$4.50 per box; California, \$3.75 to \$4, demand fair; pineapples, Florida, \$2.75 to \$3 per crate, demand fair; limes, \$1 per hundred.

## Nuts.

Peanuts, green, choice,  $3\frac{1}{2}$  cents per pound; fancy, 5 cents per pound; jumbo,  $6\frac{1}{2}$  cents per pound; roasted, choice, 85 cents per bushel; fancy, \$1.30 per bushel; jumbo, \$1.50 per bushel, demand fair; almonds, paper shell,  $16\frac{1}{4}$  cents per pound; Brazils, 7 cents per pound; pecans,  $11\frac{1}{4}$  cents per pound; filberts, 11 cents per pound; walnuts, 13 cents per pound; mixed nuts,  $9\frac{7}{8}$  cents per pound.

## INDIVIDUAL MARKET REPORTS.

### Baltimore Canned Goods.

#### No. 1.

An advance in the market prices of tomatoes in midwinter, while not phenomenal, is certainly out of the ordinary, especially when based on an increased demand coming immediately upon the opening of the new year, almost before inventory time is over, and increasing as the prices stiffen up on orders from nearly all sections of the country for



prompt shipment notwithstanding the unfavorable weather conditions. During this week markets that reported before the holidays that they had enough tomatoes on hand to last them until next spring were among the largest buyers, and it looks like their wants are not yet fully supplied. It is now being realized that the stocks of tomatoes have been forced out of the hands of the weak holders, and they have been eliminated as a disturbing factor in the market for the remainder of this season. The net results of the week's work in this section shows an advance in No. 2 standard tomatoes to 47½ cents, with a majority of the holders asking 50 cents per dozen for them, and a strong advance in No. 3 standards to 62½ cents, with indications of a 65-cent market at any time. In fact, sales of well-known brands at that price are already reported, and those packers who have been patiently and consistently awaiting a reaction to 70 cents dozen are likely to be rewarded sooner than expected. Another heavy snow storm the last two days will make the shipping conditions at the country points in this State as bad as they were after the blizzard at Christmas, and many of the tomatoes already sold will be delayed, which will cause a stronger market for the goods which can be shipped promptly.

In the other lines of vegetables there was an increase this week in the number of small assorted orders, which is taken as a good indication of a larger demand for them when the spring trade opens up, and as the stocks on hand here are smaller than usual for this time in the season, with few exceptions, some improvement in the prices may reasonably be expected. As in last week, those small orders embraced corn, string beans, kraut, sweet potatoes, spinach and baked beans. Corn was the only article amongst them that sold in car lots.

Fruits of all kinds were dull during the week, and there were no developments in them of special interest. The quotations on that line of goods are unchanged practically from the week before. The stocks of all fruits, with but two or three exceptions, are very light in this market, especially for this time in the season, and the opening of the spring trade will witness a scarcity in some of them.

The cold, freezing weather and frequent snow storms create very unfavorable conditions in the cove oyster market. Consequently the prices of the canned article are firm and an active demand for them continued this week. All the indications point to a stronger market for cove oysters during the remainder of the winter.

They look like a good purchase at to-day's quotations.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### No. 2.

1910 from all indications promises to be the packer's year. Even every dog has his day. The jobber will no doubt readily give his assent, as he is a believer in the other fellow having his inning, and besides the devoutly to be wished for margin of 5 cents per dozen is not objectionable to him in the least, providing his competitor is not getting a lower price. With corn \$4 to \$5 per barrel, wheat \$1.25 per bushel, and all other farm products in like position, higher prices for canned goods must prevail during the year 1910, otherwise the farmer will stick to farm crops exclusively, and fruits and vegetables will receive but little attention. During the past year the profit shown the farmer for field corn was far in advance of the price derived from sugar corn. It does not take the farmer long to change his tactics, and at the beginning of a new farming year it is a matter for him to determine what he will and will not grow. Present market prices for farm products throughout the list strongly indicate higher cost for packing products or no products. A little reasoning, substantiated by fact on this subject, would almost guarantee to the jobber who

buys now an exceptional speculative profit in tomatoes and even a fairly reasonable profit in canned corn in its present position. Those who have traveled on the Trunk Line recently between the East and the far West have had cause to wonder what becomes of all the corn grown by the farmers in this country. Notwithstanding this tremendous, large acreage, corn is bringing the highest prices known for years.

The tomato market during the past week has continued to strengthen and indications of improved conditions are becoming more acceptable from day to day; buyers who declined to buy at 60 cents are now covering at 62½ cents. The odd lots offered at this price are exceedingly sparse and far between. The West, as well as the East, continues to be interested at advanced prices. Two's tomatoes continue to lead the procession in the way of advance and demand. It is now impossible to obtain full standard 2s under 50 to 52½ cents. Off-standards are being firmly held at 45 to 47½ cents. Particular buyers, however, are unwilling to pass these grades and accept them as standard in quality. No. 10s have also strengthened to the extent of 10 cents per dozen, and while 3s have been a little slow in keeping up their end, the latest transactions show that these are only the forecast of what is al-

most bound to follow. Packers who formerly named 65 cents have pushed up their price to 70 cents. Weak sellers have evidently been entirely eliminated and the air of independence is asserting itself all along the line. Financial backers have been comforted by the decided improvement in conditions and outlook and are much more ready to continue loans and advances than was the condition during the latter end of the year. There is now a strong possibility of a 70-cent market for 3s tomatoes in the near future, 2s and 10s at a corresponding basis.

Corn continues to be scarcer from week to week. Demand improves, orders are much more frequent, inquiries are exceedingly numerous, but the packer who has the corn is hard to find and exceedingly lofty in his ideas as to price. Eighty cents seems to be a low market for standard grades. Fancy grades are held on the basis of 85 to 90 cents. There is a strong probability of a \$1 market in the near future for corn and it has long ceased to be a question of clean up before July 1st, without the price should go so exceptionally high as to have a contrary effect on demand.

Western packers have named prices for future corn on the basis of 62½ cents and upward, f. o. b. Western factory. Owing to the high price of field corn and the difficulty of obtaining carloads, packers in this section of the East are loath to name future prices as yet, having been unable to induce a number of last year's growers to consent to a contract price on the basis of an advance of \$1 per ton over last year's prices. This condition is worthy of note and may prove much more serious than first impression would indicate. It would be well for the jobber to weigh, consider and remember that this is a fact and a condition that is well worthy of his consideration.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

#### Imported Fish Specialties.

Holland herring continue scarce, in good demand and prices fully maintained.

Scotch herring are rather neglected and prices tend in buyer's favor.

Norway herring continue to sell in a regular hand-to-mouth way.

Mackerel of all kind are rather quiet; prices unchanged.

Imported oil sardines continue to sell in a quiet hand-to-mouth way, but sprats have been in very good demand of late and some large business has been done.

Norway smoked sardines continue in very good demand. The supply from Norway is just about sufficient to cover the demand, so that no surplus stocks are ac-

## Two-Minute Sermons for the Retail Merchant

### LXXXVI.—Studying Lines.

A good salesman studies his line of goods as carefully as an astronomer studies the stars.

No article of merchandise was ever manufactured or produced which did not have talking points of some kind. The fact that the special goods under consideration may be about the poorest in their class does not prevent their having talking points of their own. The salesman should study out all these good points, read up the advertising matter, and then never fail to tell the customer all about it. The more thoroughly acquainted you make the customer with the goods the more satisfactory the goods will be to him, and one of the greatest factors toward success in salesmanship is the ability to make the customer pleased with the goods he buys. Satisfied customers come again, and many a customer becomes dissatisfied because the salesman

did not take the trouble to impart the information which would have made everything satisfactory.

Explaining the many good points of a superior article very often appeals to the reason of the customer and causes him to buy it instead of an inferior article. Being able to tell of these superior points not only increases your own sales, but should increase the satisfaction of the customer, for making him thoroughly acquainted with all points will not only insure the success of the article, but will give the purchaser a good opinion of your salesmanship, which counts for much with regular customers.

The salesman who is willing to study need never lack for entertaining conversation, and he can confine it to the article under consideration, thus concentrating every thought upon it.

F. A. P.



cumulating at the present time. Packers have all agreed to stop packing in Norway by the end of January and we do not think that they will be able to produce more than a moderate supply, consequently prices for smoked sardines are likely to show a higher level later in the year.

STROHMEYER & ARPE CO.  
New York, N. Y.

#### Spices.

The market is very active, the demand for spot and nearby parcels being urgent. Considerable of spot stocks have been sold out and from present indications prices are likely to go higher if there is any big demand from the trade in the next thirty or sixty days.

Pepper in good demand; we also note an increase in sales of white peppers. Lampong is reported short and there appears to be practically no Singapore on the way. The trade will do well to protect themselves by buying at once, as all indications point to a higher market before the winter months are over.

Red peppers unchanged in price, but in very good demand.

Cloves.—Prices are firmer abroad, with little or no change here.

Pimento (Allspice) quite steady but unchanged; demand fair.

Paprika steady at unchanged prices. A very good demand continues.

Mace.—Spot prices steady; incoming lots are quoted higher. The demand is more active and the tendency is no doubt towards higher values.

Nutmegs firmer on account of good demand.

Gingers very active for all grades. There has been considerable buying in futures and you

will see very high prices prevailing during this year on gingers of all varieties.

Cassias.—Demand very good, although prices are unchanged.

Tapioca.—There has been some good sales made during the week at fair prices. Futures are no doubt higher than spot stock today. Higher prices are probable.

Seeds active. Celery has advanced, general appraisers having made firm decisions as to the import duty of 10 cents per pound. Caraway, poppy, coriander, all in fair demand and unchanged prices.

Sage and sweet herbs selling well, especially rubbed sage, which has grown in favor.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Rice.

A fair demand is reported, although the storm has greatly interfered with the physical movement of goods. Receipts are fair, largely sold "to arrive" or placed from dock. Prices are steady and at the moment quite an item below parity of primary markets, giving this point a decided advantage as base of supply.

Advices from the South note improved demand on the Atlantic Coast. At New Orleans only fair inquiry is reported, although distributive movement has improved. Supplies of rough are limited, and mills can only run in spasmodic way.

In the interior, southwest Louisiana and Texas, considerable business is reported. The demand has been of such character as to enable planters to secure quite an advance on rough rice, and from 25 to 40 cent higher prices have been paid over those ruling in November and December.

Cables and correspondence from abroad note spot cleaned dull and quotations on cargoes lower than for three years past.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### Evaporated Apples, Etc.

The usual volume of business which comes in at this season of the year for evaporated apples is being handled by all the dealers here. This is from the domestic trade principally and prices realized are quoted below.

The export trade has been more quiet the last few days, the buyers over there apparently waiting to see the outcome of the new German tariff, which will be settled in the next few weeks. Stocks are so light, however, that any outside thing cannot have very much effect on prices.

Cores and skins have been meeting with steady demand also. The demand has been from the domestic trade principally. Chops are very scarce, but there is not much business doing.

Raspberries are dull and are obtainable at 21 to 21½ cents, f. o. b. in barrels.

Apples for shipment in small quantities are quotable as follows: Prime, 7½ to 7¾ cents; choice, 8 to 8¼ cents; fancy, 9½ to 10 cents, f. o. b., in 50-pound boxes; cartons, ½ cent per pound higher.

C. C. HALL.  
Rochester, N. Y.

#### MARKET NOTES.

Florida tomatoes are showing fair quality, but the price is not especially high—\$2.50 to \$2.75. Poor stock can be bought for \$1.

Florida oranges are in fair demand, particularly anything good, which is scarce. On account of

the freeze in Florida lots of fruit is coming frozen. The ordinary grades range from \$1.65 to \$2, and fancy 26s as high as \$3.50 to \$3.75.

California rhubarb is moving very slowly at \$1 to \$1.25. The quality is good, but the demand hasn't waked up yet.

Florida peppers range from \$2.50 to \$2.75, which is a fair average range of prices. The demand is good.

Cranberries are getting worse and worse. The range is 75 cents to \$1 per crate, or about \$5 per barrel for fine Cape Cods. The

#### HIGHEST IN HONORS

### Baker's Cocoa & CHOCOLATE



Registered,  
U. S. Pat. Off.

52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

A perfect food, preserves  
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.



## For Winter Comfort



There is real comfort and pleasure to sit down to a breakfast of hot cakes and Syrup on the side. Can you pick the winner?

**SYRUPS**—The market is half cent per gallon higher and there is a good demand for all our leading brands. Our **Royal Table Syrup** is growing in popularity, have you tried it? **Gilt Edge Table Syrup** is an old time favorite; **Quaker City Syrup**, **King "B" Drips**, **White Clover** and **Ex. Amber Drips** have many friends. Don't forget we are headquarters in breakfast sweets.

**NEW BUCKWHEAT FLOUR**—Just received a choice lot of N. Y. Buckwheat Flour. Warranted absolutely pure. Cotton sacks 98 lb., per sack \$2.40.

**LAMP CHIMNEYS**—We have some low prices this week on the following lines of lamp chimneys; No. 2 Electric, 6 doz. in case, per doz. 70c.; Macbeth Pearl Top No. 1 (502) Sun, per doz. 55c.; Macbeth Pearl Top No. 2 (504) Sun, per doz. 65c.; Empire Sun Crimp in tubes, 6 doz. in case No. 0 at 30c., No. 1 at 35c., No. 2 at 50c. a doz.; all bargains.

**KIRK, FOSTER & CO.**

WHOLESALE  
GROCERS

**209**

**NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA**

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



demand is fair, but not enough for the supply.

New Bermuda potatoes range from \$5 to \$6 per barrel, and are in a little better demand, though not active.

Boston hothouse cucumbers range from \$4 to \$7 per box and are selling fairly well.

Florida eggplants would bring \$4 if good, but the supply of good eggplants is small.

Florida beans are still rather scarce and sell from \$3.50 to \$4 per basket. The demand is good.

Florida peas are also scarce, and range from \$5 to \$7 per basket. The demand is eager.

Hothouse radishes from nearby sections are bringing a high price—3 to 4 cents per bunch. The demand is good.

#### AMONG THE TRADE.

Rolled oats in bulk advanced 20 cents per barrel during the week, due, the manufacturers say, to the high and advancing prices of raw oats.

James A. McCaffrey, head of the well-known West Philadelphia retail grocery house of James A. McCaffrey & Sons, 4007 Market street, died suddenly at his home, No. 36 N. Fortieth street, last Monday evening. The cause was a paralytic stroke, which overtook him on January 1st. Mr. McCaffrey had been in the retail grocery business probably longer than any other man in Philadelphia. He was seventy-eight when he died and worked almost up to the week of his death. He was a man of unusual ability and business foresight and reduces by one the already short list of local business men of the old school. Mr. McCaffrey leaves a widow and three sons, two of whom, J. Frank and Harry, were his partners in the business, and will doubtless carry it on.

At the annual meeting of the Philadelphia Produce Exchange on Wednesday, the following officers were elected: President, J. F. Miller; vice-president, C. M. Drake; secretary, Howard Austin; treasurer, Edward Roberts; managers, B. H. Brown, H. C. Gerhart, R. B. Lehman, J. S. Morris and E. L. Wentworth.

## Week's Story of War Against High Food Prices

**New York Business Men Ask President to Support National Conference. New York Retail Prices Arraigned. Cleveland Workmen Boycott Meat and Prices Come Down. Club Women Boycott Butter and Meat. The Movement Elsewhere.**

The past week has brought still further to the front the pressing question as to where lies the responsibility for the extreme cost of food products. The story of the week's progress in the movement shows a rapidly increasing army of people apparently in favor of the boycott plan.

The National Capital, Washington, is the seat of the investigation. Up to this writing no meetings have been held by the Congressional Committee appointed to examine into conditions in the District of Columbia. The latest advices are that the sessions will begin on Monday, January 24th, and that Secretary Wilson and Dr. Wiley will both be examined as witnesses.

During the week President Taft was visited by Charles C. Clark, secretary of the Syracuse (N. Y.) Chamber of Commerce, and John A. Stewart, trustee of the New York State Agricultural School. They went to propose a national conference on the subject of food prices.

While in Washington Mr. Stewart gave out the following interview:—

There is no doubt that such a conference is opportune. When the time has arrived when onions are selling in the city of New York at the rate of \$6.40 a barrel, apples at the rate of \$20 a barrel, potatoes at the rate of \$4.50 a barrel and all other food supplies at proportionate prices, it seems as though the entire consuming population should arise in protest and to ascertain the reason why, as now seems more than likely, food produced in the United States should cost more to the American consumer than food produced in the United States costs in the countries of Europe, to which some of it is exported.

I have had occasion to inquire into conditions in Central New York, and have found instances where the farmer-producer got 3 cents a bunch for asparagus which sold at 6 cents in a neighboring village and 45 cents in the city of New York; where apples, in one instance 60 bushels, were sold to a commission house in the city of New York, the return to the farmer for which was \$4.65, a statement accompanying a check explaining that this was the balance due to the farmer from the sale of the apples by the commission man after the latter had paid the freight and

taken out his commission, which apples, I may state, were afterward found in the warehouse of the same commission man and unsold. The farmer, having no recourse, was merely the victim of a swindle, and a common swindle in New York City among a certain class of commission men.

In almost every instance I have found that the cause for high prices must not be sought for upon the farm, but must await discovery when a thorough investigation is begun, which begins at the railway freight station and ends in the store of the retailer. So far as ascertainable from a cursory investigation, the law of supply and demand does not govern the distribution of food products in the large cities, but the price which is paid to the producer is arbitrarily fixed by cliques of commission men, and these same cliques as arbitrarily fix the prices at which these food products shall be sold to the retail dealer, who in turn charges the consumer all that the traffic will bear.

It is also reported from Washington that the plan of the League which was recently organized there to boycott any inordinately high food product was about ready to be put into operation in various parts of the country. It was said that many thousand applications for membership cards had been received, and that many social and business organizations had agreed to support it. Among these were the Travelers' Protective Association, the Central Labor Union and several others.

The most important city to attempt the boycott during the week, and in fact up to date at all, is Cleveland, Ohio. There the movement started in a most innocent fashion last Saturday, when the foremen of three factories took up the idea of having their men sign a pledge to abstain from meat. Workmen fell in with the plan, and in a few days it was reported that in twenty-four shops where petitions have been circulated there are more than 6,000 signers, representing a population of 30,000. The result was almost immediate. On Tuesday last a straight cut of 2 cents a pound on certain meats was announced and other cuts are to follow. Meat dealers said

that sales had fallen off one-half in two days and they were alarmed. Over 10,000 persons pledged themselves to abstain from meat for at least thirty days.

The Butchers' Protective Association held a meeting during the week in an effort to devise plans for combating the movement.

The text of the Cleveland petition is as follows:—

1. We, as wage-earners, are willing to assist both the State and the municipalities in probing into the high cost of living, particularly the cost of meats, which is prohibitive.

2. This agitation can best become effective by refraining from eating meat for a period of thirty days.

3. If this does not bring the price of meat within the means of poor people then we will refrain from eating meat for sixty days.

4. We, citizens, do hereby ask our representatives in each Councilman's district and the legislative bodies to keep this agitation uppermost in their minds and actions until the result manifests itself.

5. We ask the co-operation of all persons who are interested in fair play and the future of our otherwise prosperous country.

6. This self-denial to take effect January 17th and continue henceforth.

A similar movement is also under way in Springfield, Ohio. In Cincinnati, same State, the Hyde Park Mothers' Club got into the game and inaugurated a boycott on butter. Resolutions were adopted to this effect. Later another woman's club, the Twentieth Century, passed a similar resolution to eat no meat on alternate days until prices became normal. This at least for a period of fifteen days.

Another butter boycott was started in Appleton, Wis. Apparently there was no concerted action there, but a dispatch says that the local demand fell off very greatly on account of the high prices, while the demand for oleomargarine increased.

In Wilmington, Del., Judge Edwin R. Cochran, of the Municipal Court, is the prime mover in a meat boycott. He has drawn up a form of agreement that he is having printed, and will distribute for signatures. The signers will pledge themselves to abstain from the purchase of meats of all kinds for a period of thirty days, or until the price shall be lowered to a reasonable figure. Several city and county officials and many other residents already have signed the agreement.

In Kansas City, Mo., the Attorney-General began suit against the Armour and Swift Packing Com-



panies, charging them with being members of a combination illegally to raise prices. The State charges that the companies belong to the Kansas City Produce Exchange and are therefore liable under the Kansas law providing a penalty of \$100 a day for such membership. The suit will be a test case, this being the first action brought under the law.

Some student of the situation, whose desire evidently was to impeach the American tariff as being responsible for the high prices of foods, prepared during the week a comparative statement of the cost of certain food staples in Detroit, Mich., and Windsor, Ont., which is right across the Canadian line. The author of the statement, which is presented below, claims that it is 25 per cent. cheaper to live in Canada than in the United States:

Commodity.	Price in Windsor.	Price in Detroit.
Butter, per lb. ....	.28	.36
Eggs, dozen .....	.34	.42
Beef, cheapest cut ...	.06½	.10
Pork, mess .....	.13	.20
Lard, prime .....	.11	.13
Bacon, breakfast ....	.19	.24
Wheat, No. 2, red... 1.00	1.11	
Corn, No. 2, mixed..	.60	.78
Potatoes, bus. ....	.70	.65
Cabbage, head .....	.05 & 7	.08 & 15
Turnips, bus. ....	.40	.60
Carrots, bus. ....	.50	.60
Beets, bus. ....	.25	.60
Rutabagas, bus. ....	.35	.40
Parsnips, bus. ....	.50	.60
Turkeys, dressed ....	.20	.25
Chickens, dressed ...	.11	.15
Milk, quart .....	.07	.08 & 9
Cheese, lb. ....	.11½	.16½
Plug tobacco, lb. ....	1.00	2.00 & 3

Some of the larger grocers are taking the matter up with their customers direct. The Finley Acker Co., of Philadelphia, for example, sent out to its customers during the week a statement, of which the following is a part

Some have exploited the ludicrous idea that the retail grocers of the country are making exorbitant profits, but such persons are free to put their theory to a practical test in any or all of the cities and towns in America. When, however, they make the disconcerting discovery that nearly all the staple articles, such as sugar, are sold much below their actual cost (after allowing for the unavoidable operating expenses), they will probably conclude that the retail grocery business represents the smallest net return for the required hours of labor, and upon the invested capital, than any other line of business.

We make no attempt to conceal the percentage of net profit in our own business. *It is less than 5 cents on every dollar's worth sold.* Consequently if we sold all our products 5 per cent. less than at present, our business would show no profit. If we sold all our products 10 per cent. less than at present, we would lose 5 cents on every dollar purchase. Where the business is very large a net profit of 5 per cent. may represent a satisfactory return upon the actual investment—but the development of a large retail grocery business upon a

thoroughly sound basis—which means holding the confidence of the general public—generally represents many years of conscientious, painstaking efforts, and the application of the highest and most progressive business principles.

#### THE BASIC CAUSE OF ALL PRICES.

When the problem is scientifically analyzed we think the conclusion will be reached that the old law of "Supply and Demand" is the fundamental cause of many prices which now appear high.

We are willing to back with our business judgment and reputation the guaranty that if the demand upon the part of the consumers for meat, poultry, grain, butter, eggs, or any other commodity becomes much less than the supply of these articles, the price will gradually get lower. In fact, it is possible that under such conditions the prices would reach so low a point as to eliminate all profit and even represent loss. But so long as the public demand for these products fully equal the available supply at current prices, there is no good business reason for expecting the prices to be lowered.

#### A DIRECT CAUSE OF MANY HIGH PRICES.

A second vital cause is inseparably linked with the law of supply and demand; and that is the gradual increase during recent years of industrial wages; and the additional cost in manufacturing through shorter hours of labor and legislative requirements.

#### New Jar Prices Named—Slightly Above Last Year.

#### Higher Raw Materials Cited as Reason, but Real Reason is Strengthening of Ball Bros. Practical Monopoly.

The large jar interests who control the Mason jar situation named prices during the week for the season of 1910. They showed a slight advance over last year's opening. The figures for this and last year are as follows:—

Quarts, \$4.57 per gross, last year, \$4.32; pints, \$4.24, last year, \$4; half gallons, \$6.73, last year, \$6. The advance is explained on the ground that raw materials have advanced. The real reason, however, is probably the fact that Ball Brothers, of Muncie, Ind., who control the industry, have bought two large opposition factories since last season, and have also acquired important patent rights which make their control even more absolute.

While the figures quoted as last year's opening prices were really the opening figures, a large percentage of the jars sold last year were sold in the fall before at prices much under those.

Caps also show an advance over last year.

New Orleans beets are in moderate demand at 3 to 4 cents per bunch.

## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### WANTED.

**WANTED, A BUTTER AND EGG MAN.**—We want to get in touch with a man who is capable of building up and extending this department of our business. Good opportunity for the right man if he makes good. Kuhn and Bro. Company, 820 Wood St., Wilkesburg, Pa. 4

**WANTED.**—Manufacturer selling the wholesale grocery trade through brokers is in position to take on a line of goods sold to the same trade. Address "C. R.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

### FOR SALE.

**FOR SALE.**—No. 10 micrometer enameled scale, with scoop, only used three about months. E. C. A., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

**FOR SALE.**—Our entire stock of groceries, queensware and store fixtures. Rent low. If desired can use the room for other line of goods. Good reason for selling. S. L. Bownner, Lock Box 414, Boyertown, Pa. 5

**FOR SALE.**—Good country butter, prints 32 cents a pound, rolls 31 cents a pound. Cash or satisfactory reference to accompany order. W. B. Zullinger, Mt. Holly Springs, Pa. 4

**FOR SALE.**—General store business, stock and fixtures, at Gibbstown, N. J. A thriving business of over \$31,000 annually, in a growing town. Rent low and lease to run until November, 1914. About \$6,000 required. Write or call. Wm. B. Gleeson, Gibbstown, N. J. 4

**FOR SALE.**—For grocers or any one interested. Send me ten cents in stamps and I will mail you recipe that has made for me money and will do it for you. Easy to do and very profitable as a side line. Frank D. Blish, 66 Church St., Willimantic, Conn. 4

**FOR SALE.**—Say! Look whose here! I have a National Cash Register, total adder, check thrower, silent partner, tells all bills paid out, all customers, and tells all about your business. I paid \$250 for it a year ago, but I have recently sold my retail business, therefore I have no use for it. It is easily as good as new. \$150 will buy it. Now who wants this snap? Call on Wednesday or Saturday. Don't forget the address. 2941 North Fifth St., Philadelphia, Pa. 5

**FOR SALE OR EXCHANGE.**—Three hundred account McCaskey Register. Complete; been used only three weeks; good as new. Address Fred. S. Pfizenmyer, Ocean City, N. J. 8

**FOR SALE.**—First-class meat, grocery and provision store, situated at the southwest corner Fifteenth and Manton Sts. (1214 S. Fifteenth St.). Doing a very good business. Will give satisfactory reason for selling. Lease if desired. Apply Fusco Bros., 1214 S. Fifteenth St., Philadelphia, Pa. 4

**FOR SALE.**—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

**FOR SALE.**—Four cars fancy white Pennsylvania potatoes at 65 cents bushel of 60 lbs. here. L. A. Leathers, Brookville, Pa. 5

**FOR SALE.**—In good New Jersey town of about 2,000 population, in center of rich farming district and surrounded by a large number of summer resorts that are growing each year and only three stores in town, a grocery and provision business doing over \$32,000 yearly, all cash, at a net profit of 10 per cent. above all expenses. Expenses very low. On account of desiring to retire, will sell stock and fixtures at inventory. Full test investigation invited. Will take about \$2,500. Address H. W. J., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

**FOR SALE.**—Fine corner property in Ocean City, consisting of double dwelling with two stores in front, one fitted for dry goods, notions and millinery, the other for groceries, the latter with an established trade. Each dwelling has eleven rooms and bath and modern improvements. Good reason for selling. For particulars address 460 Asbury Ave., Ocean City, N. J. 4

**FOR SALE.**—An old established grocery store, located on the busiest corner of a live town in central New York State for twenty-seven years. Every modern fixture and improvement, making this the finest store here. No old stock. All property free of any incumbrance. Proprietor desires to retire because of old age. Address "H. C.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

### HELP WANTED.

**WANTED.**—Young man, with some experience in grocery business. Must have good references. State wages. Grocer, 309 Westfield Avenue, Elizabeth, N. J. 5

**PHILADELPHIA SUBURBAN GROCER** selling tea, coffee and fancy groceries, wants salesman for counter and outside work. Either single or married man. Wages \$12 to \$14. Hours 7 to 6, with Friday and Saturday evenings. Must have good reference and be a worker. Good chance for advancement. Address E4, care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

**GROCER AND GENERAL STORE-**keeper near Philadelphia wants man to take orders and deliver on a commission of ten per cent. Should be single and board with employer. Good chance for hustler. Chance will be given to invest \$200, if desired. Address E2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

**LARGE PENNSYLVANIA TEA AND** coffee store wants man for solicitor on retail route. Will pay \$15 weekly for good man. City near Philadelphia, where house rents are low. What is wanted here is a hustler, and for such a one an unusual chance is open. Address E3, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4

**WANTED.**—If you are a clerk with natural qualifications as a salesman, I have an exceptional opportunity to offer you. If you are a merchant going out of business and looking for an opportunity to go on the road, my proposition will appeal to you. I want two or three capable men with the work habit, and who have energy plus. I want men with ability to sell goods all day long. I require references, also send an abstract of your qualifications. I have an advertising specialty proposition that interests all progressive retailers. Hundreds of the best retailers have endorsed my plan because they have found it profitable. Samples will go in coat pocket. My best salesmen are making from \$500 to \$1,000 a month. I want men who can do just as well or better. If you are of the right calibre, think you can handle a high-class, ready-selling proposition, write me immediately before all territory is assigned. W. F. Main, Dept. 135, Iowa City, Iowa. 14

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 14

**WANTED.**—In Northwestern Pennsylvania. Grocery clerk in large store to work into head clerk and eventually manager of a branch store. Preference is for married man; a good house can be rented in the town for \$15 monthly. Also prefer man twenty-five to thirty years old. Eleven other clerks employed. A bright chance to right party. Salary to start \$15 per week. Address E1, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 4



## SITUATION WANTED.

CLERK NOW EMPLOYED AT NEW Haven, Conn., wants position or chance to buy interest in Connecticut, Massachusetts, or New York State. Will take position as manager of department or store or make small investment. Has four years' experience as clerk and three years' experience as manager. Age, twenty-three. Single. Has good knowledge of bookkeeping, show card writing and all round salesmanship. Specialist in tea, coffee and spices. Will also consider wholesale position. Salary desired, \$20 weekly. C 8, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

PHILADELPHIA GROCERY CLERK, twenty-two years old, with good experience, part with chain store concern, part in Ireland, wants position where he can forge ahead. Could do good work as second man or manager's help, but is an all round grocery and provision hand, with experience at window dressing. Wants \$10 per week to start with. C 6, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

GROCERY CLERK NOW EMPLOYED in Pennsylvania, wants position as chain store manager. A record man. Had four years chain store experience. Twenty-two years old and single. Will go anywhere in Pennsylvania or New York. Can do some window dressing. Hard, steady worker. Wages wanted to start, \$12 weekly. C 7, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

EXPERIENCED CLERK AND MANAGER, now employed in interior Pennsylvania county, wants position with wholesale house either as salesman or as resident manager of grocery store or department. Will go anywhere in Pennsylvania. Been nine years with present employer and can give gilt-edged references. Have some knowledge of window dressing. Wages desired at least \$15 weekly. Address C 5, care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

## BUSINESS OPPORTUNITIES.

## DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about. In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line. If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you. Write, call or telephone. **WARNER & CO.,** 927 Arch Street, Philadelphia, Pa. Phones, Bell Filbert 2500, Keystone, Race 746.

## GROCERY, MEAT AND PROVISION STORES.

## EVERY ONE A GOOD CHANCE.

No. 556.—In Tioga, grocery, meat and provision business doing \$300 to \$350 per week, on which is netted a clean ten per cent. profit. Fixed charges are very low. Rent only \$40 per month, including two-story brick stable. Owner is going into other business. Will sell fixtures for \$300 and stock at inventory. About \$700 required.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been

established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$1,000.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, meat and canned goods business doing \$200 to \$300 weekly, all cash. Rent low. About \$500 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for for years. Open to the fullest investigation.

## GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

**WARNER & CO.,** 927 Arch Street, Philadelphia, Pa.

## FOR SALE.

FOR RENT.—In Lancaster, Pa., corner grocery store. Store room 18 x 34½ feet. Large display window. Business nearly all cash. A good opportunity for a sober industrious man, none other need apply. Established ten years ago by present owner. Owner has other business that needs his attention. Heat furnished. A. E. K., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

## MISCELLANEOUS.



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in

the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 12



No. 1 Cuspidor  
6½ Inch

## THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co  
ZANESVILLE, OHIO

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

**John R. McFetridge & Sons**  
**Printers**

**927 Arch Street**

**Philadelphia**



## THE NEW FLAVOR

## MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

## Anker's Bouillon Capsules



It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers

**ROYAL SPECIALTY CO.**

92 Reade St.

NEW YORK

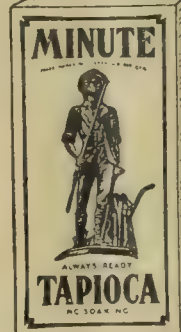
## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
**Columbus, Ohio**

Sample free, or four months' trial for 10 cents

Your customers like it  
BECAUSE



It is absolutely pure. It requires no soaking. It can be cooked in fifteen minutes. It is never soggy or lumpy. One package makes six quarts of pudding.

You ought to like it  
BECAUSE

It always satisfies your customers. It brings to your store the best class of trade. It moves; it's a real staple.

It pays you more than an ordinary profit.

If you have Minute Tapioca in stock, push it. It will pay you. If you haven't it, send us your jobber's name and we will send you a regular package to try in your own home. A trial will tell you more in a minute than we can tell in an hour. When sending for the package ask for "The Story of Tapioca." It's free. We are ready to do our part. Are you?

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.

**"BLOOKER'S COCOA is the Cocoa of Flavor, Aroma and Strength"**

American Depot, No. 46 Hudson Street, New York



# BALTIMORE PRICES-CURRENT

Corrected Weekly by ANDREW REITER & CO., Wholesale Grocers, Baltimore, Md.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

## ROASTED COFFEES.

Packed in paper-lined fancy bags or paper-lined sugar barrels.	Per lb.
"A" Java.....	.36
"B" Java.....	.34
"C" Java.....	.34
"A" Java and Mocha Blend.....	.34
"B" Java and Mocha Blend.....	.32
"C" Mocha.....	.32
"A" Mocha.....	.30
"B" Mocha.....	.30
"C" Mocha.....	.28
Laguayra (Washed Caracas).....	.18
"A" Maracaibo.....	.18
"B" Maracaibo.....	.17
"A" Santos.....	.17
"B" Santos.....	.16
"C" Santos.....	.15
Peaberry Santos.....	.15
"A" Rio.....	.14
No. 1 Rio.....	.13
No. 2 Rio.....	.12
Lipton Special Mocha and Java, 1-lb. cans.....	.37
Lipton Perfection, 1-lb. cans.....	.30
Battleship, 1-lb. packages, any quantity.....	.15 1/2
Log Cabin, 1-lb. packages, 100 to case.....	.14 1/2
Arbuckle's, 100 lbs. to case.....	
King Bee, 100 lbs. to case.....	per case 14.50

## TEA.

	Per lb.
No. 25 Gunpowder.....	.34
No. 28 Gunpowder.....	.35
Best Gunpowder.....	.45
No. 25 English Breakfast.....	.30
No. 28 English Breakfast.....	.33
Best English Breakfast.....	.40
No. 25 Moyune Gunpowder.....	.33
No. 28 Moyune Gunpowder.....	.38
Best Moyune Gunpowder.....	.50
No. 25 Imperial.....	.33
No. 28 Imperial.....	.35
Best Imperial.....	.50
No. 25 Oolong.....	.38
No. 28 Oolong.....	.35
Best Oolong.....	.45
Young Hyson.....	.35
Japan.....	.35
Heno, 1/2- and 3/4-lb. packages.....	.50
Silver Moon.....	.37
Silver Bell, 1-lb. packages.....	.25
Salada (Ceylon and India).....	
Green, Black and Mixed, 1/2- and 3/4-lb. packages, 10 lb. to box.....	.45
Green, Black and Mixed, 10c. packages, 5 doz. to box.....	per doz. .90

## DRIED AND EVAPORATED FRUITS.

	Per lb.
Apples—	
Evaporated, 50 lbs.....	.09
Evaporated, 1-lb. packages, 4 doz.....	.09 1/2
Dried, 50 lbs.....	
Peaches—	
Standard, 50 lbs.....	.07
Choice, 50 lbs.....	.07 1/2
Extra fancy, 25 lbs.....	.09
Apricots (evaporated)—	
Standard, 25 lbs.....	.11
Choice, 25 lbs.....	.12
Currents—	
Package, 36.....	.08 1/2
Bulk, 25 lbs.....	.08
New Figs—	
Box, 10 lbs.....	1.20
Mat, 1 lb.....	per doz. 1.20
Citrus—	
American brand, 10 lbs.....	.14
American brand, 25 lbs.....	
Dates—	
Package, 30 1 lb.....	.06 1/2
Stuffed, 1 lb.....	per doz. .06 1/2
New Prunes—	
30-40, 25 lbs.....	.09
40-50, 25 lbs.....	.07 1/2
50-60, 25 lbs.....	.07
60-70, 25 lbs.....	.06 1/2
70-80, 25 lbs.....	.05 1/2
80-90, 25 lbs.....	.05 1/2
90-100, 25 lbs.....	.04 1/2
100-120, 50 lbs.....	
Raisins—	
4 Crown, 50 lbs.....	.06
3 Crown, 50 lbs.....	
London Layers, clusters, 20 lbs.....	per box 1.75
London Layers, 20 lbs.....	per box 1.75
Seedless Sultana, 50 lbs.....	
Seeded, 36 1-lb. packages.....	.06 1/2
Sultana, 36 1-lb. packages.....	
Sultana, bulk, 25 lbs.....	.09 1/2
Thompsons Bleached Sultana, 50-lb. boxes.....	.09 1/2

## BEANS, PEAS, Etc.

	Per bush.
New York Hand-picked, about 3 1/2 bushel bag.....	2.45
Imported Beans, about 200 lbs. to bag.....	2.35
Rangoon Beans, about 200 lbs. to bag.....	
Green Peas, dried, about 165 lbs. to sack.....	2.35
Black-eyed Peas.....	2.55
California Lima Beans, about 80 lbs. to sack.....	.05 1/2
Imported Lima Beans, about 90 lbs. to sack.....	.05 1/2
Split Peas, 20 lbs.....	per bbl. 7.95
Less quantity.....	.04
Lentils, about 200 lbs. to sack.....	.03 1/2
White Kidney Beans.....	per bush. .04 1/2
Pava Beans.....	.04 1/2

## CANNED FISH.

Salmon—	
Clover Leaf, 1 lb., flat, 4 doz.....	2.10
Clever Leaf, 1/2 lb., flat, 4 doz.....	1.25
Sockeye, 1 lb., flat, 4 doz.....	2.00
Seward, 1 lb., tall, 4 doz.....	1.60
Jockey, 1 lb., tall, 4 doz.....	
Buster Pink, 1 lb., tall, 4 doz.....	.95
Suwanee Belle, 1 lb., tall, 4 doz.....	.90
Argo, 1 lb., tall, 4 doz.....	
Sockeye, 1/2 lb., flat, 4 doz.....	
Hawkeye, 1/2 lb., flat, 4 doz.....	1.00
Lobsters—	
Gold Label, picnic size, 4 doz.....	
Beaver, 1 lb., flat, 4 doz.....	
Star, 1/2 lb., 8 doz.....	1.50
Star, 1/2 lb., flat, 4 doz.....	2.25
Gold Label, 1/2 lb., flat, 8 doz.....	
Beaver, 1/2 lb., flat, 8 doz.....	
P. E. I., 1/2 lb., flat, 8 doz.....	0.30
Clams—	
Orchard, 1 lb., tall, 4 doz.....	1.10
Herring Roe—	
Old Virginia, 25, 2 doz.....	.95
Mackerel—	
Blue Backs, in sauce, oval cans, 50 in case.....	3.85
Soused, 50 in case.....	3.85
Oysters—	
Standard, 5 oz., 2 doz.....	.80
Sardines, in oil—	Per case
1/2 oil, 100.....	
Gold Label, 1/2 oil, 100.....	6.50
Standard, 1/2 oil, 100.....	2.75
1/2 lb., oil, with key, 100.....	3.25
Epicurian, 1/2 oil, fancy cartons, 100.....	3.75
Mustard Sardines—	
Gold Label, 100.....	6.50
Standard, 100.....	3.00
Leon D'or, 100.....	3.75
Mustard Sardines—	
Gold Label, 50.....	4.50
Mustard, 48 cans.....	2.50
Harbor, 48.....	3.75
Imported Sardines—	
Martell, 1/2 oil, 100.....	16.00
Marie Elizabeth, 1/2 oil, boneless, 100.....	
1/2 Oil Imported Sardines—	
Martell, 100.....	10.00
North Cape, smoked, 100.....	8.50
Lion, 100.....	

## CANNED VEGETABLES.

	Per doz.
Baked Beans—	
Pin Money, 38, sauce, 2 doz.....	1.15
Pin Money, 28, sauce, 2 doz.....	.95
Pin Money, 18, sauce, 4 doz.....	.50
Pin Money, 38, plain, 2 doz.....	1.10
Wagner's, 18, tall, 4 doz.....	.50
Wagner's, 38, plain, 2 doz.....	1.10
Wagner's, 38, sauce, 2 doz.....	1.15
Excursion, 38, sauce, 2 doz.....	.95
Saratoga, 28, 2 doz.....	.65
Campbell's, 28, 2 doz.....	.95
Corn—	
Pin Money, Shoepeg, 28, 2 doz.....	.90
Standard Shoepeg, 28, 2 doz.....	.80
Standard, 28, 2 doz.....	.80
Belmont Cream, 28, 2 doz.....	.90
Winorr, Kernelled Corn, 2 doz.....	
Peas—	
Mildens, extra sifted, 2 doz.....	1.85
Belle, 2 doz.....	.75
Little Fellow, 28, 2 doz.....	1.75
Runopod, 28, 2 doz.....	1.30
Pin Money, petits pois, 2 doz.....	.90
Pin Money, standard Early June, 2 doz.....	17.50
French, extra fine, 100.....	per case
Pin Money Combination—	
28, 2 doz.....	.85
Kidney Beans—	
28, 2 doz.....	.75
Lima Beans—	
Derby, soaked, 28 2 doz.....	.80
Standard, 28, 2 doz.....	1.00
Little Darling, 2 doz.....	1.30
Pumpkins—	
38, 2 doz.....	.70
No. 10, 2 doz.....	
String Beans—	
28, 2 doz.....	.65
Pin Money Vegetables—	
28, 2 doz.....	.85
Sweet Potatoes, 38, 2 doz.....	.85
18, Pulp, for soup.....	.40
Succotash—	
28, 2 doz.....	.95
Tomatoes—	
Pin Money, whole, 38, 2 doz.....	.80
Standard, 38, 2 doz.....	.75
No. 10, 1/2 doz.....	2.10
Fair Quality, 38.....	.70
28, 2 doz.....	.62 1/2

## SUGAR.

We do not handle imported sugar.	
Dominoes, 5-lb. packages.....	7.60
Cut Leaf.....	5.95
Powdered.....	5.30
XXXXX, powdered.....	5.50
Cubes.....	5.50
Fine Granulated, American.....	5.05
Fine Granulated, 100-lb. sacks.....	5.05
Confectioners' A.....	4.00
No. 1, A.....	4.85
Light Yellow.....	4.00
Fine Granulated, 2-lb. bags.....	5.35
Fine Granulated, 5-lb. bags.....	5.85

## CANNED FRUITS.

	Per doz.
Apples, 38, 2 doz.....	.85
Blackberries, 28, 2 doz.....	.80
Blueberries, 28, 2 doz.....	
Cherries, 28, 2 doz.....	.80
Gooseberries, 28, 2 doz.....	.95
Pie Peaches, 38, 2 doz.....	.90
Pears, 38, 2 doz.....	.95
Sliced Pineapples, 28, 2 doz.....	1.25
Singapore Pineapples, 1 1/2, chunks, 4 doz.....	1.25
Singapore Pineapples, 10c. chunks, 4 doz.....	.95
Grated Pie Pineapple, James, 38, 2 doz.....	.90
Strawberries, 28, 2 doz.....	.95
Standard Peaches, Terrapin, 38, 2 doz.....	1.75
California Apricots, 2 doz.....	1.90
California Cherries, 2 doz.....	3.00
California Peaches, 2 1/2, 2 doz.....	1.90
Wallace Peaches, 38, 2 doz.....	1.25
Sliced California Peaches, 18, 4 doz.....	1.85

## SALT.

	Per sack
Fine Table, large sack.....	.85
Kiln Dried.....	.95
Fine Table, bushel sacks.....	.30
Fine Table, 1/2-bushel sacks.....	.19
Ground Alum, 140.....	.57
Fine Dairy, 28, 140 to bbl.....	4.45
Fine Dairy, 38, 140 to bbl.....	2.43
Fine Dairy, 48, 70 to bbl.....	2.23
Fine Dairy, 58, 60 to bbl.....	2.20
Fine Dairy, 88, 35 to bbl.....	2.03
Fine Dairy, 108, 28 to bbl.....	2.03
Worcester, 2 1/2, 115 to bbl.....	4.00
Worcester, 58, 60 to bbl.....	4.00
Worcester, 108, 30 to bbl.....	3.75
Snow Flake, 48 10c. packages.....	3.10
Snow Flake, 36 15c. packages.....	3.75
Colonial, 36 5c. packages.....	1.30
Rock Salt.....	per cwt. .95
Shaker, 2 doz.....	per case 1.60

## MOLASSES AND SYRUPS.

	Per gal.
St. Clair, N. O.....	.39
Kingsland, N. O.....	.36
Julian F. Bradshaw's Molasses, No. 44.....	.33
Cheapside Molasses.....	.29
Blackstrap Molasses.....	.20
Gilt Edge Syrup.....	.30
Gold Medal.....	.31
King Syrup.....	.31
Orange brand Syrup.....	.33
Orange brand, 2 1/2, cans, 2 doz.....	2.20
No. 6 Amber Syrup.....	.29
California Amber Drips, 28, cans, 2 doz.....	1.70
California Amber Drips, 38, cans.....	1.95
California Amber Drips, 38, cans, 2 doz.....	2.30
California Amber Drips, 1/2 gal. cans, 1 doz.....	2.05
Calvert brand, Pure Porto Rico.....	1.00

## CONDENSED MILK.

	Per case
Baby, 1 doz. glass jars.....	1.90
Challenge, 4 doz.....	4.20
Eagle, 4 doz.....	6.25
Magnolia, 4 doz.....	4.50
Red Cross, 4 doz.....	
Star, 4 doz.....	4.65
Dime brand, 4 doz.....	3.95
Premium, 4 doz.....	
Hires' Silver, 4 doz.....	4.75
Queen.....	
Hires' Jersey, 4 doz.....	4.50

## EVAPORATED CREAM.

	Per case
Gold, double size can, 4 doz.....	4.10
St. Charles, 4 doz.....	3.50
Our Pet, large size, 4 doz.....	3.15
Our Pet, baby size, 6 doz.....	2.60
Peerless, small size, 6 doz.....	2.60
Peerless, large size, 4 doz.....	2.90
Peerless, tall cans, 4 doz.....	3.60
Columbia, 4 doz.....	3.20
Van Camp's, 4 doz. in cans.....	per can 3.85

## MATCHES.

	Per gross
Blue Hen, 28, 1 gross.....	1.60
Coast, 5 gross.....	.85
Globe, 18, 5 gross.....	.95
Doric, 1 gross.....	.90
Home Safety, 68, 5 gross.....	.45
Vulcan Safety, 50 gross.....	.50
Bird's Eye, 58, 100 packs.....	per case 3.50
Search Light, 18, 5 gross.....	1.00
Search Light, 58, 1 gross.....	4.50
Fast Mail, 18, 1 gross.....	.90
Bull's Eye, 5 gross.....	1.00
Little Star, 5 gross.....	.40
Pet, 18, 5 gross.....	.78
Chips, 28, 3 boxes to package and 50 packages to case, especially for coast trade and damp climate.....	per case 1.75
Black Diamond, 58, 100 in case.....	3.15
Ignito, double dips, 5 gross.....	4.00
1 gross in case.....	per case .75
Black Swan, double dip, 58, 1 gross cases.....	3.50
Battle Ax, parlor style, 58, 1 gross cases.....	3.50

## RICE.

	Per lb.
Best Head, bbls. or 100-lb. sacks.....	.06 1/2
No. 3 Head, bbls. or 100-lb. sacks.....	.05 1/2
No. 3 Broken, bbls. or 100-lb. sacks.....	.05 1/2
Japan, 100-lb. sacks.....	.04 1/2
Paras, 100-lb. sacks.....	.06 1/2

## LAUNDRY SOAP.

	Bars.	Box.
Acorn.....	120	2.50
*Pearl White Floating.....	60	2.40
Ark.....	100	1.85
Babbitt's.....	100	3.75
5 box lots freight paid, with 1 box "1776" or 60 cakes Best Soap free.....		4.25
10-box lots freight paid, with 2 boxes "1776" or 120 bars Best Soap free.....		4.20
Needawash.....	120	2.25
*Bee.....	100	3.90
*Big Schooner.....	100	3.75
*Fels-Naptha.....	100	4.00
Hoefner's Tiger Borax.....	100	3.50
*Fairy Oval.....	100	4.00
*Globe Oleine.....	60	2.50
*Ivory, 6 oz.....	100	4.00
*Ivory, 10 oz.....	100	7.00
*Kirkman's.....	100	3.75
*Kirk's Oleine.....	60	2.50
*Lenox.....	100	3.35
*Lifebuoy.....	50	2.00
*Fairbank's Tar.....	100	3.75
*Magic Cleaner.....	100	
*Octagon.....	100	3.90
*Philadelphia Oleine.....	75	3.00
*P. & G. Oleine.....	34	3.50
Premium.....	100	3.75
*Santa Claus.....	100	3.40
*Star.....	100	3.35
*Sunlight.....	100	3.90
*Sunshine.....	120	2.45
Star Oleine.....	60	1.75
*Sunny Monday.....	100	4.00
*Wonder Worker.....	100	4.00
Wonder Worker Chips.....	4 doz.	2.00
Lion.....	100	
*Snowberry.....	50	1.95
Best Blue.....	80	3.40
*P. & G. Naptha.....	100	3.85
Duck.....	100	3.85
20 Mule Borax.....	100	4.00
U. S. Mail.....	100	3.00
Hustler.....	120	2.40
Brag.....	66	2.55
Export Borax.....	100	4.00
C. & C. Oleine.....	60	2.30

## TOILET SOAP.

	Bars.	Box.
Flash, for the hands.....	100 cans	6.50
Grand Pa's, small size.....	100	3.85
Grand Pa's, small size.....	50	1.95
Grand Pa's, large size.....	50	3.25
Sweet Maiden.....	100	3.85
Brown Windsor, Violet, Golf, Turkish Bath, Elder Flower, Dairy Queen and Rose.....	1 doz.	.40
White Castle, 36 lbs.....	per lb.	.10
Conti, imported Castile, 36 lbs.....	per lb.	.15
Oat Meal.....	per doz.	.40
Glycerine.....	per doz.	.40
Jap Rose.....	50	3.75
Sweetheart.....	50	1.90
Lava.....	50	1.95
Pearl.....	60	2.40
Globe Pumice Tar.....	100	3.85







**CORRECTED WEEKLY. JANUARY 24, 1910.**

ADVANCES.		DECLINES.		ADDITIONS.		WEIGH AND MEASURE EVERYTHING YOU BUY. Standard Weights per Bushel.	
	Column.		Column.		Column.		
Eggs .....	16	Butter .....	6			Marrow Beans.....	60 lbs.
						Medium Beans.....	60 "
						Pea Beans.....	60 "
						Red Kidney Beans.....	38 "
						Hominy.....	34 "
						Pease.....	36 "
						Barley.....	60 "
						Potatoes.....	48 "
						Flaxseed.....	36 "
						Onions.....	34 "
						Shellbarks.....	48 "

[illegible]



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## GREEN COFFEE

	Per lb.
Rio, Golden, fancy.....	@.10 1/2
" prime.....	@.09 1/2
" choice.....	@.11 1/2
Santos, Peaberry, extra fancy.....	@.10 1/2
" fancy.....	@.11
" choice.....	@.10
Maracaibo strictly fancy, mild.....	@.11 1/2
" choice.....	@.11
Washed Caracas, fancy.....	@.13 1/2
Laguayra, fancy.....	@.11 1/2
Java, extra fancy, genuine.....	@.20
Mocha, 1/2 and 1/4 bales, genuine, finest.....	@.19
" Seed, Santos, fancy.....	@.10 1/2
" choice.....	@.10 1/2

## ROASTED COFFEE IN BULK

Rio, Golden, extra fancy.....	@.13 1/2
" Prime.....	@.13
" Choice.....	@.13 1/2
" No. 2, bags about 50 lbs.....	@.12
Santos, Peaberry, extra fancy.....	@.16
" extra fancy.....	@.14
" 100 lb. lots.....	@.13 1/2
" fancy.....	@.12 1/2
Laguayra, fancy.....	@.14 1/2
Maracaibo, choice.....	@.14 1/2
" fancy.....	@.15
" extra fancy.....	@.15 1/2
Java, extra fancy, genuine.....	@.24
" fancy.....	@.24
Mocha, finest.....	@.23 1/2
Lipton's Blended Coffee—	
No. 1.....	.02
No. 2.....	.20
No. 3.....	.17
No. 4.....	.14

Packed in 25 and 50-lb. cans, and 25, 50 and 100-lb. bags.

## PACKAGE COFFEE.

Two per cent. discount on package coffee. Sold on the equality plan.

	100-lb. Cases.	60-lb. Cases.
New York Card Price.....		
Ariosa.....	12 1/2	12 1/2
Arbuckle's Seven Day.....	13 1/2	13 1/2
Lion.....		
B. Fischer & Co.—		
Hotel Astor Coffee, 1-lb. tins.....	.26	
Thos. Martindale & Co.—		
Saludo, lbs.....	.20	
" 50-lb. tins.....	.19	
" barrels.....	.18	
Viv, lbs.....	.16	
" 50-lb. tins.....	.15	
" barrels.....	.14 1/2	
Lipton's 1-lb. tins—		
Special.....	.27	
Gossip.....	.23	
Perfection.....	.20	

Ground or pulverized without extra charge.

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—	
50 tins in box.....	per box 3.90
12 lb tins box.....	per carton .95
2-lb. tins.....	per doz. 5.75
George Floto's Sons—	
Coffee Essence, 1/4-gross improved cans.....	per gross .25
" 1/4-gross cans, tin ends.....	.70
" 1/4-gross cans, all tin.....	.85
Vienna Coffee Essence, Manila, 1/4 gross.....	.25
Package Chicory, 65-lb. cases.....	per lb. .04 1/2
Mummel's Essence, tin can, 1/4 gross, per gross.....	.85
" tin ends.....	.70
" improved.....	.15
Chicory, Sellig's 65's.....	.05 1/2
" English, ground, bags about 160 lbs.....	.05 1/2
" Franks', stick, 65 lbs.....	.06 1/2
" Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....	.04 1/2

## AMMUNITION.

Blasting, A, kegs, 25 lbs.....	9.35
" B, kegs, 25 lbs.....	1.50

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Duck, kegs, 12 1/2 lbs.....	4.75
" kegs, 6 1/2 lbs.....	8.65
FG, FFG, FFFO, kegs, 25 lbs.....	4.75
" kegs, 12 1/2 lbs.....	8.65
" kegs, 6 1/2 lbs.....	1.50
Drop Shot, Nos. 2, 3, 5, 8, 9, bags, 25 lbs.....	1.85

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	3.50
Sawyer's, No. 1, 6 doz.....	1.50
" No. 3, 3 doz.....	3.35
Colburn's, No. 1, 4 doz.....	1.65
" No. 2, 3 doz.....	2.65
" A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" No. 2, 3 doz.....	4.80
Reckitt's, 5c. and 10c. ast., 8 lbs.....	Per lb. .30

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/4 gross.....	5.10
Army and Navy, No. 8, 3 doz.....	3.00
Crystal, No. 2, 3 doz.....	5.30
Troy, No. 32, bbls., 6 doz. barrel.....	2.45
French Laundry, large, 1/4 gross in barrel.....	4.80
Tibbals Cream Indigo, 5c. size, 1/4 gross case.....	9.00
" 10c. size, 1/4 gross case.....	

Free goods with 1/2 gross 5-cent size and 1/4 gross 10-cent size.

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.38
" first, ".....	.37
" second, ".....	.36
" third, ".....	.35
" dairy, extra, bakers' use, 30-60 lbs.....	.36-.30
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.35-.39
Print Butter—	
Star or S. D. brands, 1 lb., 20-50-lb. boxes.....	.42
B. B. E. D. brands, 20-50-lb. boxes.....	.41
J. J. C. V., Gilt Edge, Gold Medal, 20-50-lb. boxes.....	.40
Sheaf ("400") Elgin, 20-50-lb. boxes.....	.39
Sheaf.....	.35-.38
Milken Farm, lbs. and 1/4 lbs.....	.42
Gurnee, lbs. and 1/4 lbs.....	.40
Belle Spring.....	.36

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.11 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11
" 16's, 30 lbs.....	.12
Neverout, 8's.....	per box 1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

	Gross
Glass Jars.....	
Mason, Pints.....	
Mason, Quarts.....	
Mason, Half-gallons.....	
Jelly Tumblers.....	
Barrels, 21 doz., 1/2-pint.....	per doz. (No charge for barrels.)
Jar Tops—	
1/4 gross, no rubbers.....	per gross 1.45
Jar Rubbers—	
Lip, wide.....	per gross .75
Acme, wide, 1 doz. cartons, 5 gross box, per gross.....	.45
" medium, 1 doz. cartons.....	per gross .40
Reliable, white rubber, wide.....	.26
" medium.....	.26
Black, medium.....	per lb. .25
(5 lb. lots 1 cent per lb. less.)	
Red Lustre.....	per gross

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## COOKING HERBS.

Colburn's "A," Small—	
Sweet Marjoram.....	per doz. .25
Sage.....	" .25
Thyme.....	" .25
Savory.....	" .25
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
1/2-lb. cartons, 1 doz.....	per doz. .40
1/2-lb. " ".....	" .75
1/2-lb. " ".....	" 1.25
1/2-lb. screw cap bottles, 2 doz.....	" .90
1/2-lb. square cans, 2 doz.....	" .85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Silver Lake, fancy Jersey.....	.87 1/2
Silver Lake, No. 10, 1 doz.....	2.10
Junior, No. 10, 1/4 doz.....	2.00
Bridgeton, No. 10, 1 doz.....	1.95
Goldsboro, No. 10, 1 doz.....	1.75
Junior, fancy hand picked.....	.80
Riverside, fancy Maryland.....	.75
New Century, fancy, No. 2.....	.49
Brandywine Hills, extra fancy.....	.90
Mrs. Lippincott's, Frying.....	1.15
Our Best, 50 oz.....	1.00
Rival Blue, fancy hand packed.....	.80
Mispillion, fancy Delaware.....	.72
Ford, fancy Maryland.....	.67 1/2
Luncheon, fancy Maryland.....	.75

Lima Beans—	
Silver Lake.....	.85
Silver Lake, No. 10.....	4.50
Brandywine Hills.....	1.30
Boyer's.....	.95
Brownie.....	.70

String Beans—	
Extra fancy.....	1.45
Boyer's, ss.....	.60
Acorn, 3.....	.85
" No. 2.....	.55
Safe, No. 2.....	.50

White Wax Beans—	
Boyer's.....	.60
Acorn, No. 2.....	.57 1/2
Brandywine Hills, No. 2.....	1.10

Beans (Pork and Beans)—	
B. & M., No. 3, plain.....	1.35
" No. 3, tomato sauce.....	1.55
Campbell's, No. 2, plain.....	.95
" No. 2, Boston style.....	.95

Oxford, No. 3.....	1.05
Narragansett, No. 3, tomato sauce.....	.87 1/2
Van Camp's, No. 1, sauce, 4 doz.....	1.35
" No. 2, sauce, 2 doz.....	.87 1/2

Moore & Brady, No. 3, plain.....	.92 1/2
" No. 3, sauce.....	.92 1/2
" No. 1, picnic size, plain.....	.42 1/2
" No. 1, picnic size, sauce.....	.47 1/2

Victory, No. 1, tomato sauce, 4 doz.....	.47 1/2
Martin Wagner Co., No. 3, plain.....	1.07 1/2
" No. 3, tomato sauce.....	1.12 1/2
" Midnight Lunch, No. 1, 4 doz.....	.50

Salder's, sauce or plain, No. 3, 2 doz.....	1.80
" No. 2, 3 doz.....	1.40
" No. 1, 4 doz.....	.90

Red Kidney Beans—	
Jean of Arc, No. 2, fancy.....	.80
Van Camp's, No. 2, 2 doz.....	.80
Martin Wagner's, No. 2, 2 doz.....	.77 1/2

Corn—	
Kornlet.....	1.75
Paris, fancy Maine.....	1.20
American Beauty, extra fancy, Shoe Peg.....	.90
Cream of Susquehanna.....	1.00
Baker's, G. W., whole grain.....	.80
Shoe Peg, Susquehanna, No. 2.....	.85
Rex, No. 2, fancy, whole grain.....	.75
Vanity, No. 2, whole grain.....	.70

Peas—	
Boyer's, Midgets, No. 2.....	1.55
" Extra Sifted.....	1.25
" Sifted.....	1.07 1/2
" Early June.....	.95

B. B. F., Early June.....	.95
Hermit brand, soaked.....	.55
Lotus, Sweet Wrinkle.....	1.10
Brandywine Hills, extra sifted N. Y. State.....	1.50
Kent County, Sifted.....	.80
Our Favorite, No. 2.....	.80
Plantation Standard, Early June, No. 2.....	.87 1/2
Pride of Delaware Standard, No. 2.....	.75
Wyoming, extra fine, June, No. 2.....	1.25

Beets—	
Silver Lake, fancy, No. 3.....	1.05

Succotash—	
Little Quaker, extra fancy, No. 2.....	1.05
Brandywine Hills, extra fancy.....	1.05

Spinach—	
Champion, No. 3.....	92 1/2
Farren's, No. 3, 2 doz.....	1.05
Victory, No. 3, fancy leaf, 2 doz.....	.95
M. & W., No. 3, chopped.....	.85

Sweet Potatoes—	
Farmers, fancy N. Y. State, No. 3.....	1.25
Boyer's, No. 3, 2 doz.....	1.00
Slocumb Farm, No. 3 cans, 2 doz.....	.90

Pumpkin—	
Silver Lake, No. 3.....	.72 1/2
Apollo, 3's.....	.62 1/2
Lilly Lake, 3's.....	.60
Easton, No. 3.....	

Asparagus—	
Oak, large, 2 1/2's.....	2.50
Superior, large, No. 2 1/2's.....	2.50
Staple, medium, No. 2 1/2's.....	2.35
Swan, medium, No. 2 1/2's.....	2.40
Del Monte Tips, No. 1 1/2's.....	2.15
Extra Tips, No. 1 1/2's.....	2.10
El Rio, choice California, No. 2 1/2's, 2 doz.....	2.00

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## California Canned Fruit.

	Per doz.
Apricots—	
Extra quality.....	2.75
Extra standard.....	1.90
Standard.....	1.30
Pears—	
Bartlett, extra quality, 2 1/2's.....	3.00
" extra standard, 2 1/2's.....	2.00
" standard, 2 1/2's.....	1.75
Cherries—	
Extra quality, 2 1/2's.....	2.90
Extra standard, 2 1/2's.....	2.00
Standard, 2 1/2's.....	1.80
Peaches—	
Tioga, No. 2 1/2, extra standard, lemon cling.....	1.70
Agate, No. 2 1/2, standard, lemon cling.....	1.50
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.00
Columbus, No. 2 1/2, pie, peeled, yellow, free.....	1.70
Plums—	
Egg, extra standard.....	1.40
Green Gage, extra standard.....	1.40
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples	
Golden Crown, No. 3, 2 doz.....	.90
Spring Garden, No. 3, 2 doz.....	.85
Bull Head, No. 3, 2 doz.....	.85
Spring Garden, No. 10.....	2.65
Blackberries—	
Silver Lake, syrup, No. 2.....	1.30
Nigger Head, No. 2.....	1.02 1/2
Spring Garden, No. 2.....	.85
Blueberries—	
Maine, Eagle No. 2.....	1.25
Laggies, No. 10.....	6.00
Cherries—	
Boyer's, No. 2, white, extra.....	1.37 1/2
Flour City, white, No. 2.....	1.10
Flour City, red, No. 2.....	
Peaches—	
Berry's, yellow, No. 3.....	1.25
Castle Haven, white, No. 3.....	1.05
Standard, pie, No. 3.....	.90
Pears—	
Silver Lake, No. 10.....	3.75
Hero, No. 3.....	1.00
Raspberries—	
Red Farmside, extra preserved, No. 2.....	2.45
Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.75
Silver Lake, No. 10, 1 doz.....	1.90
Strawberries—	
Anchor, No. 2, water.....	.75
Silver Lake, No. 2.....	1.40
Pineapple—	
Acorn, E. & C., No. 2.....	1.90
General, E. & C., sliced, No. 2.....	1.80
Indian River, E. & C., No. 2.....	1.65
Orange Grove, E. & C., No. 2.....	1.20
Singapore Chunks, No. 1 1/2, 4 doz.....	.97 1/2
Wallace, grated, No. 2.....	1.40
Singapore, cubes, No. 1 1/2, 4 doz.....	.67
James, No. 3, pie, grated.....	.85
Singapore, cubes, No. 1 1/2, 4 doz.....	1.00

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

	Per doz.
Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
"    No. 2, 2 doz., McMenamin's.....	3.25
Clams—	
Star, No. 1, 4 doz.....	.85
Lobster—	
B. & M., No. 1/2, flat, 4 doz.....	2.30
"    No. 1/2, flat, 4 doz.....	1.40
Star brand, No. 1/2, flat, 4 doz.....	1.35
"    No. 1/2, flat, 4 doz.....	2.25
Shrimps—	
L and D, No. 1, pickle, 4 doz.....	1.20
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	
"    "    No. 2, 2 doz.....	
"    "    No. 3, 2 doz.....	
Underwood, soused, No. 1, 50 cans.....	
"    "    No. 1, 4 doz.....	
Oysters—	
Boyer's, No. 1, 2 doz.....	.75
"    No. 2, 2 doz.....	1.40
Stewart's, No. 2, 2 doz.....	1.35
"    No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.72 1/2
Kipperd Herring—	
Maconache's, 2 doz., plain.....	1.50
Gilt Edge, 4 doz.....	1.37 1/2
Connor's, 4 doz.....	1.22 1/2
Salmon—	
Happgood's, No. 1, tall.....	1.95
"    "    No. 1 flat.....	2.05
Horseshoe, No. 1.....	1.60
White Raven, red, 1/2's.....	
Chef, red, No. 1/2, flat, 4 doz.....	.90
Terrapin, pink, No. 1/2, 4 doz.....	.77 1/2



# Manufacturers Whose Goods are Sold Through Grocers Have a Message for Them. We Show Them the Best Way to Deliver It for the Least Money

## *The Grocery and Allied Trade Press of America*

consists of 28 clean up-to-date publications which influence retail grocers because they have proven their friends and because they are filled with the sort of information grocers want.

They make sworn statements of circulation, accompanied by Post Office mailing receipts. Their rates are standard—same to everybody and they are read regularly by the kind of grocers whom manufacturers want to sell—the live ones—the ones that stay in business.

### MEMBERS

- |   |   |
|---|---|
| "Inland Grocer," Cleveland, Ohio                  | "Omaha Trade Exhibit," Omaha, Neb.                    |
| "American Grocer," New York                       | "Grocery World and General Merchant," Phila., Pa.     |
| "Tea and Coffee Trade Journal," New York          | "Retail Grocers' Advocate," San Francisco, Cal.       |
| "Grocers' Magazine," Boston                       | "National Provisioner," New York                      |
| "Retail Grocers' Advocate," New York              | "Merchants' Journal," Topeka                          |
| "New England Grocer and Tradesman," Boston        | "Interstate Trade Bulletin," Denver                   |
| "Merchants' Journal and Commerce," Lynchburg, Va. | "Southwestern Commercial Bulletin," Los Angeles, Cal. |
| "Southern Merchant," Atlanta, Ga.                 | "Grocer and Country Merchant and Tobacconist,"        |
| "Trade," Detroit, Mich.                           | San Francisco   |
| "Twin City Commercial Bulletin," Minneapolis and  | "Merchants' Index," Denver, Col.                      |
| St. Paul  | "General Merchants' Review and Mixed Stocks,"         |
| "Modern Grocer," Chicago                          | Chicago, Ill.   |
| "Interstate Grocer," St. Louis                    | "Price Current," Wichita, Kans.                       |
| "Eli Grocer and General Merchant," St. Louis, Mo. | "The Retail Merchant," Dallas, Texas                  |
| "Retail Merchants' Journal," Peoria, Ill.         | "Merchant and Manufacturer," Nashville, Tenn.         |
| "Beverage and Food," Cincinnati, Ohio             | "Hutchinson Wholesaler," Hutchinson, Kansas           |

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## WESSELS & CHANDLER

Advertising Representatives

927 Arch Street  
Philadelphia, Pa.

231 W. 39th Street  
New York City



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Angus Watson & Co.—	
Skipper Sardines—	
1/2s, olive oil, first grade, key, 100 tins	12.00
1/2s, olive oil, first grade, 50 tins	11.00
1/2s, tomato sauce, key, 100 tins	12.00
1/2s, tomato sauce, 50 tins	11.00
Sea Queen, 1/2s, pure olive oil, 100	9.60
Sea Pearl, 1/2s, pure olive oil, 100	8.00

## Domestic.

Mustard—	
Irma, 1/2s, 100 cans	3.60
Raven, 1/2s, key, 100 cans	3.47
Gold Label, 1/2s, mayonnaise dressing, 100 cans	6.40
Gold Label, 1/2s, mayonnaise dressing, 50 cans	4.30
Swift & Co., Talisman brand, 48 15-cent cans	4.75
Oil—	
Gold Label, 1/2s, oil, 100 cans	6.50
Irma, 1/2s, 100 cans	3.70
Continental, 1/2s, key, 100 cans	3.62 1/2
Owl, 1/2s, key, 100 cans	3.62 1/2
Swift & Co., Talisman brand, 100 10-cent cans	7.00

CANNED MEATS.  
Corned Beef.

Armour's—	
Veribest, No. 1, key, 2 doz.	1.60
" No. 2, key, 1 doz.	2.75
Fairbank's—	
No. 1, key, 2 doz.	1.75
No. 2, key, 1 doz.	3.05
No. 6, key, 1 doz.	11.55
No. 14, key, 1/2 doz.	25.85
Libby's—	
No. 1, key, 2 doz.	1.45
No. 2, key, 1 doz.	2.47 1/2

## Chipped Beef.

Libby's—	
No. 1/2, 2 doz.	1.30
No. 1, 2 doz.	2.20
No. 1/2, glass, 2 doz.	1.35
No. 1, glass, 2 doz.	2.32 1/2
Bechnut—	
No. 1/2, sliced, glass jars	1.75
No. 1, sliced, glass jars	2.90

## Sliced Smoked Beef.

Armour's Veribest—	
Shield, in glass, size 1/2	1.40
" " " " " " " "	2.30

## Sliced Bacon.

Armour's Veribest—	
Star, in glass, size 1/2	1.50
" " " " " " " "	2.60
" " " " " " " "	1.50
" " " " " " " "	2.60

Bechnut—	
No. 1/2, glass jars	1.65
No. 1, glass jars	2.72 1/2

## Roast Beef.

Armour's Veribest—	
No. 1, 2 doz.	1.60
No. 2, 1 doz.	2.75
Fairbank's—	
No. 1, 2 doz.	1.75
No. 2, 1 doz.	3.05
Libby's—	
No. 1, 2 doz.	1.42 1/2
No. 2, 1 doz.	2.47 1/2
Kings—	
No. 1, 2 doz.	1.57 1/2
No. 2, 1 doz.	2.75

## Lunch Tongue.

Armour's Veribest, No. 1, 2 doz.	
Armour's Veribest, No. 1/2, 2 doz.	
Fairbank's, No. 1, 2 doz.	
Libby's, No. 1, 2 doz.	

## Whole Ox Tongue.

Armour's Veribest—	
Size 1	4.85
" 1 1/2	6.00
" 2	7.00
" 2 1/2	9.00
Fairbank's, No. 2, 1 doz.	
Libby's, No. 2 1/2, 1 doz.	

## Potted or Deviled Meats.

Armour's—	
No. 1/2, 4 doz.	.50
No. 1/2, 2 doz.	.85
Libby's—	
No. 1/2, 4 doz.	.45
No. 1/2, 2 doz.	.80
R. & R.—	
No. 1/2, 4 doz.	1.15
No. 1/2, 2 doz.	1.95

## Potted Chicken or Turkey.

Armour's Veribest—	
No. 1/2, 4 doz.	1.80
No. 1/2, 2 doz.	3.50
Libby's—	
No. 1/2, 4 doz.	
No. 1/2, 2 doz.	
R. & R., No. 1/2, 4 doz.	

## Sausage.

Armour's Veribest—	
Vienna style, size 1/2	.95
" " " " " " " "	1.00
Luncheon, with Tomato Sauce, size 1/2	

## Boned Meats.

Curtice Brothers, "Blue Label," in tins—	
Chicken, No. 1/2	2.85
" No. 1	5.00
Turkey, No. 1/2	2.85
" No. 1	5.00

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Whole Rolled Ox Tongue, No. 2	
Boneless Whole Ham, No. 1 1/2	
" " " " " " " "	
All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

## Deviled Meats.

Curtice Brothers, "Blue Label"—	
No. 5 oz. No. 10 oz.	
Ham	1.40 2.40
Tongue	1.40 2.40
Chicken	1.85 2.90
Turkey	1.85 2.90
No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.	

## Potted Meats.

Curtice Brothers, "Blue Label"—	
No. 1/4 Tin. No. 1/2 Tin.	
Ham	1.35 2.25
Tongue	1.35 2.25
Chicken	1.80 2.75
Turkey	1.80 2.75
No. 1/4 packed 4 doz., No. 1/2 packed 2 doz. in case.	

## Soups.

Campbell's—	
Per doz.	
Asparagus	.90
Beef	.90
Bouillon	.90
Celery	.90
Consomme	.90
Chicken	.90
Chicken Gumbo (Okra)	.90
Clam Bouillon	.90
Clam Chowder	.90
Julienne	.90
Mock Turtle	.90
Mulligatawny	.90
Mutton Broth	.90
Ox Tail	.90
Pea	.90
Pepper Pot	.90
Printanier	.90
Tomato	.90
Tomato Okra	.90
Vegetable	.90
Vermicelli-Tomato	.90
No. 10 cans, Tomato only	

Curtice Brothers, "Blue Label"—	
Quarts. Pints. 1/2 Pints.	
Consomme	3.15 1.75 1.25
Bouillon	3.15 1.75 1.25
Beef	3.15 1.75 1.25
Julienne	3.15 1.75 1.25
Printanier	3.15 1.75 1.25
Vegetable	3.15 1.75 1.25
Tomato	3.15 1.75 1.25
Ox Tail	3.15 1.75 1.25
Mock Turtle	3.15 1.75 1.25
Pea	3.15 1.75 1.25
Mutton Broth	3.15 1.75 1.25
Clam Chowder	3.15 1.75 1.25
Clam Broth	3.15 1.75 1.25
Chicken Gumbo	3.15 1.75 1.25
Mulligatawny	3.15 1.75 1.25
Chicken	3.15 1.75 1.25
Chicken Broth	3.15 1.75 1.25
Green Turtle	6.50 3.50 2.00
Green Turtle, Clear	7.25 3.75 2.25
Terrapin	7.25 3.75 2.25
Schimmel's, assorted, 1 lb., 4 doz.	

## CANDIES AND CONFECTIONERY.

Croft & Allen Co.—	
Per lb.	
Extra Mixtures	30-lb. pails .08
Cream Jelly Mixtures	.09 1/2
Elcroften Mixtures	.09 1/2
Nobby Mixtures	.10
Cadella Mixtures	.12
Fine French Mixtures	.12 1/2
French Creams	.09
American Mixtures	.08 1/2
Variety Cut Drops	.08 1/2
Darling Mints	.08 1/2
Golden Drip Bar	15-lb. boxes .10
Sour Balls	30-lb. pails .08 1/2
Pancella Cream Chocolate	.09 1/2
I X L Assorted Chocolate	.11 1/2
King B Assorted Chocolate	.12 1/2
No. 1 Fine Assorted Chocolate	.16
Nonpareil Drops	.11 1/2
Chocolate-covered Caramels	.12
Dairy Chocolate Chips	25-lb. pails .15 1/2
Chocolate Mints	30-lb. pails .10 1/2
Honey B Comb	21-lb. pails .16 1/2
Cream Coconut Balls	28-lb. pails .11 1/2
Cream Peppermint	30-lb. pails .09 1/2
Cream Wintergreen	.09 1/2
Wellington Caramels	25-lb. pails .08
Frozen Milk Caramels	30-lb. pails .10 1/2
Soft Jelly Gum Drops	.07 1/2
Superfine Gum Drops	.10 1/2
Jelly Beans	.08
Wintergreen Lozenges	.09 1/2
Mint Lozenges	.09 1/2
Assorted Lozenges	.09 1/2
Conversation Lozenges	28-lb. pails .09 1/2
C. & A. Crown Stick	30-lb. pails .08 1/2
Rock Candy, assorted	10-lb. boxes .09 1/2
Penny goods	20 boxes in case 5.00

## CATSUP.

Beefsteak Catsup, medium	
P. P. Co., spiced, No. 32, 5 doz.	
Waldorf, medium, 12 oz., screw top, 2 doz.	
Campbell's—	
Tomato, roc. size, bottles	
Tobasco, roc. size, bottles	
Snider's—	
Pints, 2 doz.	
Half-pints, 2 doz.	
Quarts, 1 doz.	
Gallons, 6 jugs in crate	

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## KETCHUP.

Curtice's "Blue Label" Tomato Ketchup—	
Per Case	
Small, 25 bottles in case	2.75
Medium, 25 bottles in case	4.25
Large, 12 bottles in case	3.25

## CHOCOLATE AND COCOA.

Walter Baker & Co's—	
Per lb.	
Premium, 1/2s, 12 to 25 lbs.	.33
Premium, 1/2s, 12 lbs.	.33
Caracas, sweet, 6 lbs.	.35
German, sweet, 12 lbs.	.24
Auto, sweet, 6 lbs.	.35
Cocoa, 1/2-lb. cans, 12 lbs. in box	.36
Cocoa, 1/2-lb. tins, 6 lbs.	.36
W. H. Baker's—	
Best Cocoa, 1/2-lb. size	
1-lb. "	
Premium Chocolate, 1/2s, 12 lbs.	.30
" " " " " " " "	.31
Best Sweet Chocolate, 1-55, 6 lbs.	.19 1/2
" " " " " " " "	.19 1/2
Hershey's—	
Milk, 48 5 cent.	
Epp's—	
Cocoa, 1/2-lb. tins, 7 lbs.	
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins	
" 12-lb. boxes, 1/2-lb. tins	
" 6-lb. boxes, 1/2-lb. tins	
" square tins, 48 in box	
Huyler's—	
Cocoa, 1/2s, 6-lb.	
" 1/2s, 6-lb.	
Hooton Cocoa and Chocolate Co.—	



Cocoa, labeled, 1/2s	
Cocoa, labeled, 1/2s	
Premium Chocolate, 1/2s	
Premium Chocolate, 1/2s	
Bensdorp's Royal Dutch Cocoa, 12-lb. cases—	
Per can. Per doz.	
1/2-lb. round cans	.18 2.16
1/2-lb. round cans	.29 3.48
1-lb.	.57 6.84
1 1/2-oz.	.07
5-lb. "	
Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—	
Milk, 6 to 10 lb.	
Queen, 4 to 10 lb., 12 to case	
Sweet Vanilla, 4 to 10 lb.	
" 8 to 10 lb.	
Milk Chocolate, Towers, 5 lb. boxes	
" 1/2 lb. boxes, 90 to case	
Turinos, 5 lb. boxes	
Blooker's Cocoa—	
1/2-lb. tins, 2 doz. in box	
1/2-lb. tins, 2 doz. in box	
1-lb. tins, 1 doz. in box	
5-lb. tins, 1 doz. in case	
10-lb. bags, 1 doz. in case	
Runkel's—	
Cocoa, 1/2s, 1/2 cans, 6 lbs.	

WILBUR'S  
COCOA

FINEST FLAVOR

FAIREST PRICE

100 tins, 12 lb. boxes	
1/2-lb. tins, 6-lb. boxes	
1/2-lb. tins, 6-lb. boxes	
Premium Chocolate—	
1/2 lb., 12-lb. boxes	
1/2 lb., 12-lb. boxes	
Chocolate—	
Sweet Clover, 48 cakes, 5 cent size	
24 cakes, 10 cent size	
Lowney's—	
Premium Chocolate, 6-lb boxes, 12 boxes in case, 1/2-lb. packages	
Premium Chocolate, 12-lb. boxes, 6 boxes in case, 1/2-lb. packages	
Premium Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages	
Premium Chocolate, 12-lb. boxes, 6 boxes in case, 1/2-lb. packages	
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages	
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages	
Vanilla Sweet Chocolate, 12-lb. boxes, 6 boxes in case, 1/2-lb. packages	
Vanilla Sweet Chocolate, 50 5-cent packages in box	
Cocoa, 6-lb. boxes, 12 boxes in case, 1-lb. tins	
Cocoa, 12-lb. boxes, 6 boxes in case, 1-lb. tins	

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Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins	
Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins	
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins	
Cocoa, 12-lb. boxes, 6 boxes in case, 1-lb. tins	
Cocoa, 5-lb. screw cap cans, 10 cans in case, 5-lb. tins	
Diamond Chocolate, sweet, 1/2-lb. pkgs.	
6-lb. boxes, 12 boxes in case	
12-lb. " " " " " "	
"Always Ready" Sweet Cocoa Powder, 1-lb. tins, 12-lb. boxes, 6 boxes in case	
6-lb. boxes, 12 boxes case, 1/2-lb. tins	
1/2-lb. tins, 6 lb. boxes, 12 boxes case	
Milk Chocolate, 50 5-cent packages in box	

Croft's Cocoa and Chocolate—		
Swiss Milk Cocoa, ½-lb. jars, 6- and 12-lb. boxes		
Croft's Cocoa, ½s, 2 dozen in box	.....	1.40
" " " ½s, 6 lbs. "	.....	1.80
" " " ½s, 6 lbs. "	.....	.33
" " " ½s, 6 lbs. "	.....	.38
" " " 5-lb, 6 cans "	.....	.30
" Swiss Milk Chocolate, 48 5-c. cakes..		1.50
" Premium, ½s, 12-lb. cakes		.31
" " " ½s, "	.....	.30





## CHILDREN DEARLY LOVE PENN MAR SYRUP

And unlike most things that children are fond of, it's good for them. Their mothers and fathers like it too, because it is the only absolutely pure sugar cane syrup made in this market. You ought to tell this to every customer you have because you make 33 $\frac{1}{3}$ % profit on every can you sell.

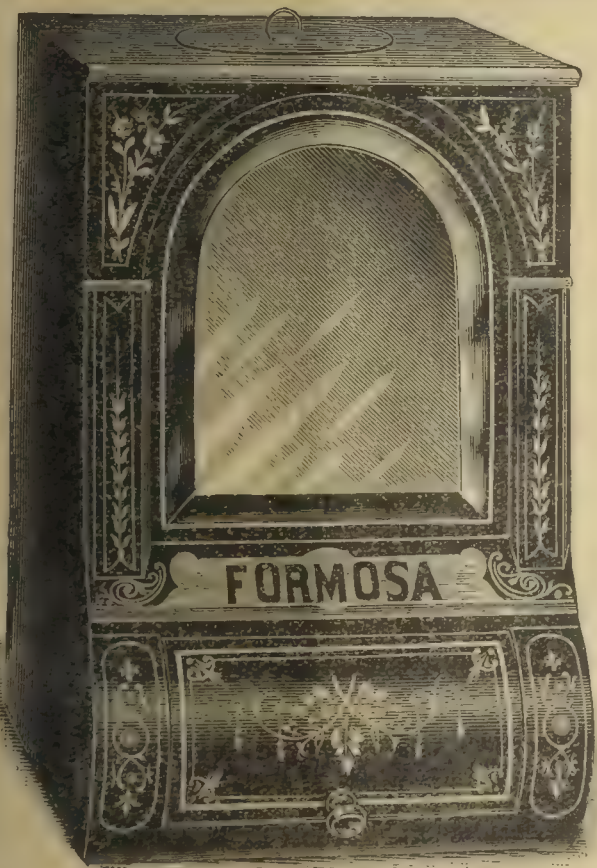
**J. STROMEYER & COMPANY**

33 S. Water Street, Philadelphia

## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese  
Scenery Paper for  
Tea-store Decoration



**TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills**

WRITE FOR CATALOGUE

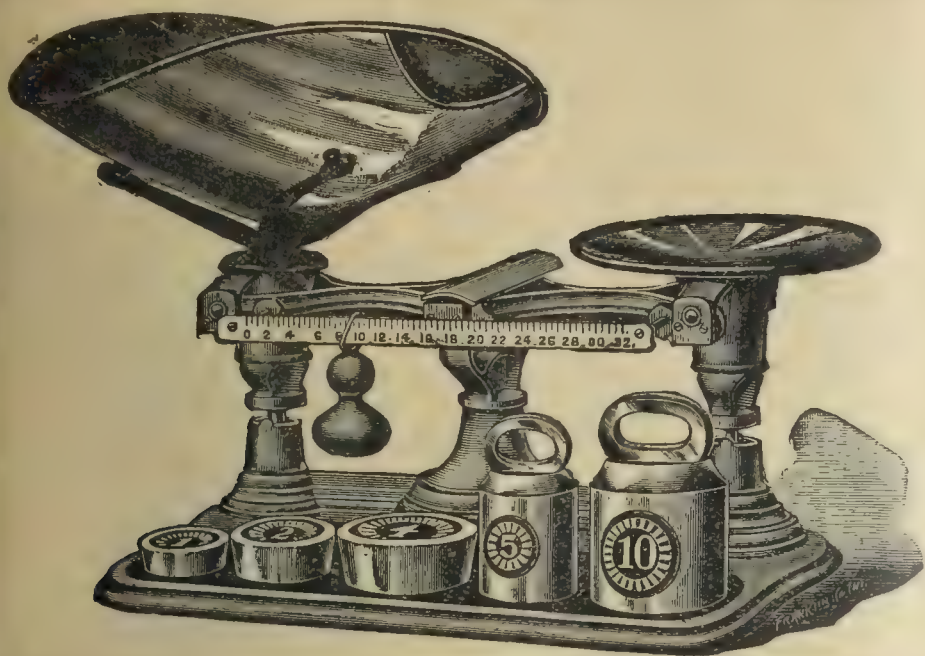
**MORGAN & CORNELL**

211 DUANE ST.  
NEW YORK

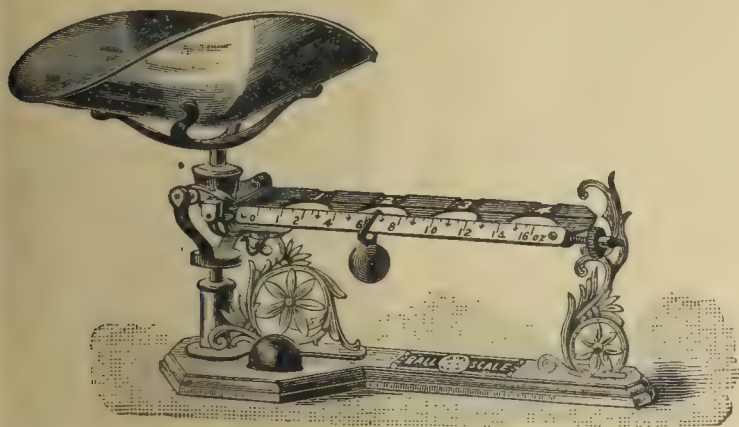








Troemner's No. 151 B, "AGATE" Bearing Scale, sensibility 1-32 oz. Leaves your profit in the bin every time. NO OVERWEIGHT.

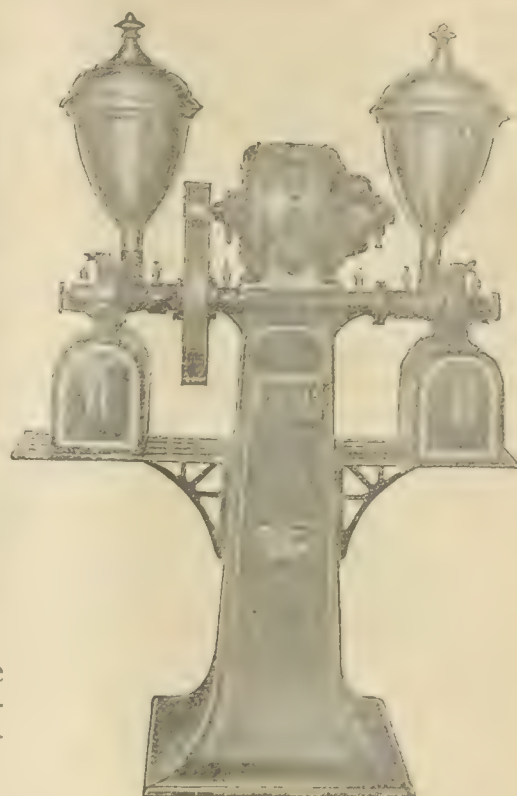


Troemner's No. 44, "BALL" SCALE

Standards of Excellence  
Used by All Leading Grocers

## Troemner's New Electric Coffee Mills

The ONLY successful machine of the kind on the market. PULVERIZING and GRANULATING coffee as it should be done.



FAMOUS "STAR" COFFEE MILLS  
STEEL and AGATE BEARING GROCER SCALES  
TEA, COFFEE and SPICE CANS AND BINS

Don't be talked into something "just as good;" there is NOTHING like GENUINE TROEMNER FIXTURE. WRITE FOR CATALOGUE.

## Henry Troemner

No. 911 ARCH STREET - PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams Street - CHICAGO, ILL.  
GENERAL AGENTS FOR UNITED STATES

## No Fighting Over Us

All other types of baking powder except phosphate powders, of which Rumford's Baking Powder and Rumford's Yeast Powder are the chief, have been a bone of

contention between chemists, legislators and the trade for years.

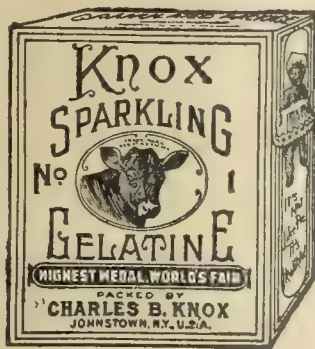
This contention has run the whole gamut of purity, wholesomeness, legality and profit.

Rumford's Powders are in a class alone—no one has ever questioned their purity or wholesomeness, no laws have ever made them illegal, and no retailer has ever questioned the profit that they pay.

More than that they stand up and do their work in the consumer's kitchen. Why not sell them and keep out of the baking powder fussing?

**RUMFORD CHEMICAL WORKS**

Providence Rhode Island



## Do You Know That Knox Gelatine Advertises You?

¶ Every customer knows that a grocer who sells KNOX GELATINE sells the best brands of other goods.

¶ We guarantee KNOX GELATINE to give perfect satisfaction, refunding its cost if it shouldn't.

¶ When we please customers and see that you get a good profit, we figure that we have done it all.

¶ That's why we believe you will push KNOX GELATINE.

**Chas B. Knox Company**  
JOHNSTOWN - NEW YORK



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## FARINACEOUS GOODS.

	Per bag.
Corn Meal—	
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
" table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
" yellow, 24 packages	1.80
Farina—	
Hecker's, 24 lbs.	per case 1.50
Beans—	Per bushel.
California Lima, about 80 lbs.	per lb. .05 1/2
Marrows, fancy, N. Y. State, grain bags	2.95
Michigan Pea, bags 160 lbs.	2.35
Red Kidneys	2.95
Peas—	
Green	2.35
Scotch	2.35
Split, yellow	2.30
" green	2.30
Lentils—	Per lb.
ooooo, 110-lb. bags	.02 3/4
Less quantity	.03
Shaker Corn—	
Fancy, barrels	
Less quantity	
Hominy—	
Lea's Breakfast, 10 packages	per case 1.60
" Pearl, 100 lbs.	per bag 2.30
Schumacher's Breakfast, 10 pkgs. to case	1.45
Western Pearl, 100-lb. bags	1.75
" Grits, 100-lb. bags	1.75
Mother's, Grits, 36 packages	2.35
" Pearl, coarse, 36 packages	2.35
Barley—	
OO	
No. 3, 100 lb. bags	2.35
Noodles—	Per case.
Smith's, 30 10-c. packages	1.90
" assorted, 5 and 10-c.	1.90
Golden Egg, 5 and 10-c.	1.70
" 5-c.	1.70
" 10-c.	1.70
Royal Crown, 4 doz. 5c.	1.30
Royal Crown, 2 doz. 10c.	1.10
Oatmeal—	
B, 800 lbs.	per bbl. 4.95
B, 100-lb. kegs	per keg 2.90
Mother's, steel cut, 24 packages	2.65
Oaten Goods—	Per case.
Mother's Crushed Oats, 18 packages	1.47 1/2
" 20 packages, large	3.90
Rolled Oats—	
Avena, 180 lbs.	per bbl. 5.00
" 90 lbs.	per keg 2.62 1/2
" 90 lbs.	per sack 2.35
Standard, 180-lb. bbls.	4.50
" 90-lb. bags, fresh	2.20
Mother's, compressed, 18 tins	2.12 1/2
Sago—	
Colburn's, 36 1-s.	per lb. .06 1/2
Fine	.04
Tapoca—	
Instantaneous, 50 1-s.	per lb. .07 1/2
Colburn's Hasty, 36 packages	per lb. .06 3/4
Minute, 1/2 gross	per box 2.75
Flake, about 125 lbs.	per lb. .03 3/4
Pearl, 150 lbs.	.03
" less quantity	.03 1/2

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 2s	per case 4.50
Egg-O-Se, 36 packages	2.50
" Corn Flakes, 36 packages	2.50
Maple Flake, 36 packages	4.05
5-case lots	3.85
Post Toasties, 36 packages	2.80
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages	2.50
1 doz. 20-oz. packages	2.25
2 doz. 10-oz. packages	2.70
3 doz. 20-oz. packages	6.75
Grape Nuts—	
2 doz. 1-lb. packages	2.70
3 doz. 1-lb. packages	4.05
Post Toasties—	
2 doz. family size	2.80
3 doz. popular size	2.80
Shredded Whole Wheat, 30 packages	5.00
" 25 packages	4.60
Mother's Corn Flakes, 36 packages	2.55
" Wheat Hearts, 18 packages	1.90
Cream Wheat, 30 packages	4.50
Wheatlet, 30 packages	3.60
Wheatena, 30 packages	4.50
Grape Nuts, 24 packages	2.70
Triscuit, 30 packages	3.50
Vitas, 30 1-lb. packages	4.45
Kellogg's Toasted Corn Flakes, 36 packages	2.80
H-O Company—	Per case
Force, 20s	3.00
Korn-Kinks, 36s	1.45
Presto, small, 18s	1.60
Presto, large, 10s	2.25
Flour, self-raising, small, 18s	2.10
Flour, self-raising, large, 10s	2.10
Buckwheat, compound, small, 18s	1.50
Buckwheat, compound, large, 12s	1.50
Pancake, 18s	1.50
H-O (steam cooked oatmeal), 12s	1.55
Pawnee Oats, regular size, 18s	1.50
Pawnee Oats, family size, 20s, without chinaware	3.00
Pawnee Oats, family size, 20s, with china	3.40
O-G, 18s	1.50
O-G, family size, china, 20s	3.40
O-G, family size, no china, 20s	3.00
DE-FI, barrels, 180 pounds	5.00
DE-FI, sacks, 90 pounds	2.35
Quaker Oats Co., The—	
Apitzo Biscuit, 24s	3.00
Avena, 18 packages	1.45
Banner Oats, 20 packages	4.00
Quaker Breakfast Biscuit, 24s	1.85
Old Fashioned Scotch Brand Oat Meal, 24s	2.60
Silver Brand Farina, with spoon, 24s	2.80
Saxon Wheat Food, 24s	3.00
Parched Farinose, 24s	2.70
Quaker Cracked Wheat, 24s	2.40
Quaker Oats, round, 36s	4.25
Quaker Whole Wheat Flour, 10s	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 24s	1.85

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Scotch Brand Pearl Barley, 24s	per case. 1.40
Pettijohn's Breakfast Food, 18s	1.97 1/2
Quaker Puffed Wheat, 36s	2.85
Quaker Puffed Rice, 36s	4.25
Quaker Oats, 18s	1.45
Quaker Oats, 20s Family (with China)	4.00
Quaker Oats, 36s Tins	4.25
Schumacker's Farina	1.40

## GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox's Crystal	1.12 1/2
" Acidulated	1.12 1/2
Cox's, large	1.60
" small	.97 1/2
Plymouth Rock, pink or white	1.20
Nelson's	1.40
Bromangelon, assorted, 3 doz.	.87 1/2
Jell-O, assorted flavors, 2 doz.	.86
Jell-O Ice Cream Powder, 2 doz.	.97 1/2
Jellycon, assorted flavors, 3 1/2 doz.	.87 1/2
Chalmer's	.90
Mother's, small, 1 doz.	.45
" large, 1 doz.	.90
Cooper's	.85
Tryphosa	.95
Gelatine, McKinley's	.85
Wetmore's, double refined, 36 10-c. packages	.80
Pudding, assorted, 2 doz.	per case 2.70
Minute Gelatine, plain	per gross 12.75
Minute Gelatine, plain	per doz. 1.10
Minute Gelatine, flavored	per gross 10.80
Minute Gelatine, flavored	per doz. .90
Seven flavors, packed solid or assorted.	

## MACARONI Domestic.

	Per lb.
Larosa Alphabets, square, 25 pkgs.	.05 1/2
" Elbows, square, 25 pkgs.	.05 1/2
" Macaroni, long, 25 pkgs.	.05 1/2
" Spaghetti, long, 25 pkgs.	.05 1/2
" Vermicelli, square, 25 pkgs.	.05 1/2
" Macaroni, bulk, 25 pkgs.	.05 1/2
Woodcock, long, 24 pkg.	.10 1/2
Crystal, long, 25 pkg.	.06 1/2
Crystal, Elbows, 24 pkg.	.06 1/2
Crystal, Spaghetti, 25 pkg.	.06 1/2
Crystal, Vermicelli, 25 pkg.	.06 1/2
Extra, long, 25 pkg.	.04 3/4

## Imported.

B. S. J. Macaroni, 25 pkg.	.08 3/4
B. S. J. Elbows, 25 pkg.	.08 3/4
B. S. J. Spaghetti, 25 packs.	.08 3/4
B. S. J. Vermicelli, 25 packs.	.08 3/4

## FIXTURES.

H. F. Heacock—		
Scales, No. 1, Tin Scoop, 10.00	Brass	14.00
Scales, No. 2, Tin Scoop, 7.00	Brass	9.00
Scales, No. 3, Tin Scoop, 6.00	Brass	7.00
Scales, No. 4, Tin Scoop, 5.00	Brass	6.00
Less 30 per cent. discount.		
600-lb. Platform Scale		12.00
Tea Caddies, Red, No. 55		14.00
Tea Caddies, Red, No. 53		10.00
Tea Caddies, Red, No. 54		8.00
Tea Caddies, Red, No. 55		5.00
Scoops, Galvanized, Flour		.30
Scoops, Galvanized, Sugar		.25
Scoops, Galvanized, Starch		.25
Tobacco Cutters		1.25
Alarm Money Drawers		1.50
Bag and Twine Holders		.75
Barrel Covers, 21 in.		3.50
Barrel Covers, 19 in.		3.00
Cheese Cutters		15.00
Bung Bore, No. 2, 1 1/2 to 2 in.		1.50
Coffee Mills, No. 7		10.00
Coffee Mills, No. 9		16.00
Coffee Mills, No. 12		45.00
Less 25 per cent. discount.		

## Counters.

No.	Length.	No. of Drawers	Each.
6 1/2	3 feet, 8 inches	9	18.00
8 1/2	4 feet, 10 inches	12	22.00
10 1/2	6 feet	15	28.00
12 1/2	7 feet, 3 inches	18	32.00
14 1/2	8 feet, 6 inches	21	36.00
16 1/2	9 feet, 8 inches	24	40.00
18 1/2	10 feet, 10 inches	27	45.00
20 1/2	12 feet	30	50.00
Capacity of Drawers, 40 to 60 lbs. each.			

## Scoops.

Indestructible, No. 4	per doz. 9.00
" No. 5	12.00
" No. 6	15.00
Ex. Galvanized Steel Blades, No. 3	per doz. 4.00
" " No. 4	5.40
" " No. 5	7.20
X Quality, No. 3	2.60
" No. 4	3.00
" No. 5	3.40

## SMOKED FISH, CODFISH AND MACKEREL Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case	per doz. .90
Tins, Keyed (Jewel), 2 doz. in case	.90
Large cartons or tins, 2 doz. in case	2.00
Dime Tumblers, 2 doz. in case	.90
Bulk, 15 lbs.	per lb. .15

## Threaded Fish.

Thistle, 24 packages	.65
Swansdown, 2 doz.	per doz.
Osprey, 2 doz.	"
Swift & Co.—	
Talisman brand, 20-lb. boxes	per lb. .10 1/2
" cartons	per case 1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins	per case 3.80

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## New Mackerel.

	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
New.					
Ex. Norway, No. 1, 170-190	35.00	18.10	9.25	2.00	
Ex. Norway, No. 2, 230-260	25.00	13.10	6.65	1.50	
Ex. Norway, No. 3, 320-360	19.00	10.10	5.25	1.20	
Ex. Norway, No. 4, 420-460	17.00	9.10	4.75	1.10	
Summer					
Ex. Bloaters, XX, 100-110	35.00	18.10	9.25	2.00	
Fancy Shore, No. 1, 130-150	28.00	14.60	7.50	1.65	
Ex. Shore, No. 1, 130-150	26.00	13.10	6.65	1.50	
Shore, No. 1, 130-150	24.00	12.60	6.50	1.40	
Extra Irish, No. 2, 325-375	16.00	8.60	4.50	1.05	
Medium Irish, No. 2, 350-400	15.00	8.10	4.25	1.00	
Small Irish, No. 2, 410-450	14.00	7.60	3.90	.95	
Small Irish, No. 3, 475-525	13.00	7.10	3.65	.91	
New Medium Shore, 160-180					
Large, No. 2, 310-320					
Cape Shore, 110-120	16.00	8.60	4.50	1.05	
Holland, 400-450	11.00	6.10			

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1	7.00	4.60			
Lab. Split, Lg. No. 2	6.00	3.60			
Shore, Round, Large					
Shore, Round, Med.	7.00	4.10			
Ocean Fish	5.00	3.10			
Shad, No. 1, Mess	11.00	6.10	3.25	.75	
Shad, No. 2, Mess					
Haddock, Pickled					
Red Salmon	12.00	6.60			

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06 1/2
Gilt Edge, 40 lbs.	.06
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish—	
12 38, wood boxes	per lb. .15 1/2
12 28, "	.15 1/2
12 16, "	.16
10-lb. boxes	.15
5-lb. "	.15
Cakes, 24 in fancy box	per case 2.80
" 10-lb. cartons	per carton 1.20
24 jars, fancy box	3.10
12 " "	1.65
Strips, 40 size, boxes	.10
" 20 " "	.10 1/2
Middles, 40 size, boxes	.12
" 20 " "	.12 1/2

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06 1/2
Snow White, 1-lb. bricks, 20 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case	1.50
" small size, 2 doz. in case	.90
Small Tumblers, 2 doz. in case	.90
Large Jars, sealed, 2 doz. in case	1.50

## Loose Codfish.

Extra Large Georges Cod	.08
Large Bank	.07 1/2
Medium Bank	.06 1/2
Pollock	
Hake	
In original cases, 450 lbs., 1/2 c. less.	

## Smoked Fish.

New Extra Scaled Herring	per box .16
Boneless Herring, fancy 10-lb. boxes	per lb. .13
Smoked Salmon, whole fish	.27
Cromarty Bloaters, 50s	per box 1.10
" 100s	2.10

## Swift &amp; Co.—

Talisman brand Boneless Herring, in glass, 15c. size, 24 vacuum jars	2.95
Talisman brand Boneless Herring, in glass, 10c. size, 24 screw-top jars	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars	3.10
" 24 cartons	2.12

## FRESH FISH.

	Per lb.
Cisco	.08
Halibut	.15
Salmon, fresh	.14
Codfish	.06
Large Hake	.07
Haddock	.05
Spanish Mackerel	.15
Sheepshead	.15
Smelts	.12
Flounder	.08
Cat Fish	.13
Butterfish, frozen	.06
Ells	.10
Sea Bass, frozen	.08
Weak	.07
Blue, frozen	.15
Fresh Mackerel, frozen, each	.20
Rock	.20
Boiling Rock	.25

## Steak Fish 1/2 cent per lb. additional

## OYSTERS.

Cove, Primes	per M. 10.00
Cove, Culls	4.50
Blue Points	5.00
Blue Points	per bbl. 6.50
Absecon, Primes	per M. 9.00
Absecon, Culls	4.50
Rockaways	per bbl. 5.50

## CLAMS.

Clams	per M. 6.00
Necks	5.00

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## DRIED FRUITS.

	Per box
Raisins—	



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

## TO THE TRADE:

You Should in Stocking

# CEYLON TEA

Be Ever Careful to Buy

## The Better Grades

---

It Is

## The Most Profitable

Policy in the Long Run

---

Selling Cheap Teas at Fine Tea Prices Might Show Big Profits Temporarily, but It Would Eventually Kill Trade. And It Would Discourage Growing Fine Teas.



"GET SOME"

## Delivering the Dozen

It takes no longer to deliver a dozen cans of **Van Camp Pork and Beans** than one can, and it means *eleven more meals* on which *you make a profit*. So, offer a little discount and

*"Sell her a dozen cans."*

**The Van Camp Packing Company**  
Indianapolis, Indiana



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## FOREIGN AND DOMESTIC GREEN FRUITS.

		Per bunch.
Jamaica Bananas—		
Selected, 10 hands, packed 1 in barrel.....	2.10	
" 9 " " 2 in crate.....	1.75	
" 8 " " 1 in barrel.....	1.25	
" 5 " " 2 in crate.....	1.15	
" 8 " " 3 " ".....	1.10	
" 7 " " 2 " ".....	.95	
" 7 " " 3 " ".....	.85	
Cocoanuts—		Per sack.
Porto Rico, extra fancy, 80 size.....	3.50	
Jamaica, extra fancy, 100 size.....		
Florida Oranges—		
Fancy Brights, 126-150.....	3.10	
" 176-200.....	2.50	
" 216-250.....	2.25	
" 288-300.....	2.15	
Golden Russetts, 126-150.....	2.75	
" 176-200.....	2.25	
" 216-250.....	2.00	
" 288-300.....	2.00	
Florida Grape Fruit—		
Fancy Brights, 36-46.....	4.00	
" 54-64.....	4.00	
" 80-96.....	3.50	
Golden Russetts, 36-46.....	3.50	
" 54-64.....	3.50	
" 80-96.....	3.25	
Cranberries—	Barrels.	Crates.
Extra fancy, dark color.....	6.50	2.00
Fancy, well colored.....	6.00	1.85
Choice, medium color.....	5.50	1.50
Messina Lemons—		Per box.
Extra fancy, 300 size.....	3.50	
" 360 size.....	3.25	
Choice, 300 size.....	3.00	
" 360 size.....	3.00	
California Lemons—		Per box.
Extra fancy, 300 size.....	4.00	
" 360 size.....	4.00	
Choice, 300 size.....	3.50	
" 360 size.....	3.50	
Almeria Grapes—		Per keg.
Extra fancy, 60 to 64 lbs.....	5.50	
" 58 to 60 lbs.....	5.00	
Fancy, 60 to 64 lbs.....	4.50	
" 58 to 60 lbs.....	4.00	
Fancy Tangerines—		Per strap.
120 size.....	4.00	
144 size.....	4.00	
168 size.....	3.75	

## HORSE RADISH.

Tumblers, 10-c. size, 2 doz.....	per doz.	.62½
Tumblers, 5-c. size, 2 doz.....	"	.45
Tumblers, 10-c., Lord's Prayer, 2 doz.	"	.80
Tumblers, int. cut glass, 10-c., 2 doz.	"	.80

## INK.

Arnold's, black, 32.....	per bottle	.48
Continental, red, 1 doz.....	"	.30
" black, 3 doz.....	"	.25
Royal, black, 3 doz.....	"	.25
Superior, black, 3 doz.....	"	.23
Stafford, Commercial, 32.....	per bottle	.60

## LAMP GOODS.

		Per case of 6 doz.
Lamp Chimneys—	No. o. No. 1. No. 2.	
Macbeth Pearl Top.....	4.20 4.50 5.10	
Acme, Victor Top.....	3.60 4.20 4.80	
Pure Flint, Lustre Top.....	2.70 3.30 3.90	
Crystal, Crimp Top.....	2.10 2.70 3.30	
No. o. Tubular Lantern Globes.....	5 doz.	2.75
Cold Blast.....	5 doz.	3.75
Jumbo Chimneys, plain.....	per doz.	.75 .85
" dec., 107.....	No. o. No. 1. No. 2.	.90 1.00
Banner Burners.....	No. o. No. 1. No. 2.	.45 .55 .75
No charge for packages.		
Oil Cans—		Per doz.
1-gal., glass.....		2.25
1-gal., galvanized, Pearl.....		1.90
5-gal., Leannox, spout.....		5.50
5-gal., spigot.....		6.50
5-gal., Columbia.....		7.00
5 gal., Banner.....		8.00
5-gal., Climax, pump.....		10.00
5-gal., Home Rule, pump.....		12.00
Lanterns—		
No. o. Standard.....		4.50
No. o. Dash.....		6.50
Cold Blast.....		8.00

## LIME.

Prepared, 2 doz. in case.....	per doz.	.52½
Chloride, Acme, sifting, 25-lb. boxes, 1 lb.....	"	.05½
" 25-lb. boxes, ½ lb.....	"	.06½

## LYE AND POTASH.

		Per case.
Banner Lye, 4 doz.....		3.15
Babbitt's Lye, 4 doz.....		3.20
Lewis Lye.....		3.25
Red Seal, 2 doz.....		1.90
" 4 doz.....		3.70
Popular, 4 doz.....		1.45

## MATCHES.

Double Tip—		
Ohio Blue Tip, No. 10, 1 gross.....		1.00
" " No. 20, 1 gross.....		1.70
" " No. 30, 100 packages.....		3.60
" " No. 50, 1 gross.....		4.50
" " No. 50, 20 packages.....		3.25
Desk Noiseless, No. 50, 1 gross.....		4.25
" " No. 50, 20 packages.....		3.00
Ohio Noiseless, No. 50, 1 gross.....		3.75
Silent Witch Noiseless, No. 50, 1 gross.....		3.50

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		Gross
American—		
No. 2.....	1.35	
" 10-case lots.....	1.30	
Battle Axe, No. 5, red head.....	3.50	
Birds Eye, No. 5.....	3.50	
Black Swan, No. 5, noiseless tip.....	3.50	
Blue Hen—		
No. 2.....	1.60	
" 10-case lots.....	1.50	
No. 5.....	4.25	
" 4-case lots.....	4.00	
Cat and Mouse—		
No. 2.....	1.85	
" 10-case lots.....	1.75	
No. 5.....	2.80	
" 7-case lots.....	2.65	
No. 4.....	3.70	
" 5-case lots.....	3.50	
Chips—		
No. 2.....	100 packages	3.50
" 50.....	"	1.75
Black Diamond, No. 5.....	100 boxes	3.50
" 6-case lots.....	100 "	3.35
Doric, No. 2.....		.90
Grocers No. 2, 3 gross.....	case	5.25
Globe, No. 1, 3 gross.....	case	2.85
Ignito, 1 gross.....		.75
Mazeppa—		
No. 5.....	3.75	
" 5-case lots.....	3.50	
ress—		
No. 2.....	1.90	
" 10-case lots.....	1.80	
No. 5.....	4.75	
" 5-case lots.....	4.50	
Swift & Courtney—		
No. 60, 5 gross.....	.55	
" 4-case lots.....	.50	
No. 80, 5 gross.....	.75	
" 4-case lots.....	.70	
No. 2.....	1.90	
" 10-case lots.....	1.75	
No. 5.....	4.00	
" 4-case lots.....	3.75	
Searchlight—		
No. 1, 3 gross.....	1.00	
" 7-case lots.....	.95	
No. 5.....	4.50	
" 4-case lots.....	4.25	
Vulcan—		
No. 5.....	4.20	
Safety, No. 2.....	.55	
" No. 37.....	.50	
Orient, safety, 659, 5 gross.....	.50	
Daily's, No. 2, blue head, 60s, 5 gross.....	.60	
" " 2-case lots.....	.55	

## MINCE MEAT.

		Per lb.
Armour's, Home-made style, Wet—		
10-lb. kits.....	.09½	
25- ".....	.09	
50- ".....	.08½	
100-lb. bbls.....	.08½	
150- ".....	.08½	
250- ".....	.08	
450- ".....	.07½	
John Bower & Co.—		
Superior, bbls. and ½ bbls.....	per lb.	.10
" 18, 37 and 68-lb. buckets.....	"	.10½
" 6 10-lb. buckets.....	per crate	6.85
" 6 5-lb. buckets.....	"	3.95
" 6 5-lb. glass jars.....	per case	4.50
" XXX, 18, 37 and 68-lb. buckets,	per lb.	.14
" 6 5-lb. glass jars, per case.....		5.10
Atmore & Son—		
Extra Family, Seedless—		
No. 3, 6 glass jars.....	per case.	4.50
No. 3, 6 glass jars.....		3.10
No. 18, 37 and 68, wooden pails.....	per lb.	.13
Barrels, halves, quarters and kits.....	"	.12½
Family, Seedless—		
No. 3, 6 wooden pails.....	per box.	3.65
No. 10, 6 wooden pails.....		6.50
Celebrated, Seedless—		
Bbls., ½s and ¼s.....	per lb.	.08½
Wooden pails, 18, 37 and 68 lbs.....	"	.09½
Wooden kits, Nos. 20-35.....	"	.09
Wooden kits, Nos. 20-35.....	"	.08
Keystone—		
Bbls., ½s and ¼s.....	per lb.	.07½
Wooden pails, 18, 37 and 68 lbs.....	"	.08½
Condensed cartons, 3 doz. to case.....	gross	11.00
Condensed cartons, 6½ doz. to case.....	gross	11.00
Barrels, ½s, ¼s.....	per lb.	.10
Wooden kits, Nos. 20-35.....	"	.08
Wooden kits, Nos. 25-40.....	"	.10
Schimmel's—		
Bbls., ½ bbls. and 30-lb. kits.....		.07½
18 and 37-lb. kanakins.....		.07½
10-lb. kanakins, 6 to crate.....	per doz.	10.30
5-lb. " 6 to crate.....	"	5.75
5-lb. glass jars, 6 to crate.....	"	6.15
Campbell's, 30-lb. pails.....		.08
Mrs. Wells, bbls., ½ bbls. and 30-lb. kits.....		.06
New Year, bbls., ½ bbls. and 30-lb. kits.....		.05
Crescent, bbls., ½ bbls. and 30-lb. kits.....		.04½
National, bbls., ½ bbls. and 30-lb. kits.....		.07
Southwark, bbls., ½ bbls. and 30-lb. pails.....		.05½

## SILK.

		Per gal.
Stove Gasoline.....		.15½
Headlight, 150 test.....		.11

## OLIVE.

		Per doz.
Theodore Marquet Brand—		
64 oz. Mammoth, French bottle.....		14.00
32 oz. ".....		7.85
19 oz. ".....		4.65
10 oz. ".....		2.65
64 oz. Extra, French bottle.....		12.25
32 oz. ".....		6.55
19 oz. ".....		4.25
10 oz. ".....		2.45
30 oz. Extra Mammoth, cylinder.....		5.15
10 oz. ".....		2.95
30 oz. Mammoth, cylinder.....		4.65
10 oz. ".....		2.65

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Cunier & Worth Brand—		
Gals. French bottle.....	15.50	
64 oz. ".....	10.95	
32 oz. ".....	5.85	
19 oz. ".....	3.90	
10 oz. ".....	2.35	
12 oz. Pepper stuffed, club bottle.....	2.25	
10 oz. Celery.....	2.00	
5 oz. Pepper " ring bottle.....	.90	
Marquet Brand—		
6 oz. "Queens," cylinder bottle.....	1.00	
10 oz. " club bottle.....	2.10	
18 oz. Stuffed, fluted bottle.....	2.40	
½ Pts. Fourrees.....	3.50	
½ Pts. Farcies.....	3.50	
California, quart tins, large.....	3.50	
" pint tins, large.....	2.15	
" quart tins, medium.....	3.00	

## Olive Oil—Imported.

Bertin & Perrier's—		
Extra fancy, quarts, 1 doz.....	4.90	
" pints, 2 doz.....	2.90	
" ½ pints, 4 doz.....	1.90	
Rae's—		
Lucca, litre bottles, 1 doz.....	13.50	
" 25-oz. bottles, 1 doz.....	10.00	
" Finest Sublime, quarts, 1 doz.....	7.00	
" " pints, 2 doz.....	8.00	
" " ½ pints, 4 doz.....	4.75	
" " 8-oz. flasks, 2½ doz.....	8.00	
" " 12-oz. flasks, 2½ doz.....	10.50	
" Sublime, 8-oz. flasks, 2½ doz.....	7.50	
" " 12-oz. flasks, 2½ doz.....	9.50	
Finest Sublime, 1 gal., 10 in case.....	per gal.	2.85
" 5 gal., 1 or 2 in case.....	"	2.75
" 1 quart, 40 to case.....	"	3.10
Sublime, 1-quart tins, 40 to case.....	"	2.95
" ½-gal. tins, 20 to case.....	"	2.80
" 1-gal. tins, 10 to case.....	"	2.70
" 5-gal. tins, 1 or 2 to case.....	"	2.60
Nicelle—		
Large bottles, 1 doz.....	8.60	
Medium bottles, 2 doz.....	9.10	
Small bottles, 4 doz.....	10.00	
5-gal. tins, 2 to case.....	31.15	
1-gal. tins, 4 to case.....	12.95	
½-gal. tins, 8 to case.....	14.10	
32-oz. tins, 25 to case.....	25.85	
Trade discounts on quantity.		
Oliver's—		
1 doz. large.....	7.00	
2 doz. medium.....	7.75	
3 doz. small.....	4.75	
6 1-gal. tins.....	per gal.	2.35
10 ½-gal. tins.....	"	2.50
20 ¼-gal. tins.....	"	2.60

## American Oil.

		Per doz.
Stohrer's, No. 8, 2 doz.....		.55
" No. 16, 2 doz.....		.90
" No. 32, 1 doz.....		1.85
Keystone, bottles, 2 doz.....		.90

PAPER.  
Wrapping.

		Per ream.
Manila—		
15 x 30, full, 10 lbs.....		.37
24 x 36, full, 20 lbs.....		.80
18 x 24, full, 10 lbs.....		.37½
Special, 15 x 30, 6 lbs.....		.21
Bakers', 15 x 30, 10 reams in bundle.....		.12
Roll, grocers', 9, 12, 15, 18, 20 or 24 inches wide.....	per lb.	.03
Roll—		
White, light weight, 12, 15, 18, 20 or 24 inches wide.....		.03½
Glazed fibre, 12, 15, 18, 20 or 24 inches wide.....		.03½
Glazed silk parchment, 12, 15, 18, 20 or 24 inches wide.....		.03½
White tea, 12 x 16, reg.....	per package	.14
Wax butter.....	"	.11
Parchment butter, 9 x 12.....	"	.37½

## Toilet Paper.

		Per case.
100 5-cent rolls.....		3.10
100 5-cent packs.....		3.15
100 10-cent rolls.....		6.50
100 10-cent packs.....		6.50

## Paper Bags.

Price per 1,000 and not less than ¼ M lots. In original shipping bales, 5 per cent. Special Discount.

Size of Bag.	Elephant, Extra Quality, Union S. O. S.	Buffalo Yellow, Self-opening, Square.	Panther, Yellow Union, Self-opening Square.	Union Bear Automatic, Self-opening Square.	Wolf Automatic, Self-opening Square.	Record or Flyer, Square, or Peerless Satchel Bot.
4.....	.....	.47	.44	.39	.33	.29
½.....	.....	.57	.53	.47	.40	.32
1.....	.93	.77	.70	.59	.52	.45
2.....	1.15	.95	.87	.75	.64	.53
3.....	1.43	1.15	1.07	.93	.77	.65
4.....	1.05	1.33	1.25	1.09	.87	.77
5.....	1.93	1.55	1.45	1.27	1.10	.91
6.....	2.21	1.81	1.70	1.47	1.28	1.03
8.....	2.67	2.17	2.03	1.75	1.53	1.19
10.....	2.87	2.47	2.29	1.99	1.67	1.37
12.....	3.41	2.89	2.67	.....	.....	.....
14.....	4.51	3.67	3.55	.....	.....	.....
16.....	4.85	3.95	3.79	.....	.....	.....
20.....	5.39	4.45	4.29	.....	.....	.....
25.....	5.81	4.93	4.75	.....	.....	.....
Price per 1,000 and not less than 500 lots.						
Plain flour sacks, 18½-lb.....per M.						4.00
" " 35-lb....."						5.75
" " 50-lb....."						11.25





Nobody can make  
a better wagon  
than we do, and  
nobody can make  
as good a wagon  
cheaper :: ::

We not only make old wagons LOOK  
as good as new, but we repair them so  
skillfully that they WEAR almost as  
good as new.

Let us estimate on your next job.

## Rech-Marbaker Company

Eighth Street and Girard Avenue

PHILADELPHIA, PA.



Do your customers prefer  
Benzoate of Soda

or

**ATMORE'S  
MINCE MEAT**

which contains none.

*"Atmore's needs no stickers"*

ATMORE & SON,

Philadelphia.

Members of The American Assn. for the Promotion of Purity in Food Products.

## IF YOU ASK YOUR CUSTOMERS

which they prefer—foods containing ques-  
tionable coal tar drugs or the kind that are  
absolutely pure, you will speedily get your  
bearings on the Benzoate of Soda question.  
Then ask them what they think of

## HEINZ 57 VARIETIES PURE FOOD PRODUCTS

(THE KIND THAT CONTAIN NO PRESERVATIVES)

Our stand for purity in food products is well  
known and the consumer has absolute confi-  
dence in the 57 Varieties.

Don't you think it's pretty good business to  
take advantage of this established confidence?

**H. J. HEINZ COMPANY**

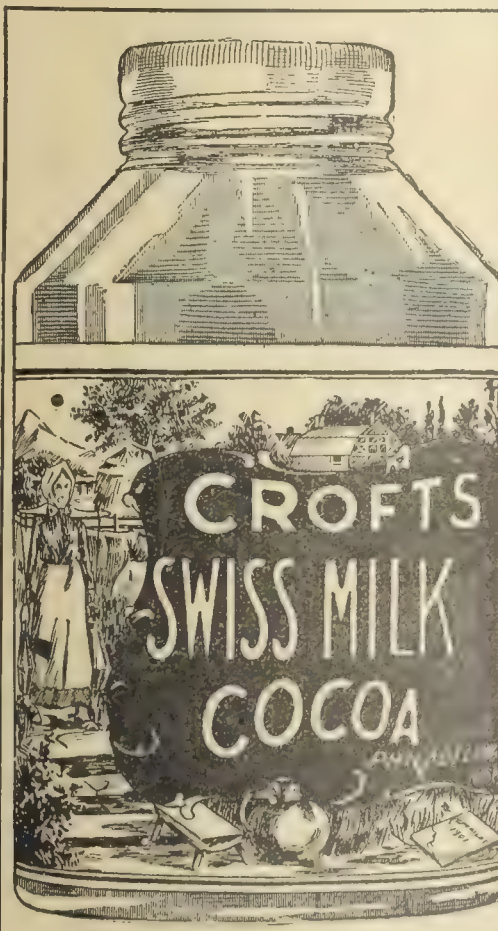
New York

Pittsburgh

Chicago

London

## Bought Simply. Because She Liked the Glass Package



It's odd what little things  
make sales sometimes. A gro-  
cer told us the other day that  
the day before a woman had  
bought a jar of Croft's Swiss  
Milk Cocoa simply because  
she liked the novelty of the  
glass package. She didn't  
ask any questions about the  
peculiar characteristics of the  
cocoa; she liked the glass  
jar and bought.

There is a point in that for  
grocers who study the public  
—the useful novelty is usually  
the seller.

Croft's Swiss Milk Cocoa,  
the only cocoa packed in  
glass, has a smoother flavor  
than any other cocoa made.  
That is because our exclu-  
sive process of making takes  
out certain substances that  
other manufacturers leave in.

Will you mention the "Grocery  
World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb.  
boxes

**CROFT & ALLEN CO.** PHILADELPHIA  
Pennsylvania . .



—25—

<b>Swift &amp; Co.—</b>	
Premium brand Hams, 8 to 10 lbs.	.17
" " 10 lb.	.17
" " 14 to 16 lbs.	.17
" " 18 lb.	.17
" " skinned, 10 to 12 lbs.	.18
" " boiled, skinned, fatless	.16
" Bacon	.12
" Dried Beef, inside	.10
" Beef Tongues, short cut	.19
Winchester brand Hams, skinned, all over	.15 1/2
" " 8 to 10 lbs. aver.	.15 1/2
" " 12 lbs. aver.	.15 1/2
" " 14 to 16 lbs. aver.	.15 1/2
" " 16 to 18 lbs. aver.	.15 1/2
" " Picnic.	.12 1/2

Above average loose, if packed 1/4 cent a lb. advance.

**LARD AND COMPOUNDS.**

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs. ....	.14 1/2	.11
Plain tubs, 50 and 60-lb. cans.....	.14 1/2	.11 1/2
10-lb. tin pails, 60 lbs. ....	.15 1/2	.11 3/4
5-lb. " 60 lbs. ....	.15 1/2	.11 1/2
3-lb. " 60 lbs. ....	.15 1/2	.11
Armour's—		
Shield Pure, 60-lb. tubs.....		.15 1/2
Simon Pure Leaf, 35, 55 and 100 .....		.17 1/2
White Cloud Compound, tubs.....		.11 1/2
" " tierces. ....		.11 1/2
Vegetole, tierces.....		.11 1/2
" " tubs.....		.11 1/2
Swift & Co.—		
Premium brand, tierces .....		.15 1/2
Silver Leaf brand, tierces.....		.14 3/4
Jewel, compound, tierces.....		.11 1/2
Cotoquet, tierces.....		.11 1/2

**DRESSED MEATS.**

	Per lb.
<b>City Dressed Beef—</b>	
Choice, native	.08 1/2 - .10
Common	.07 - .09
<b>Western Dressed Beef—</b>	
Choice, native cattle	.08 1/2 - .10
Common to fair	.07 - .09
<b>City Dressed Veal—</b>	
Prime	.12 1/2 - .15
Good to choice	.12 1/2 - .15
<b>Dressed Hogs—</b>	
Pigs	.11 1/2 - .12
Hogs, heavy	.11 1/2 - .12
" 180 lbs.	.11 1/2 - .12
" 160 lbs.	.11 1/2 - .12
" 140 lbs.	.11 1/2 - .12
<b>Dressed Sheep and Lambs—</b>	
Lamb, western, good	.12 - .14
" " culls	.10 - .12
Sheep, choice	.09 - .10
" " medium	.08 - .09

**BUTCHERS' SUNDRIES.**

Fresh Steer Tongues.....each	.75
Cow Tongues.....	.50 - .70
Calf Heads, scalded.....	.50 - .75
Sweetbreads, veal.....per pair	.40 - .50
" " beef.....per doz.	-1.00
Calf Livers.....per lb.	.20 - .25
Beef Kidneys.....per doz.	-1.00
Beef Livers.....	- .06
Ox Tails.....per doz.	.50 - .65
Hearts, beef.....per lb.	.03 - .05
Rolls, beef.....	
Tenderloin, beef, western.....	.13 - .14 1/2
Fresh Pork, loins, city.....	.13 - .14 1/2
" " western.....	.13 - .14 1/2

**DRESSED POULTRY.**

Dry-pick all poultry. Leave head and feet on and entrails in.	
<b>Turkeys—</b>	
Western, young hens, 8 to 10 lbs.	.26 - .28
" " young toms, 15 to 17 lbs.	.26 - .28
Old hens and toms	.23 - .25
Common to good	.20 - .22
<b>Broilers—</b>	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy	.25 - .28
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair	.24 - .28
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy	.25 - .28
Western, 4 to 4 1/2 lbs. to pair, fancy	.19 - .22
" " 3 to 3 1/2 lbs. to pair, fancy	.19 - .22
" " fair to good	.15 - .17
<b>Fowls—</b>	
Western, fancy	.18 - .19
Heavy Roasters, 4 to 5 lbs.	.20 - .22
Fair to good	.18 - .19
Old cocks	.12 1/2 - .13
<b>Squabs—</b>	
Prime, large, fancy	3.50-4.50
Mixed	2.75-3.75
Dark	1.50-2.00

**LIVE POULTRY.**

	Per lb.
Spring Chickens, nearby, 1 1/4 to 2 lbs.	.18 - .20
Large Springers	.16 - .18
Fowls	.16 - .17
Roosters	.11 - .12
Ducks	.15 - .16

**POULTRY SEASONING.**

<b>Bell's Spiced Seasoning—</b>	
Small, or rec. size, 8 doz.	.90
" " 1 doz.	.90
Large, or spc. size, 1 doz.	1.50
1-lb. cans, 1 doz.	4.50
5-lb. cans, 1/2 doz.	10.00

**SAUER KRAUT.**

Extra quality, long cut, about 50 gal	6.15
15-gal. kegs	8.35
Webster, No. 3, fancy, N. Y. State, 8 doz.	.85
Compass, No. 3, 2 doz.	.80

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**PLUM PUDDING.**

<b>Richardson &amp; Robins—</b>	
Individual size, 1/2 lb.	Per doz. .95
Round conical, with key, No. 1, 1 doz.	2.30
" " No. 2, 1 doz.	4.10
" " No. 3, 1/2 doz.	6.30
" " No. 4, 1/2 doz.	8.15
P. P. Sauce, No. 1, 2 doz.	1.50
<b>Atmore's Genuine English, seedless—</b>	
Individual, 2 doz.	2.10
No. 1, cans, 1 doz.	2.30
No. 2, cans, 1 doz.	4.10
No. 3, cans, 1/2 doz.	3.35
No. 4, cans, 1/2 doz.	4.00

**PRESERVES, JELLIES, JAMS AND MARMALADES.**

<b>Jellies—</b>	
No. 32, jars	Per doz. .97 1/2
No. 5, toy pails	2.45
<b>American, pure apple, tumblers, assorted</b>	
slates	.88
Schimmel's, No. 10, tumblers	.83
National, No. 10, tumblers	.72 1/2
" " No. 6, tumblers	.49
<b>Preserves—</b>	
Schimmel's, pure, 30-lb. pails	Per lb. .13 1/2
National, 30-lb. pails	.09
Southwark, 30-lb. pails	.06
" 4 1/2-lb. toy pails, 1/2 doz.	4.15
<b>Fruit Butters—</b>	
Apple, No. 32, jars	Per doz. .98
Southwark, No. 3, tins	1.00
" No. 5, toy pails	2.70
" 30-lb. pails	per pail 1.08
" 20 lb. crocks	per lb. .07 1/2
Schimmel's, 30-lb. pails	.06
Prune, 30-lb. pails	.07 1/2
Peach, 30-lb. pails	.07
<b>Jams—</b>	
Schimmel's, pure, jars, 8 doz.	1.70
Southwark, assorted, jars, 8 doz.	.93
<b>Orange Marmalade—</b>	
Hartley's, imported	1.80
Schimmel's, pure	1.65
<b>Warrock's Guava Jelly—</b>	
1-lb. tumblers	4.00
1/2-lb. "	2.25

**FRESH FRUIT JAMS.**

	In No. 1 tins, per doz.	In No. 1 glass jars, per doz.
<b>Curtice Bros.—</b>		
Strawberry Jam	\$1.25	\$1.65
Raspberry Jam	1.25	1.65
Raspberry and Currant Jam	1.25	1.65
Cherry Jam	1.25	1.65
Apricot Jam	1.25	1.65
Red Currant Jam	1.25	1.65
Quince (sliced) Jam	1.25	1.65
Peach Jam	1.25	1.65
Pear Jam	1.25	1.65
Blackberry Jam	1.25	1.65
Gooseberry Jam	1.25	1.65
Green Gage Jam	1.25	1.65
Damson Jam	1.25	1.65
Grape Jam	1.25	1.65
Orange Marmalade	1.25	1.65
Pineapple Marmalade	1.25	1.65
Red Cherry	1.25	1.65
White Cherry	1.25	1.65
Black Currant	1.25	1.65
Egg Plum	1.25	1.65

Tins packed in cases of four dozen each. Glass jars packed in cases of two dozen each.

**DRUGS.****Family Medicines.**

	5c. ss.	10c. ss.	25c. ss.
<b>Guaranteed Full U. S. P. Strength.</b>			
Castor Oil	.45	.83	1.25
Sweet Oil	.45	.73	
Spirits Nitro	.45	.65	1.95
Spirits Camphor	.45	.85	1.95
Spirits Painters' Commercial	.45	.85	1.95
Paregoric	.45	.85	1.95
Glycerine	.45	.85	1.95
Syrup Squills	.45	.85	1.95
Syrup Rhubarb	.45	.85	1.95
Syrup Ipecac	.45	.85	1.95
Turlington Balsam	.45	.85	1.95
Golden Tincture	.45	.85	1.95
Tincture Arnica	.45	.85	1.95
Balm of Malta	.45	.85	1.95
Bateman Drops, rd bots.	.45	.85	1.95
Godfrey's Cordial, rd bots.	.45	.85	1.95
Turpentine	.45	.85	1.95
Laudanum, rec. size	per doz. .88		
" " 25c. size	per doz. 1.95		
5 per cent. discount in gross lots assorted.			
Alum	per lb. .03		
Borax, powdered, bulk	per lb. .07		
" lump, bulk	per lb. .06		
Butter Color, W. & R.	per doz. 8.00		
Bluestone, bulk	per lb. .08		
Copperas	per lb. .01 1/2		
Camphor, gum, 1-oz. blocks	" .95		
" flakes, 250-lb. bbls.	" .03 1/2		
" " less quantity	" .03 1/2		
" Tar Balls, 250-lb. bbls.	" .03 1/2		
" " less quantity	" .03 1/2		
<b>Castoria, Fletcher's—</b>			
Pitcher's	per doz. 8.00		
Carbonate of Ammonia	per lb. .11		
Epsom Salts	" .00		
Glauber Salts	" .01 1/2		
Glue, ordinary	" .00 1/2		
" white	" .00		
Gum Arabic	" .50		
Haarlem Oil	per doz. .30		
Husband's Magnesia	per doz. 2.85		
Jamaica Ginger, Hires', flasks	" .90		
Liebrice, P. & S., sc. stick, imported, per doz.	.36		
" M. & R., 1-lb. boxes	per lb. .03		
" " lozenges, 5-lb. boxes	" .27		
" " 40, 60, 80, 120, 160, 5-lb. boxes	" .24		
" root	" .11		
Patty, 25-lb. cans	per 100 lbs. 1.60		
" 50-lb. cans	per 100 lbs. 1.55		
Petroleum Jelly, screw top, 5c. size	per doz. .35		
" " 10c. size	" .75		

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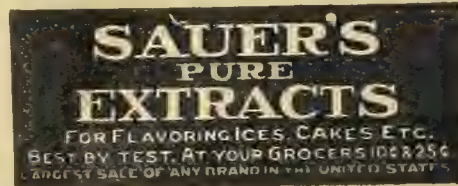
Paris Green, 100-125-lb. kegs	per lb. .24 1/2
" 1/2-lb. packages	" .20
" 1-lb. packages	" .27
Rosin	" .04
Roach Powder, Omega, 4-oz. cans	.80
" " per gross	9.00
Roachsalt, 10c. size	per doz. .80
Saltpetre, crystal, about 350-lb. bbls.	per lb. .06 1/2
" granulated, about 100-lb. kegs	.06 1/2
Sulphur, flour, 175-lb. bbls.	per 100 lbs. 2.55
" 100-lb. bags	2.35
" less quantity	per lb. .03 1/2
Venetian Red	" .01
Whiting	" .08
Goff's—	Per doz.
Cough Syrup, 25c. size	1.75
Herb Bitters, 25c. size	1.75
Oil Liniment, 25c. size	1.75
Sarsaparilla, 50c. size	3.50
Worm Syrup, 15c. size	1.20
Horse and Cattle Powder, 15c. size	1.20
Dyspepsia Tablets, 10c. size	.75
<b>Iron Glue, McCormick &amp; Co.—</b>	
No. 5	.40
No. 10	.75
Tube V	.75
<b>McCormick &amp; Co., Bee Brand—</b>	
Insect Powder	.85
Root Beer	.80
Talcum Powder	.75
Triangular Quinine	.80
Quinine Capsules	.80

**Druggists' Sundries.**

Acid Phosphate, Horsford's	per doz. 4.15
Bath Brick, box 25 bricks	per box .60
Sealing Wax	" .03
Silver Sand	per bbl. 1.25
Tar, pints	per doz. .75
" quarts	per doz. 1.00
" gallons	each .30
" 1/2 bbls.	3.50
" bbls.	6.00
<b>McCormick &amp; Co.—</b>	
Jockey Animal Food, 3 doz. 1-lb. packages and premiums	per case 3.75
U. S. Nerve and Bone Liniment, 25c. size	2.00
McCord's Magic Medicine, 25c. size	2.00
" 50c. size	4.00
McCormick's Tasteless Chili Tonic, 25c. size	2.00
" 50c. size	4.00
McCormick's Watermelon Syrup, 50c. size	4.00
Reliable Brand Headache Powders, 10c. size	.75

**Extracts and Essences.**

<b>McCormick &amp; Co., Bee Brand—</b>	
Vanilla, Rose, Pistachio, No. 2 size	Per doz. .90
" " No. 3 size	2.00
" " No. 4 size	2.25
<b>Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet</b>	
No. 2 size	.85
No. 3 size	1.75
No. 4 size	2.00
Lemon, No. 2 size	.90
Orange, No. 2 size	.90



<b>Sauer's Flavoring Extracts—</b>	
No. 1, Lemon and Vanilla	.45
No. 2, Vanilla and Rose	.90
No. 3, Lemon and assorted	.85
No. 4, " "	2.00
No. 4, Vanilla	2.25
Assorted cases, Nos. 1 and 2	10.80
" " Nos. 1, 2 and 4	11.80
<b>Bulk.</b>	
XXX Vanilla	1.50 3.00 6.00 12.00
XX Vanilla	1.25 2.50 5.00 10.00
X Vanilla	1.00 2.00 4.00 8.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery	1.00 1.60 3.00 6.00
Peach, Rose, Apricot, Violet	1.50 2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit	1.25 2.25 4.00 7.50
Tea	7.00
<b>Kitchen Queen—</b>	
Extract Vanilla, No. 25	Per doz. 2.00
" " No. 2X	.80
" " No. X	.45
Extract Lemon, No. 25	1.75
" " No. 2X	.80
" " No. X	.45
<b>Ingersoll's Flavoring Extracts—</b>	
High Grade Vanilla	1.75
" " Lemon	1.75
Select Vanilla	.85
" " Lemon	.85
" " assorted	.85
" " small size	.45

**Mapleine.**

<b>Crescent Brand—</b>	
2 oz. bottle	Per doz. retail .35 3.00
4 oz. bottle	" .60 5.25
8 oz. bottle	" 1.15 9.50
16 oz. bottle	" 2.25 18.00
32 oz. bottle	" 4.00 35.00

**Liquid Rennet and Tablets.**

<b>Blair's Liquid Rennet</b>	
" " Rennet Tablets, 3 doz.	Per doz. 1.10
Shinn & Kirk's Liquid Rennet	1.50
Hannon's Junket Tablets, 3 doz.	.75
Union Tablets, 3 doz.	.45

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**CIDER.**

<b>Corson's—</b>	
Barrels	per gal. .16
1/2 barrels, 28 gals.	per bbl. 5.00
Kegs, 14 gals.	3.00
<b>Bottled Cider—</b>	
Duffy's 184s Apple Juice, 1 doz. qts.	Per case 3.50
" " 2 doz. pts.	4.00
Anchor brand Golden Russet, 1 doz. qts.	3.75
" " 2 doz. pts.	4.25
Mott's brand Golden Russet, 1 doz. qts.	3.75
" " 2 doz. pts.	4.25

**CHEWING GUM.**

Adams', counter jars, 100 5c. packages.....	2.75
" boxes, 20 packages.....	.55
Gee Whizz, 72 packs.....	.47
Fleer's Chiclets, 3 lbs., bulk.....	1.95
Spearmint, 20 packs, 100 pieces.....	.55



# She Always Went Back

"I occasionally try some of these much-advertised soaps," said a lady to one of our customers the other day, "but I always came back to **Babbitt's Best**. In many years I've never found anything that suited me so well."

Think of the grocer who filled all that lady's orders for **Babbitt's Best**. No talk—no persuasion—no explaining—no work. Simply filling orders that the soap itself gets.

And at a profit, too—don't forget that.

MADE BY

**B. T. BABBITT**  
NEW YORK



## What'll Your Butter Be Next Week?

Chance is if you buy the ordinary print butter you never get two shipments alike. That isn't the jobber's fault—it's the fault of conditions which nobody can control except as we control them. We invented the **Gurnse** brand of fancy dairy butter, and we think so much of it that we're after it night and day keeping it, above all, uniform. No butter made or to be made is any sweeter, richer or more absolutely regular than **Gurnse**. It is precisely what many a butter trade is suffering for to build it up.

We follow **Gurnse** butter from the milk to the brine-dipped parchment wrapper. We *know* it's all right.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—40 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.

## A Special Profit



We are giving a special profit at this season on

## Swift's Pride Washing Powder

The nearest *Swift Branch House* will gladly give you particulars if you write and ask. This is important to you because our big advertising means many calls and each is a chance to secure this special profit.

**Swift & Company**  
CHICAGO, U. S. A.



# Everybody Knows Them



Knight's Flavoring Extracts have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

**KNIGHT**  
**Cooking Extract Co.**  
No. 211 ARCH STREET  
PHILADELPHIA, PA.



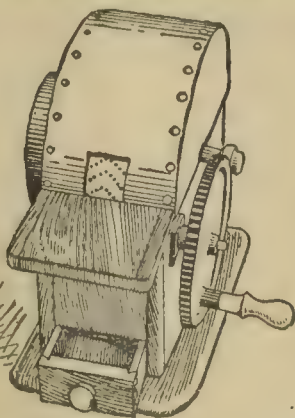




**HORSE RADISH GRATERS**

Great Time Saver  
AND  
Easily Cleaned

Price Special  
**\$5.50**



Tea and Spice  
Caddies

ALL STYLES

Scales, Mills  
AND  
REFRIGERATORS

Write for illustration  
catalogue

H. F. HEACOCK, 51 N. Second St., Phila., Pa.

**CASH is the Thing**

in your business. The merchants who use

**Forbes' Indexed Coupon Books**  
are the ones who do the cash business  
because the system makes your cus-  
tomers want to pay cash.

**AND FOR CREDITS**

this system is the best because it saves  
95 per cent. of book-keeping expense.  
Ask me how to save money on ac-  
counts and increase your cash trade.

Ask any one of the whole 5000  
satisfied dealers who use it.

J. P. FORBES, Coshocton, Ohio

**See Here!**

If our William B. Harris wasn't pretty much  
of an expert on coffees would the United States  
Department of Agriculture have retained him  
as *its* expert?

If you want to know how to sell more teas  
and coffees, and make more money on them,  
write him—he can help you.

We sell teas and coffees by mail honestly,  
quickly, intelligently, cheaply. Write.

**William B. Harris Co.**

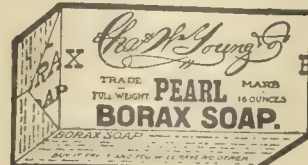
167 Front St., New York, N. Y.

*Cup  
Quality  
First  
Consideration*

TRADE MARK

**Sells Because It Satisfies**

Many times  
imitated but  
never equaled



One of  
the famous  
Three Leaders

**CHAS. W. YOUNG & CO**

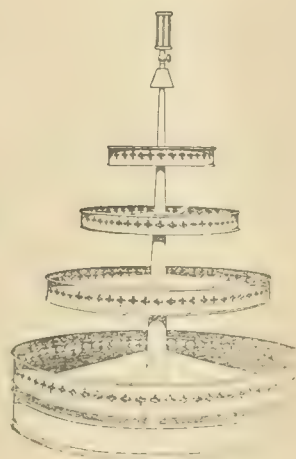
Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

**Vegetable  
Display  
Stands**

They keep green truck  
fresh, crisp and attrac-  
tive. They prevent  
waste and increase  
sales and profits.



They are used by Retail  
Grocers and in markets  
where there are city  
water systems.

If you have no city water  
write us anyway, we have  
something interesting to  
show you.

**Galesburg Cornice Works**  
142 East Ferris Street  
Galesburg, Illinois

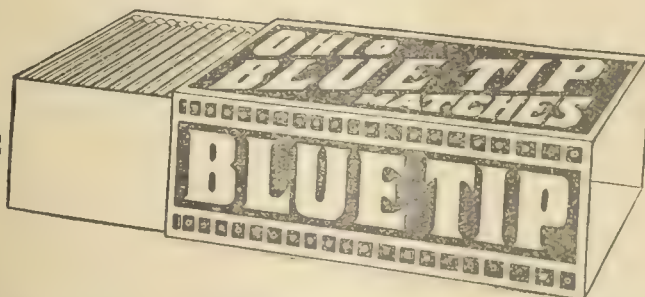
In buying Coffee it is important to  
know that you get what you buy.

We give you a positive guarantee  
that each and every order must be  
exactly like the sample shown.

Our guarantee is backed by our  
reputation secured through nearly  
one hundred years of honest business  
dealings.

Samuel Wilde's Sons Co., Eleven  
Dutch Street, New York.

Importers, Coffee, Tea and Spices.

**PAYS 81 PER CENT. PROFIT**

Have you ever sold a guaranteed independent  
match? The **Ohio Blue Tip Match** is guaranteed and  
is the most satisfactory, reliable, profitable match  
you can sell or your trade can use.

**OHIO MATCH SALES COMPANY, NEW YORK, N. Y.**

Philadelphia Office and Warehouse, 411 Marshall Street







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter. f i

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, JANUARY 31, 1910.

No. 5.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE

GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.

P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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## High Price Food Agitation Still On

**Summary of the Week's Chief Events. Congressional Committee Hears Secretary Wilson Say that Little Combinations Cause the High Prices and Dr. Wiley Say that Eggs Stored Nine Months are Good Eggs. National Packing Co. in Trouble with Government Blames All on Retailer. Various Incidents of the Week.**

In the course of the continued agitation and warfare against high food prices during the week, several interesting incidents have transpired. Undoubtedly the consumption of meats, eggs and other unusually high-priced products has fallen off in almost all sections of the country. Except in one or two cases there has been nothing like a concerted boycott, but the high prices, and particularly the widespread public resentment against them, has led many people to eat less of the high-priced articles, which has had the same result. Here and there prices have declined, sometimes as a result of the lessened demand, sometimes as a result of market conditions that would have occurred anyway.

One of the events of the week has been the hearings of the Congressional Committee appointed to examine into food prices in the District of Columbia, and particularly to investigate the use or abuse of cold storage as bearing upon food prices.

Before this committee both Secretary of Agriculture Wilson and Dr. H. W. Wiley, chief Government chemist, appeared and testified. Secretary Wilson diagnosed the case as being due to "combinations, miserable little trusts, found in every town in the land, whose representatives meet to fix prices." The Secretary told about nothing that had not been told before and published in the "Grocery World and General Merchant." He repeated his statements, recently published, regarding the varying retail profits of the sale of meat. He said his department was now carrying on a secret investigation into food prices and general food conditions throughout the country.

Dr. Wiley testified almost wholly about storage food, its wholesomeness, and so on. The system of cold storage was relieved to a large extent by Doctor

Wiley of responsibility for bad eggs. An egg, he said, which was good when it went into storage and which had been properly prepared would keep at a temperature a little below the freezing point and would come out unimpaired at the end of nine months. It would have a peculiar taste, which Doctor Wiley said he could detect instantly, but would not necessarily be less wholesome.

In connection with the freezing of eggs Doctor Wiley said there was no objection to this practice if the eggs were good when broken and were not kept frozen too long.

Doctor Wiley said after the hearing that he favored a law that all eggs placed in cold storage in the course of a year shall be sold not later than February 1st in the succeeding year, when the hens begin to lay more plentifully.

"This would have the effect," he said, "of bringing eggs out of storage constantly, instead of their being allowed to remain inaccessible. The supply would be increased, and it would be impossible for dealers to inflate the demand and raise prices by the storage system. At the same time it would help the farmer and bring him more money for his fresh eggs. I don't think there is any excuse at all for keeping eggs in cold storage more than nine months. After as long a period as that they are no longer as good as they were when they were put into the warehouse."

The Secretary of Agriculture also visited Philadelphia during the week, and while here gave out an interview in which he said most of the difference between the first cost of meat and the price paid by the consumer was absorbed by the retailer. Here is the substance of his statement:—

No question about it, the retailer gets the biggest profit, and there is no question that it is too big. There is no need to philosophise about the thing. The stock steer

on the range is worth no more than it was twelve years ago, and the only way the farmer can make it worth more is to fatten it on corn that is worth from 60 to 70 cents. The farmer had better sell his corn, and that is what he does. If he put it into beef he would never get it back.

Now, the wholesaler does an enormous business, and he does it on a small margin. There are far too many retailers. Here in Philadelphia you have comparatively few—fewer than in small cities—and you are well off. Against your 20 per cent. retailers' profit, Washington has to pay 42 per cent.

This was in part answered the next day by Dr. Charles Schauffler, Philadelphia chief of the Federal Department of Animal Industry. He issued a statement in which he said that the difference between the retail price of beef and that which the farmers receive was but 20 per cent.

"The 20 per cent. difference," he said, "represents only a fair margin for the wholesaler and retailer, and I feel reasonably sure that the profit of the retailer does not exceed 10 per cent. If the retailer makes 10 per cent. and the wholesaler makes the same amount it does not mean that each makes a net profit of 10 per cent. Out of 10 per cent. the retailer must pay his rent and operating expenses, while the wholesaler must also keep up his establishment and pay the freight to the retailer."

Another Pennsylvania authority has come forward during the week with some suggestions on the subject. He is Rev. William Barnes Lower, of Wyncote, who thinks the causes of high food prices are as follows:—

First.—The element of waste. No nation in all the world wastes so much to-day as we Americans do. The provisions thrown out of our hotels and the homes of the well-to-do and wealthy families would, I am confident, almost keep the other and needier half.

Second.—Extravagant living. People eat better food than they did formerly. Americans eat a greater variety of food than the people of any other nation. No other nation lives so well, has so much to waste or wastes it without really having it to waste.

Third.—The increased cost of production. Everything we buy to-day is put up in more expensive packages than it was formerly. The esthetic sense demands a thing must look nice; the best things of any type are put up either in glass, silver or gilt paper, beautifully decorated tin or metal boxes and packages. The consumer practically compels it so; he has to pay the bills.

Fourth.—The tremendous growth in population. The centralization of our people in great urban communities. Hundreds of large and small farms lie untilled within thirty or forty miles of Philadelphia. That city has to be supplied with

milk, brought, in many cases, 300 miles, and perishable foods, hauled, in many cases 1,000 miles. Cultivate the farms and trucking near this city, and it will help solve the problem. But "farming is tedious work."

Fifth.—The people demand more waiting on. The telephone makes ordering easy and the smallest things have to "be sent," delivered immediately. The storekeeper must charge more where the errand clerk has to be kept "on call."

Sixth.—Development in taste and social wants more rapidly than the power of production. Twenty years ago the European emigrant working on the railway had for his lunch an onion, a chunk of garlic bologna and a crust of brown bread, wrapped, perhaps in brown paper, if it was wrapped at all. Ten years ago, according to scale of the law of development, he had a kettle, if at the same work, and in it must be meat sandwiches, fruit and a bottle of coffee.

In western Pennsylvania the labor element has gotten into the matter and early in the week the Iron City Trades Council adopted the following boycott resolutions:

Resolved, That all members of trades unions and organizations affiliated with this be called upon to declare a boycott against the Meat Trust by refusing to eat meat for a period of thirty days, unless there be a decided amelioration of the deplorable conditions regarding the price of this commodity, and that all members use their endeavors to secure others not affiliated with local organizations to do likewise.

In the West the chief incident has been the beginning of the Government's attack upon the National Packing Co., which is a combination composed of all the large packing and transportation companies as follows:—

G. H. Hammond & Co., of Michigan; G. H. Hammond & Co., of Illinois; Hammond Beef Co., of Michigan; Hammond Packing Co., of Colorado; Hammond Packing Co., of Philadelphia; Hammond Packing Co., of Toledo; Hammond Company, of New York; Anglo-American Refrigerator Car Co., of Illinois; Fowler Packing Co., of Kansas; Kansas City Refrigerator Car Co., of Kansas; United Dressed Beef Co., of New York; St. Louis Dressed Beef and Provision Co., of Missouri; Hutchison Packing Co., of Kansas; National Car

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**Corporation Practice, Cases Under Food Laws**

**Trade-Mark Registration**

**General Practice**



## Enter the Grocery World *and* General Merchant's Free Employment Bureau

---

Scattered over the territory covered by the GROCERY WORLD AND GENERAL MERCHANT there are thousands of clerks and managers wanting better positions, and retailers or wholesalers wanting better clerks and managers.

The GROCERY WORLD AND GENERAL MERCHANT has resolved to establish an exchange through which these people can get together. It announces, therefore, the launching of the "Grocery World and General Merchant Free Employment Bureau," whose object, in a nutshell, is to supply clerks or managers to employers, and positions to clerks or managers. There will be no charge for this service.

Every clerk wishing a position is invited to register his name with the GROCERY WORLD AND GENERAL MERCHANT'S Bureau. Naturally it will be held in strictest confidence. Every clerk so forwarding his name will receive a specification blank, which he will fill out and return, so the GROCERY WORLD AND GENERAL MERCHANT can without delay fit him to the position he is calculated to fill.

Every retailer or wholesaler needing a clerk or manager is also invited to communicate with the GROCERY WORLD AND GENERAL MERCHANT. As soon as his communication is received, he, too, will receive a specification blank which he will fill out and return. The GROCERY WORLD AND GENERAL MERCHANT will then know exactly what sort of man to put him in touch with.

The GROCERY WORLD AND GENERAL MERCHANT will work in two ways to bring together the employer who wants a clerk, and the clerk who wants a job.

FIRST.—The application for clerk or job, with or without name, as the applicant elects, will be published in the GROCERY WORLD AND GENERAL MERCHANT in the form of a Want Ad.

SECOND.—If the applicant is an employer wanting a clerk he will be put directly in touch with several of the sort of clerks he wants. If the applicant is a clerk wanting a job he will be put in communication with several employers who have jobs open he could fill. All this will be done through the mail with perfect privacy.

Everything said here applies to store managers and department managers, as well as to clerks.

Nowhere through or after the transaction is there any charge to either clerk or grocer. The idea is by way of making the GROCERY WORLD AND GENERAL MERCHANT even more valuable to its readers.

Address all communications to

**The Grocery World and General Merchant Employment Bureau**

**927 Arch Street, Philadelphia, Pa.**



Line Co., of New Jersey; The Provision Dealers' Dispatch, of Illinois; Armour & Co., Swift & Co., Morris & Co.

The case was opened before the Federal Grand Jury during the week. The Government intends to proceed along the following lines:—

Criminal prosecution for alleged violation of the anti-trust law.

Civil action for the dissolution of the National Packing Co.

Contempt proceedings for alleged violation of Judge Grosscup's injunction restraining the packers from fixing prices in restraint of trade.

Meanwhile the National Packing Co. is industriously endeavoring to put the blame for high prices upon retailers. One of its chief officers gave out the following during the week:—

It is all nonsense for the retail dealers to blame their excessively high prices on the so-called trust. I'll admit that prices on pork, veal and beef are very high, and I do not for a moment claim that the large packers are not making money out of the business. But I unhesitatingly make this assertion and defy contradiction by any reputable retailer, that if the small dealer would be content with the same percentage of profit as we aim to make, there would be a material reduction in the price of all grades of meat.

Now, here we have the tabulated results of an investigation extended through thirty-six meat shops in different portions of the city. All of them purchase their stock from one of the big storage houses and pay approximately the same. The wide range in prices charged to the consumer is something that it is difficult to account for. For instance, we find a certain German-town establishment is charging 32 cents a pound for sirloin and 28 cents for round steak. Another firm in Kensington, that buys the same grade of goods, is selling the same steaks for 24 and 20 cents a pound respectively. A West Philadelphia meat man is charging 22 cents for the choicest cuts and 18 cents for round steak, while another dealer on S. Eleventh street, who is the largest dealer of the four mentioned and who apparently makes more money out of his business, discounting every bill, charges 20 cents straight for porterhouse and sirloin and 16 cents for round steak, with the less select portions cheaper in proportion.

Now, that shows who is raising the price of meats. One firm is trying to make 100 per cent. profit on its stock, while the last-named is satisfied with from 15 to 25 per cent. I agree that a boycott will lower prices in some cases considerably, but you will find that the dealers who make the biggest cuts are those that are deliberately trying to gouge the public. If dealers would be satisfied with a fair margin of profit there would be less of this boycott talk and business would better all around. We know that the high prices unreasonably exacted by some meat dealers are ruinous to business and lessen considerably the sale of our meats, but we are pow-

erless to prevent it. I am not so certain but that the proposed boycott will in the end be good for the entire trade. It is certain that those who are selling their stock at a reasonable margin of profit will continue to do business, as their customers have no kick coming, while the high-priced dealers, many of whom are trying to do business on their reputation, will have to sell at a lower figure.

There is of course much truth in some of the statements made above, but the statement that the retailer, doing a business of a few thousand a year, should sell on the same margin of profit as the National Packing Co., which does a business of many millions, is ridiculous.

### Figures Which Show What Increased Food Tariffs Would Do on Three Products.

**On Olive Oil, French Peas and Sardines an Increase of Twenty-five Per Cent. Ad Valorem Would Mean Large Price Advances. German Delicatessen Products Now Seem Likely to be Hit.**

The prospects of the duty on imported food products being raised 25 per cent. ad valorem by President Taft around March 31st is continuing to arouse much discussion and apprehension. A

large importer of fancy groceries made a memorandum for the "Grocery World and General Merchant" during the week showing in definite figures exactly what the advance would mean to the prices of only a few products. The substance of the memorandum appears below:—

An advance of 25 per cent. ad valorem would increase the price of large bottles of olive oil 90 cents per case of one dozen; medium bottles \$1 per case of two dozen, and small bottles 65 cents per case of two dozen.

It would increase the price of French peas \$3 per case of 100 tins.

It would cause the following advances in imported sardines: Halves, plain, \$4 per case of 100 tins; quarters, plain, \$2.50 per case; halves, boneless, \$5 per case, and quarters, boneless, \$3 per case. That these increases would make a decided difference in the consumption of these foods in this country is not debatable.

Political considerations are beginning to complicate the question. The United States has already begun to use the 25 per

cent. ad valorem clause as a club to force foreign countries to make concessions. This has been tried with Germany, for instance, as a part of an effort to compel her to admit American meats and cattle which are now refused access to the country. Up to the present writing Germany has refused to yield to pressure, and if she maintains her refusal, it is reasonably certain that the President will impose the extra duty on at least some German products. A large variety of delicatessen stuff comes here from Germany, and the delicatessen dealers of this country would be hit hard if any of the possible increases touch foods.

France is another country which it is said will probably be in about the same position as Germany.

### A Unique Trade Excursion Through Pennsylvania Towns.

**Next Tuesday Merchants' and Manufacturers' Association Will Send Special Train with Sixty Members Through State to Meet Merchants and Boom Trade. Itinerary and Firms Who Will Go.**

A unique trade excursion will leave Philadelphia for various towns and cities of Pennsylvania next Tuesday, February 1, 1910. It will be composed of about sixty members of the Merchants' and Manufacturers' Association, of Philadelphia, and will have as its object becoming better acquainted with the retail merchants of the State and indirectly booming trade. The retail merchants' associations and Boards of Trade in various cities will entertain the excursionists, and there will be meetings and ceremonies in several places.

The trip will last three days and will cover 684 miles, and will touch most of the important trade centres in Eastern Pennsylvania. The train will leave Philadelphia from Broad Street Station at 7.30 A. M., Tuesday, and the first stop will be made at Coatesville one hour and 10 minutes later. The party will spend an hour at this place and will be met by a delegation of the Business Men's Association. From Coatesville they will go to Lancaster and thence to Columbia and York. From York the party will proceed to Harrisburg, arriving at 3.30 in the afternoon and remaining for

## New Orleans (La.) Association Proves Retailer's Profit Low

**Sends "Grocery World and General Merchant" Copy of Careful Statement to Go to Local Consumers Showing Wholesale and Retail Prices of Staple Foods for 1908, 1909 and 1910.**

The New Orleans (La.) Retail Grocers' Association has sent the "Grocery World and General Merchant" a copy of a statement carefully prepared for insertion in the local papers in order to refute charges made there, as made everywhere else, charging retailers with being responsible for existent high prices. The statement, which handles the matter much more frankly than the aver-

age statement of this character, contrasts the wholesale price of a list of food products in 1908, with the retail price prevailing at that time, also the wholesale and retail prices of 1909 and 1910. The purpose is to show that the retailer's profits in 1909 and now were no greater than at any other time.

The statement is here reproduced:—

	1908. Grocery jobbers' selling price to retailers.	Retail Grocers' selling price to consumer.	Profit per cent of gross.	1909. Grocery jobbers' selling price to retailers.	Retail Grocers' selling price to consumer.	Profit per cent of gross.	1910. Grocery jobbers' selling price to retailers.	Retail Grocers' selling price to consumer.	Profit per cent of gross.
Creamery butter	30 1/2	31	6-7	30 1/2	31	6-7	30 1/2	31	6-7
Compound lard	9 1/2	10	6-7	9 1/2	10	6-7	9 1/2	10	6-7
Leaf lard	12	12 1/2	4-5	12	12 1/2	4-5	12	12 1/2	4-5
Choice eggs	30	32	6-7	30	32	6-7	30	32	6-7
Magnolia brand milk	4.80	5.00	4-5	4.80	5.00	4-5	4.80	5.00	4-5
Queen brand milk	4.60	4.80	4-5	4.60	4.80	4-5	4.60	4.80	4-5
Cheese	15	17 1/2	20	15	17 1/2	20	15	17 1/2	20
Patent flour, bbls.	6.85	6.85	13	6.85	6.85	13	6.85	6.85	13
S. C. Hams	13 1/2	15	15-18	13 1/2	15	15-18	13 1/2	15	15-18
Breakfast bacon	16 1/2	18	7	16 1/2	18	7	16 1/2	18	7
S. P. shoulders	7 1/2	8 1/2	12 1/2	7 1/2	8 1/2	12 1/2	7 1/2	8 1/2	12 1/2
Picnic hams	10	11	10	10	11	10	10	11	10
Spare ribs	19.50	21	10-11	19.50	21	10-11	19.50	21	10-11
Granulated sugar	4 1/2	5	10	4 1/2	5	10	4 1/2	5	10
White clover	4	5	20	4	5	20	4	5	20



two hours. They will be taken over the capital city by members of the Board of Trade and will meet the Mayor and a large number of business men.

The next stop will be at Newport, Perry County, and then at Mifflin, where an evening conference will be held until midnight. The train will then go to Lewistown, where it will remain till morning. On Wednesday it will then make the run to Huntingdon, Altoona, Tyrone, Bellefonte and Lock Haven, and reach Williamsport at 6 o'clock P. M. The evening will be spent in Williamsport. On Thursday morning Sunbury will be reached, and from there the party will go to Wilkes-Barre. Several hours will be spent in that city, whence the homeward trip will be started at 1 P. M. Hazleton and Pottsville will be visited on the way home, and the merchants will arrive in Philadelphia again Thursday evening at 9 o'clock.

The following wholesale and manufacturing concerns will be represented on the trip:—

Bowen-Duncan Co., D. V. Brown, John A. Bradley, W. C. Brown, Bickel & Co., W. Bodek Co., Joel

Baily-Davis Co., The Brainerd & Armstrong Co., Cluett-Peabody & Co., De Cou Bros. Co., Garrett-Buchanan Co., Haines, Jones & Cadbury Co., Kohn, Adler & Co., S. W. Kennedy & Co., Laing, Son & Harrar, John H. Long & Co., John Lucas & Co., H. K. Mulford Co., Monroe Bros. & Co., McIntire, Magee & Brown Co., Neeld & Titus, Philadelphia Transportation and Lighterage Co., Pioneer Suspender Co., William Richman, Sheibley-Tyler Co., Sullivan & Co., Supplee Hardware Co., Strawbridge & Clothier, Suplee, Reeve, Whiting Co., Treacy, Morris & Co., James M. Vance & Co., T. H. Vanne-man, Son & Co., The George H. West Shoe Co., Weimer, Wright & Watkin Co., Watson & Co., Westinghouse Electric and Manufacturing Co., Westinghouse Machine Co., J. H. Welsh & Co., George D. Wetherill & Co., L. P. White, Young, Smyth, Field Co., C. W. Young & Co., Henry C. Biddle & Co., Victor Talking Machine Co., Shane Bros. & Wilson Co., Thomas J. Berkstresser Co., Derr-Haney Co., Louis Buehn & Bro., General Freight Department of the Pennsylvania Railroad, Philadelphia Millinery Co., H. B. Hanford Co., Philadelphia & Gulf Steamship Co., Bell Telephone Co., American Telephone and Telegraph Co.

#### Bleached Flour Cases Coming on for Trial.

The famous flour bleaching cases are to be tried in the Federal Court at Council Bluffs, Iowa, at a special term of court beginning February 15th. There are five of the bleached flour cases

to be tried in the Iowa Federal Court. They are based on the seizure of shipment of the Shawnee Milling Co., of Topeka, Kan., and the Updike Milling Co., of Omaha. The seizures were made at Mitchellville, Muscatine, Fort Des Moines, Ottumwa and Davenport.

#### Campaign On for Oleo Tax Repeal.

House Agricultural Committee Hears Author of Bill Say High Butter Prices Due to Oleo Tax.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

January 28, 1910.

The campaign for the amendment of the oleo tax law is on. Representative Burleson, of Texas, appeared during the week before the House Committee on Agriculture in behalf of his bill repealing the tax on oleomargarine, which tax, he asserted, was responsible for the present high price of butter throughout the country.

Before this tax was imposed, Mr. Burleson said, there was

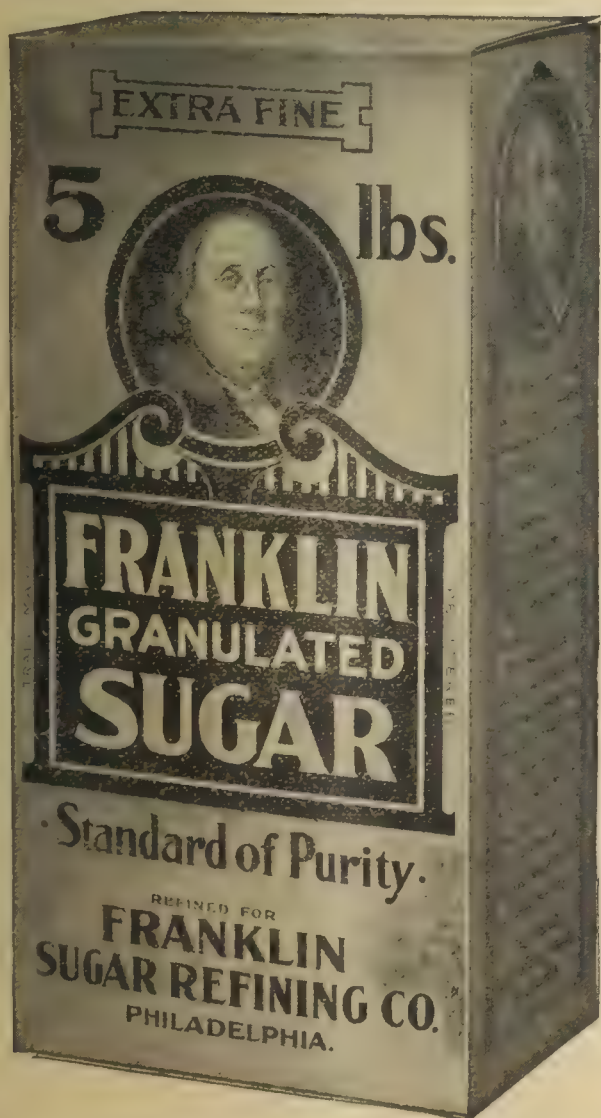
manufactured annually 130,000,000 pounds of oleomargarine, which he characterized as a pure and wholesome food product, and which sold for from 12 to 18 cents per pound. The price of butter was then 20 to 30 cents per pound.

The production of oleomargarine has been diminished 66⅔ per cent., he said, as a result of the tax, and the price of butter has gone up from 28 to 60 cents per pound.

Passage of the law was procured, Mr. Burleson charged, by the National Dairy Union and by a "stupendous lobby which it is said expended a vast sum of money."

During the week Senator Penrose, of Pennsylvania, also introduced an oleo bill in the interest of the butter men. Its provisions have appeared in this correspondence. It perpetrates the tax and makes it apply to all yellow oleo. **HOLT.**

Florida oranges keep about the same—\$1.50 to \$4 includes all sizes and grades. In spite of the freeze, plenty of oranges are coming but the demand is only fair.



PACKED ALSO IN TWO-POUND CARTONS

## What More Can You Say?

¶ If after you start to sell **Franklin Carton Sugar** you can sell just as much sugar as you sold before, and sell it at a better profit than you ever made before, and with all this satisfy your customers better than you satisfied them with bulk sugar, is there any reasonable argument left as to why you shouldn't sell **Franklin Carton Sugar**?

¶ You know, there's no miracle about it. **Franklin Carton Sugar** simply sharpens up the proposition at both ends—it makes it cost less to sell sugar and increases the profit by cutting off the loss of the overweight.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags.

**The Franklin Sugar Refining Co.**  
Philadelphia, Penna.



# WITH THE EDITOR

Another incident has arisen which shows how the campaign

of the National Canners' Association to increase

**A Campaign Divided Against Itself.** canned goods consumption is being and will be interfered with by lack of unanimity among the canners themselves. The general canning industry is now greatly excited by a double page advertisement inserted in a recent issue of the "Saturday Evening Post" by Hunt Bros., of California, the part of which most objected to being this:—

In canning peaches, which represent fully 50 per cent. of the total canned fruit product of the United States, it is the practice of most canneries to use the lye or caustic soda peeling process, by which they save 1½ or 2 cents a can.

In the lye process, the fruit is thrown into a solution of boiling caustic soda, and is stewed in this lye until the skins are eaten loose, after which it goes through several washings to take away the skins. This process permits the use of unripe fruit, and while the lye artificially colors the green fruit and gives it the appearance of ripe fruit, a lye-peeled peach has none of the rich, delicious flavor found in "Hunt's Quality Peaches."

Take a peach from a can purchased at random; wash away the syrup; then taste it. If it is tasteless and pulpy, it is a lye-peeled peach. Now do the same with a "Hunt's Quality" peach. You will find it has the delicious, dainty flavor that you get when you pick a ripe peach right off the tree.

We have endeavored to have the Department of Agriculture compel the canners who use the lye-peeling process to so state on the labels of their cans. Canners do not use this caustic soda stewing to improve their fruit; if they thought that, they would gladly announce it. This lye process is used simply to reduce their costs—a saving to the canner, but not to the consumer.

Naturally the other canners are wild at this reflection upon their methods and they are talking among themselves with great bitterness. Obviously such revelations will interfere with the general campaign very decidedly, for it reawakes and emphasizes the general suspicion against canned goods which the Canners' Association is spending thousands of dollars to remove. The incident is exactly in line with the one recently commented upon, where a Western pea canner advertised that his brand contained "no preservatives and no artificial color," thus designedly creating the—

false—impression that other peas did.

Where any given canner has an advantage like Hunt Bros. say they have over others, the National Canners' Association cannot expect him to sacrifice the advantage of exploiting it. The consistency that should support the advertising campaign should go further back than that. It should go back to canning methods and make those consistent.

The people of Los Angeles, Cal., have gone about scotching

**After the Peddlers.** the fruit and vegetable peddler in precisely the proper way.

Through their City Councils they are about to pass an ordinance to look into his weights and measures. The ordinance provides that the peddler can peddle fruits and vegetables in only one way—by the pound or in standard sealed dry measures.

The peddler's great advantage over honest competitors with stores, is his irresponsibility. He is not a man of any substance, and can therefore lie and cheat with comparative impunity. There are honest peddlers, of course—God-fearing, conscientious plodders just as worthy of patronage as anybody. But most are thieves now or are willing to become so the minute they find a careless customer. Safeguard their weights and measures and many will go out of business.

The resolutions adopted by the intra-association conference among the

**Free Deals Again.** organized specialty manufacturers, wholesalers and retail grocers at Chicago simply conform with the attitude previously adopted by the national associations. Only one

of the resolutions published in another column is worthy of special note at this time—that discouraging free deals. That phase of the reformatory campaign is going to be harder to consummate than any other, because it has

opposed to it human greed, the strongest possible compelling force. The only way to eliminate free deals is to persuade manufacturers to stop offering them. That ought to be more or less easy, because most manufacturers give free deals anyway only because their competitor has or they are afraid he will. It will probably do no good to get at the matter by working with jobbers or retailers, for as long as the free deal is put at them some will inevitably take it, and when some do, others must.

Some lightning calculator who is wasting his time in Pittsburgh, Pa., sends to the "Dispatch" of that city the following unconsciously humorous letter regarding high meat prices:—

To the Editor of the "Dispatch."

In the Sunday "Dispatch" the secretary of the Retail Meat Dealers' Association justifies the present high prices of meat by the plea that the retail dealer makes only 20 per cent. profit. This is certainly an instance of an explanation telling too much. The average meat dealer will sell out his entire stock at least twice each week. In this respect he is different from the merchant who buys a chair or a rug and carries it six months before it finds a purchaser.

A profit of 20 per cent. on each sale means, then, to the butcher a profit of 40 per cent. a week, and counting fifty-two weeks to the year, a profit of 2,080 per cent. In other words, each dollar the retail dealer invests in meat earns \$20.80 annually.

"Oh, ye gods and little fishes!" Think what monumental nerve is required to justify (?) the present prices of meat by the plea that the retail dealer makes only the pitifully small profit of 2,080 per cent. annually on each dollar invested in meat!!!

One of the causes of the present high price of meat is that there are too many retail shops. There are many localities in the city where there are from three to five shops when the public could be served by one or two. The additional rent, etc., involved in the additional shops is paid, as such things always are, by the

CONSUMER.

Pittsburg, Jan. 17th.

Praise be to this mathematical Messiah who comes out of the West to lay the delusions of many years!

For the first time we know that the man who nets 40 per cent. a week on his sales also nets it on his

investment. Also do we learn with delight that the man who makes a profit of 20 per cent. on each sale has a right to calculate that cumulatively and add 20 per cent. to each succeeding sale. "Consumer" shows how easily it is done. Fancy the joy this will bring to the retailer who, we will say, has been doing a business of \$25,000 per year and thinking that he made a net profit of, say, \$5,000. This Pittsburg phenomenon makes it perfectly clear that he really made 2,080 per cent., or \$520,000!

The real merchant always falls on his feet and is always ready for any probable

**Don't Let Them Get Away.** contingency. A very serious contingency is facing

the retailer now—people all over the country are refusing to buy his meats, his poultry and his eggs, because the prices are too high. Very well, offer them a substitute. Fish is a worthy substitute for meat and eggs, and it has never had the demand it is entitled to. And fish to-day is cheap—much cheaper than any of the foods which are being made the subjects of boycott. The real merchant will sell his trade meat as long as he can, and after that he will sell them something else.

The following dispatch, which appeared in a Philadelphia paper last Tuesday, shows where the **The Victim.** brunt of the consumers fool meat boycott is falling:—

## FRESH MEAT SPOILING IN CHESTER.

(Special Telegram to "Public Ledger.")

CHESTER, Pa., Jan. 24.—Local dealers are worried over their inability to get rid of their meat supplies, especially the fresh meats, which are spoiling on their hands and causing them considerable loss. Orders to wholesale dealers were far below the usual run to-day.

In other words, if this dispatch is true, the consumers of Chester have stopped buying meat of the local retailers, leaving the lat-



ter's meat stocks to rot on the shelves. Why? Because the retailers charged exorbitant prices? Not at all, because somebody behind the retailer charged *him* exorbitant prices and thereby compelled him to charge the prices which the consumers considered too high. What a beautiful example of American justice! And how logical! "Being too high" is a relative phrase. A retail price may be much too high so far as the producing market conditions are concerned, yet not high enough when compared with the price which the retailer must pay. The intelligent framers of the boycott ignore this vital distinction and boycott the retailer because it is he that is charging the price which they say is too high when supply and demand are considered.

What a lunkheaded outrage!

New Orleans is the only district shipping parsley, and the price is still high—\$5 to \$5.50. A little hothouse parsley is also coming. The demand is good.

## Jury's Verdict Puts Alum Baking Powder Under the Ban in Pennsylvania

**Harrisburg Jury Decides by Verdict of Guilty in the Gross Case that 1909 Food Act Forbids Sale of Alum Powder. Decision Discounted by Many Manufacturers Substituting Phosphate for Alum.**

In the case brought by the Pennsylvania Dairy and Food Department against Meyer Gross, a Harrisburg grocer, for the sale of alum baking powder, the verdict was guilty, which places alum baking powder under the ban throughout the entire State. The case is the first one of its kind to be tried in the United States, involving as it does the denial of the right to sell alum baking powder under any conditions.

The case was outlined in the last issue. It was brought under the Pennsylvania food act of 1909, which forbids the sale of food or ingredients of food containing alum. The Food Department through this prosecution said that this included alum baking powder. The manufacturers,

for they and not the retailer did the defending, said it did not, but their reasons were chemical and technical rather than practical, and they did not convince the jury. With but little delay a verdict of guilty was found.

As explained last week, the defense was so framed that a Federal question is involved, and this will allow the case to be carried to the United States Court, which will take several years. In the meantime the baking powder manufacturers will endeavor to have the next Pennsylvania Legislature repeal the portion of the law touching alum.

It is doubtful if the decision, important as it is, will have much effect upon the conditions in this State. The brand involved in the

case was a well-known New York brand, which has already been legalized, it is understood, by the use of phosphate instead of alum. Almost all the other leading brands did the same thing soon after the law was passed, so that they can afford to be indifferent concerning the decision. There is undoubtedly some alum baking powder out among the trade in the State, and under the decision in the Harrisburg case the sale of this becomes illegal. If the matter is to be appealed, however, the Pennsylvania Department will probably make no more cases at present, as the courts would almost surely refuse to try them until the final issue.

Little or no alum baking powder has been sold by Pennsylvania jobbers for months.

### MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

# !! YOU CAN SEE !!

The quality in our offerings—if you don't shut your eyes like some traders do. You know the kind—they go on buying like one asleep—always satisfied—and their business shows it—when they wake up their competitor has all the trade.

**CONSIDER OUR PROPOSITION, TO SELL YOU**  
**TEAS, COFFEES AND SPICES**

**FOR LESS MONEY THAN YOU ARE NOW PAYING**  
**QUALITIES AS GOOD—PERHAPS BETTER**

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us



## The New York Letter

**High Food Agitation Rampant in New York. Bill Before Legislature Limiting Food Storage Time to Sixty Days. False Measure Suits in Local Courts. Various Items of Trade News and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, January 28, 1910.

On the retail grocer has fallen, as usual, the heavy part of the task of facing the public and trying to explain to the satisfaction of his customers the many questions suggested by the present agitation of the food problems.

Now that butter, eggs and some meat products have gone down unexpectedly, many grocers have on hand supplies bought at the former high figures and they are expected to make reductions to correspond to the falling off in the wholesale figures, as proclaimed in big type and with some exaggeration in the daily press. If the retailer tries to keep up prices until he sells out supplies on hand, he is likely to lose customers; on the other hand, he may sell at an actual loss in order to save his trade.

Besides, customers who did not worry about prices before the agitation are now critical and keep their favorite grocer busy in showing that even if the cost of the necessities of life went up pretty high it was not his fault and he did not get any large part of the money or any more than a reasonable profit.

The packers and shippers and their representatives are inclined to argue that the falling off in prices has been brought about rather by other causes than by the agitation, and make many statements to that effect. Shipments have been diverted to the East from other markets, it is explained, and the South has begun to send New York more butter and eggs. But the cynical say that when the public in the West began its boycott of certain food products then the supplies were rushed here, and so there was brought about a sort of surplus in this market.

It is also said in some quarters that the attitude of officials and lawmakers, from the President down, has taken the heart out of men who usually enjoy corners in

food products. The intimation from Washington that prison sentences are to be sought for offenders and that the men higher up are to suffer, is said to have been highly effective.

New York has not led in the food agitation, but there has been plenty of it here in the last week. Grand Juries are now investigating the meat packers, the so-called milk trust, the butter and egg trust, also so-called, and perhaps some other trusts.

The milk companies, with the exception of the two largest, put the price of bottled milk back this week from 9 cents a quart to the old figure of 8 cents. It is supposed that the two companies still holding out for 9 cents will fall in line soon. The price of milk in cans to grocers has not been changed.

At Albany the Legislature has before it a number of bills having to do with the food situation. One that promises to excite much discussion puts a limit of sixty days to the time during which any food may be kept in warehouses. It is argued in favor of the bill that it will keep the food supplies fresher and will make it more difficult to form corners. The warehouse people are vigorously opposing the measure and will doubtless be joined by other factors in the trade.

Frank A. Horne, assistant secretary of the Merchants' Refrigerating Co., of New York, has given out a number of statements defending the methods of the cold storage business, chiefly on the ground that it provides the way of holding food from times of plenty until times when the harvest is light or the supplies have run short.

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The municipal courts in this city are busy these days trying suits against various retail merchants, including grocers, accused of using false weights or measures. Besides new cases, many which have been hanging fire for some time are now being

pushed. Under a recent decision of the Supreme Court, if a false scale, weight or measure is on the counter, it is regarded as in use. As a result, it is much easier for the Bureau of Weights and Measures to recover penalties than formerly. Before this decision it was necessary to prove that a sale had been made on the false scales or from the false measure and that the customer had actually been defrauded to recover penalties.

Over one hundred cases are on the calendars for trial next Wednesday in the different municipal courts. More than three hundred such suits have been tried or settled in the past month. Most of the grocers who have been sued are foreigners having small stores in the East Side of Manhattan and in the Brownsville section of Brooklyn.

In the case of flagrant and repeating offenders, criminal actions are begun, but there is great difficulty in securing a conviction, so the civil suits are started in the great majority of cases. To sustain a criminal action the inspector for the Bureau must prove that the defendant has actually sold goods short of weight or measure and so wilfully defrauded the customer. A few criminal actions are to be started this week and the defendants will be arraigned before a magistrate, who will be asked to hold them for Special Sessions.

Some of the defendants in suits of this kind are said to be really very poor and of course ignorant. In these cases Assistant Corporation Counsel Herman Stiefel, who is in charge of the Bureau for the Recovery of Penalties, often compromises the case. The law imposes in the civil cases a penalty of \$25 for each defective weight, measure or scale found on a counter.

When seen by your correspondent this week, Mr. Stiefel said that under the new decision of the Supreme Court he is able to secure judgments in fully 95 per cent. of these cases. "Of course," he said, "in many cases probably 25 per cent. of them I could not collect the entire judgment if I wished to, as the merchant has not the money to pay it. Many of the offenders are ignorant Russian Jews, who do not know that they are violating the law. In

these cases I reduce the penalty or drop the suit altogether. When a well-to-do merchant with a large store offends, however, I press the suit and insist on the entire judgment, as there is no excuse for him. If he does not attend the store himself, he should hire experienced clerks who know when the scales are out of order."

A suit was recently started against a big grocery company, operating a series of chain stores, for selling flour under the weight printed on the bag. The court dismissed the case, as flour is not specified in the law under which the bureau proceeds. An amendment to the law to cover flour will be asked for, nearly all other kinds of groceries being already covered.

The bureau of late has seized many weights in the back of which holes have been bored and these holes filled with wax so that buyers cannot detect them. In spring scales that have been seized, rubber bands are attached to the base of the scale and the pan. Small pieces of steel are sometimes inserted in these scales. The computing scales have also been manipulated.

When visited by an inspector the old excuse was that the scales, weights or measures were old ones and not used. This excuse no longer avails, for if the standard is on the counter it is, in the eyes of the law, in use. The excuse now is that the scales, weights or measures were purchased recently and that the storekeeper was not aware of the defects. Although this excuse will often save the storekeeper from a criminal prosecution, it is useless in civil suits.

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The annual meeting of the Brooklyn Retail Grocers' Association was held on Tuesday evening. President Henry Lohmann was unable to attend on account of sickness, so the second vice-president, James T. McKinney, presided. The reports of officers showed that the association had passed through a most prosperous year. In his annual report, which was read by the secretary, President Lohmann thanked the members for their support during the year and told of the good work of the association.

The report of the Legislative



Committee was given by Chairman Becker. Mr. Becker expressed his regret that many bills of importance to the trade had been killed in committees at the last session of the Legislature, but hoped that better results would be obtained at the present session. A new bill, he said, will be presented to the Legislature for the purpose of reducing the license fee for the sale of kerosene oil to \$5 from the present fee of \$10. As the association is divided on the subject of a Sunday-closing law, Mr. Becker said, the committee decided to defer action until the association as a body takes a stand.

The report of the treasurer, H. W. Steneck, showed that the finances of the association are in excellent condition and that the value of its shares of stock has risen at least 25 per cent.

The election of officers for the coming year was then held. Henry Lohmann was unanimously re-elected president, the members feeling that it would be impossible to secure a better man for the position.

J. T. McKinney, formerly second vice-president, was elected to fill the office of first vice-president without a dissenting vote. For the second vice-presidency, Louis Meyer, who claims to be the youngest man ever holding that office, was the unanimous choice.

Ellwood Hanson was re-elected recording secretary for the eighteenth time. As financial secretary, Henry C. Christgau was unanimously re-elected. H. W. Steneck was re-elected treasurer.

Three members of the Board of Directors were next elected, each to serve for three years. Herman Recke, Fred Lupins and Victor Brandis were chosen.

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The New York State Retail Grocers' Association has revived its organization campaign which was being carried on vigorously before the holidays. It was thought best, because of the holiday trade, to lay the work over and now the association is working hard, forming local branches in the Hudson River towns.

The State Association has sent out a letter to the local branches asking them to file reports at least once a month of the meetings

held. Several associations, the letter says, have been delinquent in this important matter. This communication also says that the up-State associations in Rochester, Elmira, Syracuse and other cities are in a flourishing condition.

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Louis Hartwig, formerly connected with Hartwig & Bennett, who during the existence of this firm was one of the largest factors in the dried fruit business, has re-entered the trade after an absence of several years and is now connected with the firm of Charles T. Howe & Co.

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Importers in New York are having considerable trouble in securing desirable grades of imported sardines. Portuguese and Spanish sardines, on which the market depends to a great extent, have fallen off in both quantity and quality, said a well-known importer. The French sardines are also worrying the packers, as reports from Honfleur, France, the centre of the fishing industry, indicate that the recent catches have been small.

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Olive oil, it is said, will be scarce, the Italian product, which is the greatest factor in the market, being seriously affected by the drouth that has prevailed for several months. Spain, it is expected, will supply fully one-half of the entire supply of olive oil this year.

#### SUMMARIZED MARKET CONDITIONS.

An improvement in options keeps the coffee market firm, but otherwise business is quiet. Some sales were made of Santos, Rios and Maracaibos, but these were as a rule in jobbing quantities. The absence of active inquiry is disappointing to holders, but the improvement in options somewhat counteracts this. The heavy imports of the interior is said to be the cause of the lack of inquiries here. In the West, reports say, dealers are even reselling at concessions.

Basket fired Japans are receiving the most attention in the tea market and a fair business, mostly of a jobbing character, is being done. Formosans have an active inquiry, many sales being reported. Prices are firm.

The improvement of the London market and the heavy buying of the refiners caused great buoyancy

in the raw sugar market. Business has been active all week and the holders are unwilling to grant concessions, as they feel that with all the refineries busy, new supplies are necessary. Several large sales of Cubas and Porto Ricos were reported.

Shipments of refined sugar are still delayed, the output of soft sugars being small. In granulated, shipments have been promptly made by refiners, but holders are not making many sales, as the wholesalers are at present well supplied. For the soft sugars there is a good inquiry.

The scarcity of supplies in molasses is causing many dealers to lose sales. The New Orleans market is high, so that the local market is likely to be high until the Porto Rican crop arrives.

A better inquiry is noted for rice, but the movement is only to meet the grocers' current needs. Southern prices are high and New York bids are being returned with the answer that the rice has been sold to the West or the Pacific coast.

In the canned vegetable market many sales of Maryland Maine style corn are reported. New England is the principal buyer, with the other parts of the country contributing to the demand. New York jobbers are buying only enough for current needs. Many jobbers are to make their inventories on the 1st of the month, but even those who took inventory in December are buying sparingly, although their inventories showed that their stocks are small. The demand from the country is larger than usual at this time of the year. Peas are in good demand. Holders of Maryland tomatoes are in-

different sellers, believing that prices will go up soon.

The canned fruit market is quiet, but firm. Supplies are light. The demand is small, jobbers buying only enough to meet immediate demands. Small sales of State packing apples from second hands are reported.

A good jobbing business is being done in the dried fruit market. Many sales of prunes were reported, the prices being firm. Peaches are not in demand, and jobbers from the interior are offering to sell at a shade under the market. Currants are firm. Dates are in good demand.

Butter fell 3 cents more this week, although it rallied slightly yesterday. The recent agitation against the high price and the increased receipts forced the price down to 31 cents for specials in the early part of the week. It rallied later and advanced a half cent. The best grades of creamery butter are in good demand and the supply sufficient to meet all demands. Storage butter is firm, as holders have taken much of it off the market. Process butter is in little demand and the feeling is weak.

Eggs are declining under the increased receipts. They have dropped 3 cents in the past week, the best fresh gathered eggs now selling at from 42 to 43 cents. Other grades of fresh gathered eggs sell as low as 37 cents. Storage eggs are firm.

FRED. A. MCGILL.

New Orleans beets are still coming North and range from 3 to 4 cents per bunch. A few are also coming from Charleston. The demand is slow.

## Window-Dressing Articles Wanted

For several months the "Grocery World and General Merchant" has been looking for the right man to take charge of its "Window-Dressing Department" and contribute a good, suggestive weekly article. We have tried several, but none was exactly what was wanted.

We will now attempt to get these articles from our subscribers, probably every one of whom has some technical knowledge of window-dressing. What we want is articles clearly describing window displays that can be made by the average retailer; not necessarily new or original—in fact, those which have been used successfully are perhaps preferable to all others.

For all acceptable articles, the "Grocery World and General Merchant" will pay an average price of \$5 each. All matter sent in under this arrangement should be addressed to the "Window-Dressing Department." If drawings are also sent they should be made throughout in black ink (not pencil).



## Grocers Argue With Customers Over High Prices

How a Progressive New Jersey Grocer Went at the Subject. Solid Common Sense Argument Used as Weapon. Finley Acker Co. Shows that Majority of Prices are Not Inordinately High.

Progressive grocers are realizing, here and there, that it is good business for them to frankly take up with their customers the question of high food prices. Consumers are not usually fair reasoners in this respect. They are being charged for some of their food products the highest prices in years. The retail grocer is the only man they know in the matter, and it is perhaps natural that they should blame him first. The grocer has a full and complete answer and if he fails to make it he is doing himself an injustice.

Mr. Edward M. Fithian, a well-known grocer of Bridgeton, N. J., went at the subject through his local papers, and sends the "Grocery World and General Merchant" some data regarding the experiment:—

Bridgeton, N. J., Jan. 20, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—I inclose herewith my advertising contribution to the current discussion on the high-priced food question. It appears in two daily papers here, one of which had printed the editorial to which the ad. refers and which it quotes.

The news dispatch referred to in the Philadelphia paper was cut from the "North American" and is also inclosed.

I see, also, that Finley Acker takes up the same question briefly in his ad. of yesterday and refers to a discussion of it in his weekly, which I have not yet seen.

There is altogether too much "hot air" gets into print on the much abused and much misunderstood subject, written by reporters who cannot figure the real difference between a price of roasted coffee at the store and the quotation for cargoes of Rio No. 7.

You are welcome to any use you may wish to make of my screed.

Yours truly,

ED. M. FITHIAN.

With his letter Mr. Fithian sends a proof of an advertisement headed "The Cost of Living." In the original it must have occupied about two full columns in his local paper. As a worthy contribution to the literature of the subject it is reproduced in the next column in much reduced form. The reproduction made it much less plain than before, but probably it can still be read.

### The Cost of Living

#### Two Texts and a Sermon

A news despatch to a Philadelphia paper on Monday quoted John A. Stewart, a trustee of the New York School of Agriculture, as saying:

"Onions are selling in the city of New York at \$6.40 a barrel, apples at \$20 a barrel, potatoes at \$4.80 a barrel, and all other food supplies at proportionate prices."

On the same day, a newspaper nearer home said editorially:

"Everything to eat costs much more than is reasonable \* \* \* There is absolutely nothing cheap, very little that is obtainable at anything like fair prices."

In view of the above statements, the Store has something to say and is willing to pay advertising space, saying it.

If Mr. Stewart's statements were even near the truth, most of the population of New York would be starving. His prices for half pecks would be 35c for onions, a dollar for apples and 25c for potatoes. And, with "other foods at proportionate prices," it would mean 12c lb. for sugar, 35c to 75c lb. for coffee, 25c for a quart of beans and 10c for a loaf of bread. Such statements are ridiculous as to facts and are inflammatory in their tendencies.

Our second text makes only indefinite and general, although sweeping statements, and we propose to meet its challenge that "there is absolutely nothing cheap, very little that is obtainable at anything like fair prices," by a specific and fairly representative statement of prices of food stuffs at Fithian's.

#### Take the Worst Side of the Case First

Fresh Eggs at 45c a doz. are at two prices. We have difficulty in getting enough and our margin on them does not cover store expenses, to say nothing of profit. And there is no substitute.

Butter at 42 to 50c lb. is at a price and a half. But there is an excellent substitute in *Holstein Butterine* at 25c, and the writer takes pride in the record that two advertisements that dealt with the situation frankly, revolutionized the Store's sale of butter products.

Pork products are 75 per cent. above normal, and somewhat above the advance in other meats. The only remedy is to eat less meat and more cereals and vegetables, and most of us would be in better health for so doing. And high-priced lard finds a substitute in *Bisc-Ola*, which is not only cheaper but goes farther.

Flour is nearly 50 per cent. high, but *Kolb's Bread* is still 5c a loaf and the loaf is as big and as good as ever. And all other of our bakery products are at normal prices with very few and unimportant exceptions.

American Cheese is 50 per cent. high, but there are no bones in it to make waste. Imported Cheeses no higher. Mackerel are high only by comparison with years ago. They are cheaper than last year.

Pickles are from 25 to 40 per cent. higher than in flush years.

Canned Meats are about 20 per cent. high. Brooms are high enough to sell over the moon with and they are not good to eat.

The above list, while a strong one, contains but few items whose prices cannot be dodged by substitution. And the list is very short when measured against the longer one of everyday goods at normal prices.

And it is only fair to the Store for its customers to know that, in other lines than eggs where prices have gone highest, the Store's margin of profit has gone lowest.

#### Now, Take a Run Down This Line

Sugar at 5½c is at a long-standing price. Molasses at 50 and 60c and Table Syrup at 40c a gallon are neither higher nor lower than for years past.

Vinegars are no higher at retail, though costing more. Rice, at 6c for Japan and 8 and 10c for Carolina, offers a food economy that does not get the recognition it deserves.

Breakfast Foods, while at normal prices, offer a fine field for economic selection. The Store has cut out package oatmeal, which cost 8c lb., in favor of bulk oatmeal at 4c. Among the best economies are Shredded Wheat Biscuits, Raisins, Wheatlet and Cream of Wheat.

Coffee is unvaryingly cheap, beginning with a sound, sweet Maccabio at 16c lb. and with such blends as Carnival at 22c and Special at 25c that carry the Store's coffee reputation far and wide.

Tea is also in the economy list. The Store never sold tea cheaper, quality for price, than it sells it now.

Chocolate and Cocoa are at normal prices. Spices have made no advance in retail prices here and the Store's spices are intrinsically economical because of their purity and high grade.

Potatoes and other green vegetables are no higher than usual at this season of the year and are lower than in many years. Both potatoes and onions at 12c half peck contradict Mr. Stewart's New York prices of 23 and 35c.

Soup Beans and Peas at 10c quart and Lima at 12c are no higher than in recent years. Barley, Hominy, Tapioca, Split Peas and Lentils are normal.

Canned Vegetables are noisily cheap. There is a big pile in our window showing Salem Tomatoes, 4 cans for 25c and Laning's at 8c can; Fine Corn at 8c; Sifted June Peas, an unusual value, at 10c, and so on through the list of our well-known offerings; nothing higher but one brand of baked beans, the unusual prices being lower.

California Canned Fruits show up at lower prices than last year and there are economies among them that ought to tempt even Bridgeton housekeepers.

In Evaporated Fruits, while Apples and Peaches are a little higher, other fruits are normal.

In Prunes, a purchase of 3000 lbs. of fine, new-crop Oregon fruit gives our customers 4 lbs. for 25c, an economy greater than usual.

Raisins, Currants, Citron and Dates are no higher. Figs only are slightly higher than last year.

Oranges are notably cheap and the Store, buying in quantities, has crowded one offering after another of luscious fruit that has been irresistible. Grape Fruit very cheap.

Take it back, Mr. Stewart and Mr. Editor. Wild statements do not help the situation, and time and space are wasted in telling the people, all of whom you cannot fool all the time, that "there is absolutely nothing cheap, very little that is obtainable at anything like fair prices"—at least.

at Fithian's

The writer's judgment is that this sort of thing is good business. The grocer who fights shy of discussions about high food prices, for fear he will come in for some blame, will always get more blame than the one who frankly admits and defends.

The Finley Acker Co., as intimated last week, is running a series of articles in its weekly paper on the same subject. A pertinent paragraph of this week's installment is as follows:—

#### SOME FALLACIES AS TO HIGHER PRICES.

The public is often misled by extravagant general statements into believing things which are not correct.

*It is not true that all foods have recently advanced in price.*

On the contrary, our prices for roasted coffee, from 10 to 40 cents pound, have remained unchanged—but we are giving better quality at the respective prices than ever before.

Our range of tea prices are from 25 cents to \$4 a pound—to suit all tastes—and all our teas are superior in quality to what they were formerly.

We sell Acker's breakfast cocoa at 20 cents a half-pound tin, which equals some imported cocoas which sold a few years ago at double the price.

Sugar is no higher than the average price for some years.

Flour is higher than it has been for several years, but the same quality is lower in price than it was some years ago.

Acker's canned fruits are lower than they were two years ago; and our canned vegetables and fruits, and our dried fruits, including raisins, currants, figs and dates; and fresh fruits, such as oranges and grapefruit, are no higher, and in some cases lower. We have made but very few changes in our pastry, notwithstanding the higher cost of flour and the much higher cost of butter and eggs.

Our several hundred varieties of pure confections are being sold at the original low prices—established sixteen years ago.

Our hygeia cereals, Le Chevalier macaroni, gelatines, dried beans and peas, shredded coconut and evaporated milk are no higher.

The prices of our Le Chevalier pure olive oil, mayonnaise dressing, vanilla extract, spices, baking powder and similar articles have been the same for years.

Our canned salmon, threads of codfish, delicatessen specialties of our own manufacture, vinegar and salt are unchanged in price.

Most of the kitchen requisites, such as soaps, cleansers, polishes, candles, matches, etc., are unchanged.

It will be seen that so far as our own business is concerned, a very large proportion of the requisites of the modern table and household do not cost the consumer any more to-day than they did in former years, while in some instances they are getting even better value.

On the other hand, all kinds of meats, whether fresh, smoked or canned, poultry, butter, eggs, lard and similar products have materially advanced in price.

Hothouse radishes seem to be wanted at 2 to 4 cents per bunch.

### AMONG THE TRADE.

Creditors filed a petition during the week to have Joseph S. Hillman, a retail grocer of Downingtown, Chester County, adjudged an involuntary bankrupt. The names of the petitioning creditors and the amounts of their claims are: Alfred Lowry & Bro., \$544.27; Reeves, Parvin & Co., \$126.66; Albert Fogg, \$138.05.

Henry C. Trainer, known intimately and well by every wholesale grocer and broker in business in Philadelphia and by a large number outside, died last Monday at his residence in Germantown after a progressive illness of several months. Mr. Trainer was a canned goods broker. He was compelled several months ago to relinquish active business, but still kept in touch with affairs and conducted part of his business from his residence. Few men in any branch of the grocery business have had a longer service than Mr. Trainer. He was 73 years old when he died, and had spent over forty years in the canned goods business. Most of this was spent with Matthew Semple & Co., whom Mr. Trainer left about fourteen years ago. He then went into business for himself at 49 South Front street, where he stayed till he died. Mr. Trainer had some good accounts, but his business both with packers and buyers was done on a basis of mutual confidence. He was a clean, honest, straightforward and extremely capable man. Every one gave him respect, and not a few gave him deep affection. W. E. Cranstoun will succeed to his business.

John L. Clawson, of Clawson Bros., the Philadelphia manufacturers, pleaded guilty in the Philadelphia Quarter Sessions Court during the week for selling adulterated peppermint essence. He was fined \$20 and costs.



THE NEW FLAVOR

MAPLEINE

Better Than Maple

The Crescent Mfg. Co., Seattle, Wash.



# YOU RUN TO A FIRE



Of course, you do; and so you should and help your neighbor to save all of his property you can, but how about **RUNNING YOUR OWN BUSINESS?**

**DO YOU SAVE ALL YOU CAN** in the purchase of Groceries? Are you

buying for **CASH**, or are you buying on **CREDIT**?

Are you using Uncle Sam's economical Mail System, or are you paying Traveling Salesmen's Expenses?

Think on these Things. Send us a trial order. See what we can **SAVE** you.

45-gallon 1200s Pickles	per bbl., \$7.95
Maconochies Kipperd Herring, flat, oval cans, plain, 2 doz.	per doz., 1.35
Tomato Sauce, 2 doz.	per doz., 1.32½
Sal-Soda, barrels about 375 lbs.	per 100 lbs., .62½
5 or 10-barrel lots or over	per 100 lbs., .60
Tomatoes, Wright's Extra Standard, cold packed, No. 3 cans, 2 doz.	per doz., .70
5 or 10-case lots	per doz., .67½
Red ripe fruit, almost whole and solidly packed cans. Nothing cheap about them but the price, and that is certainly very low for this class of goods with a very strong Tomato market.	
White Lily Brand California Asparagus, medium, No. 2½ square cans, 2 doz.	per doz., 2.20
Red Top Brand California Asparagus, No. 2½ square cans, 2 doz.	per doz., 1.95
These can be retailed at 20 and 25 cents per can with a good margin of profit.	
Horseshoe Salmon, No. 1 tall, 4 doz.	per doz., 1.55
Penny Chocolate-covered Easter Eggs, cream coconut centers, 18 to 20 to the pound, 30-lb. pails	per lb., .08¾
5 or 10-pail lots	per lb., .08¾
Moore & Brady's String Beans, No. 2 cans, 2 doz.	per doz., .55
Brook's Refugee String Beans, No. 2 cans, 2 doz.	per doz., .47½
Burnham & Morrell's Baked Beans, No. 3 cans, plain, 2 doz.	per doz., 1.35
Cox's Gelatine, large size	per doz., 1.54
Small, 10-cent size	per doz., .89
Lard Substitute, Nelson Morris & Co's High-grade, 60-lb. hard wood tubs	per lb., .10¾
5 or 10-tub lots	per lb., .10¾
Green Peas, Fancy, New, grain bags about 2½ bushels	per bus., 2.22½
Yellow Split Peas, Fancy, New, one-bushel bags	per bus., 2.17½
Chewing Gum, Lulu Brand, 72 1-cent packs	per box, .45
5 or 10-box lots	per box, .42½
Stuffed Olives, No. 7 cylinder bottle, 4 doz.	per doz., .80
5 or 10-case lots	per doz., .77½
The best bargain in a 10-cent Stuffed Olives you have ever seen. Here's where we save you 30 or 40 cents on a case of Olives, which is quite worth your while.	
Lunch Tongue, Fairbank's, No. 1, 2 doz.	per doz., 2.47½
I X L Iron Wax, on handles, ¼-gross box	per box, .55
Sell at 2 cents each; almost triple your money.	
Silver Prunes, Sierra Brand, 50-60s, 25-lb. boxes	per lb., .06¾
5 or 10-box lots	per lb., .06¾
These are new crop, good quality fruit and a very great bargain.	
Sardines, Penobscot Brand, ¼s, mustard, 100 cans, per case	2.55
Game Cock Brand, ¼s, mustard, 48 cans	per case, 2.37½
Gem Oleine Soap, 60 cakes	per box, 1.25
F. O. B. cars Philadelphia. No free delivery in any quantity.	
<b>RICE</b> —Fancy Japan, 100-lb. bags	per lb., .03¾
5 or 10-bag lots	per lb., .03¾
We mention this Rice again this week because it is one of the best bargains in Rice we have ever seen, and if you are a stranger to us and our way of doing business, try us on this item; it is a bargain.	

These Prices for This Week Only—Jan. 31st to Feb. 5th, inclusive.

WRITE FOR THE "CASH GROCER," CONTAINING OUR QUOTATIONS ON A FULL LINE OF GROCERIES

**BARBER & PERKINS**  
**WHOLESALE CASH GROCERS**  
 29, 31, 33 N. Water Street 28 N. Delaware Avenue  
 PHILADELPHIA, PENNA.



"Hello, George"!

"Why—blamed if it ain't Charlie! Say, you look as if you'd struck a gold mine or robbed a bank. What in the world are you doing anyhow?"

"Well, you see George, I learned to sell goods by taking the Sheldon Course in Scientific Salesmanship and got a peach of a job with Smith & Walker—\$25 a week and expenses. Just had a three months' trip and dropped into town to see the folks and—say, come over to-night and I'll put you next. There's no use of a bright fellow like you being a delivery wagon."

*Write for explanation and terms.*

## Sheldon School

503 Republic Building

Chicago





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XXXV.—The Law of the Purchase and Sale of Merchandise.

Contracts for the purchase and sale of merchandise are made by the thousand every day, both by large and small business men, yet there is only the most indefinite knowledge on the part of the contractors as to their rights and liabilities. The subject has many ramifications and is much too large to cover in the scope of one of these articles. I shall try in this and the next to say some practical things regarding the making of such contracts and the carrying of them out. In the third article I shall treat the question of the buyer's or the seller's remedy in case the other party defaults, and in a fourth article, if there is not sufficient space in the third, I shall take up the buying of futures, or of goods to be manufactured.

It is fundamental that in a contract for the sale of merchandise there must be an offer and an acceptance. An offer means a definite proffer to sell certain goods at a given price. Ordinarily an advertisement, or a quotation or a price-list is not such an offer as the person making it can be held to, because usually in those cases there are other conditions to be worked out before a contract of sale can be complete. They are simply proposals to enter into an agreement of sale.

Even the most definite offer to sell is revocable before acceptance. For instance, on Monday, January 24th, A says to B, "I will sell you ten bales of cotton at 10 cents a pound." B is undecided and A goes away. About noon B decides to accept and is about to go to A's office to say so when A telephones him that the offer is withdrawn. Many a would-be buyer in B's position here has sought to hold A liable, especially when the market has advanced meanwhile, but they have never

succeeded, because the offer was revoked before acceptance.

This is so even though A had promised to hold the offer open until 4 o'clock, and B had accepted well within that time. The reason why A could have revoked even then before acceptance is that there was no consideration for the promise to hold open, and it was therefore unenforceable.

Something about options enters logically here. No option that is without consideration is worth the paper it is written on or the breath it took to utter it. For instance, A says to B, "I will give you an option on these 100 bales of cotton at so much a pound until noon next Friday." On Wednesday, without notice to B, A sells the cotton to C. On Thursday B decides to buy and when he finds A has sold, sues him to recover his damages. He will invariably fail, because the option was without consideration. The way to have compelled A to hold the goods until Friday noon or be liable, was for B to have paid something for the option. Had he done that, even though the consideration was nominal, say \$1, B would have had to hold them, or if he meanwhile sold, he would have been responsible to B for damages. Just how those damages are calculated will be considered in a later article.

Here is a curious though fundamental phase of the law of contracts, which is often invoked where the question arises as to whether a seller can be held responsible on a given sale. A in New York writes B in Chicago on Monday: "I will sell you 100 bales of cotton at so much per pound. Answer by return mail." The letter reaches B on the following Wednesday at 9 A. M., and immediately B writes an acceptance and mails it. At noon

that day A sells the cotton to C. B sues A for damages, and he can recover, because the law holds that the minute B deposited his acceptance in the mails the contract was complete and the goods were no longer A's to sell. This on the principle that A appointed the mails as his agent to bring back B's answer, and when B gave his acceptance to the mails he gave it to A's agent, which is equivalent to giving it to A himself. The same principle applies where A selects the telegraph as the medium for transmitting the answer.

So much for the acceptance of an offer to sell, except the general observation that it must be on all fours with the offer; in other words fit it at every point.

I am asked many times what happens when a man sells that which he doesn't own. Very often this occurs either by fraudulent design or by accident. In the case of ordinary personal property, no title passes in such a case, no matter how many hands the property goes through. Not even an innocent purchaser can acquire title from a seller who himself had none. Very important exceptions to this rule, however, are bonds and other negotiable instruments. These pass freely from hand to hand, and the innocent purchaser for value received takes—though in some cases fraud may prevent this—a perfect title; often a better title, in fact, than the man who sold to him.

Another most important phase of the law of sales is when title passes from the seller to the buyer. Important for two reasons: First, because in case of destruction of the goods by fire, etc., before delivery, it is the sole determining factor in whether the seller or the buyer must stand the loss; and second, because, in case the creditors of the seller or the buyer get after the goods with an attachment, it also determines whether they belong to the seller or the buyer, and therefore whose creditors may have them.

When title passes depends on whether the transaction is an actual sale or merely an agreement to be performed some time in the future.

These two cases will illustrate the difference:—

A, a wholesale dealer in Philadelphia, shipped a carload of beans to B, a dealer in York, Pa. B refused to accept them and A sent a salesman to York to sell them again. The salesman went to C and said "I have a car of beans at the depot here that I want to dispose of; I'll sell them to you at so much." C accepts, the salesman gives him an order and goes back to Philadelphia. The next day, before C moves further in the matter, the car is destroyed by fire. The question at once arises—who shall bear the loss, A, the seller, or C the buyer? The answer is that C must, because the beans were his. The sale was a sale on the spot and the beans were his. In this case C not only loses the beans, but A can collect their price from him.

In case No. 2 A, a wholesale flour dealer, sends a salesman through the country taking orders for flour. B, a retail dealer, orders fifty barrels, which order is sent in to A by the salesman in the regular course of business. The day after the order is received but before A has done anything in the way of filling it, A's warehouse burns down and his entire stock of flour is destroyed. Here, too, arises the question of title. If title to the fifty barrels had passed to B, it was B's flour and the loss of the fifty barrels was his. If title had not passed, it was still A's and by the same token the loss was his. Here no title had passed, first because the contract was merely one to be performed, and second because something more was needed to be done by A—the setting aside of the goods for B—before the sale was complete.

This then is a rule by which any practical business man can usually determine whether, in such a case, title has passed from seller to buyer, and which, at a

Bell Phone  
Spruce 65-66

Keystone Phone  
Race 6-33

Cable Address, "Enyap"

**Payne Detective Agency**

LICENSED. BONDED

THEO. E. PAYNE, PRINCIPAL

Legitimate Work Only

Male and Female Operators

Highest Legal Connections

Main Offices (Open all night)

WOOD BUILDING

34 and 36 S. 16th Street, Philadelphia, Pa.

New York Office, Longacre Building, Times Square,  
New York City.





## Ever Hear of Butter Insurance?

With every pound of **Gurnse** butter comes to you a policy of insurance against loss of trade by bad or irregular butter.

Not printed and written as usual, but in the form of our iron-clad guarantee and our authority to you to give the money back and charge to us when anybody makes the slightest complaint.

**Gurnse** prints are made from high-grade milk, in high-grade dairies, by high-grade workmen. It is gilt-edged to the last degree of superiority and reliability. Every shipment runs like every other and all superfine.

Make **Gurnse** your leader and your butter trade is safeguarded and in line to increase from that minute.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—37 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.

¶ How proud you'd feel of a shining automobile delivery car with your name on!

¶ It would be worth more than a team as an advertisement—but it costs less. Far less to run and in some cases less to buy.

## Come, Write To-day

FOR CATALOGUE 217

**W. H. McINTYRE CO., AUBURN, IND.**  
418 Third Ave., South, Minneapolis, Minn.  
1730 Grand Ave., Kansas City, Mo.

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

==  
This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



## Welch's Grape Juice

Our Advertising  
and its purpose

THE purpose of our advertising is to reach your trade, convince that trade of the goodness of Welch's Grape Juice and thereby make your work of selling it easy.

Our advertising, in other words, is to make Welch's Grape Juice an attractive and profitable proposition for you.

We are making the best grape juice we know how; we are advertising it to the best of our ability and to the limit of our means, but we have to thank you, and all the other dealers who handle Welch's for making it possible for consumers everywhere to get it without trouble.

Order Welch's Grape Juice from your jobber to-day.

**The Welch Grape Juice Company**  
Westfield, N. Y.



given moment, is the real owner of the goods. If after the order is given there is still something which the seller must do before the order can be filled, title does not pass until it is done. For instance, if the goods have to be examined, or tested, or separated from the mass, title remains in the seller until that is done. The only exception to this rule that I know of is the case of grain mixed with a mass in a warehouse. In this case A can sell his share without any separation from the mass.

This question of when title passes also arises very often where goods are lost or damaged en route. If title is still in the seller, the loss is his, it is he who must make claim against the railroad, and the buyer can sit still and do nothing. But if on the contrary title has passed to the buyer, the goods belong to him, their loss or damage is his, he then must go after the railroad, and the seller can collect the price regardless of loss or damage.

This subject is going to spin out longer than I expected. Something more about the passing of title, and also about what is good and bad delivery, in the next article.

(To be continued.)

(Copyright, January, 1910, by Elton J. Buckley.)

Florida grapefruit are selling very well at \$2 to \$4, which is about the price ruling for some time.

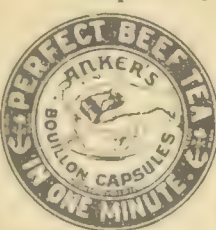
## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

### SHOW THESE ONCE!

Anker's  
Bouillon  
Capsules



If you've never sold these Bouillon Capsules, you have no idea of the trade waiting for them. Make delicious and nutritious bouillon, beef tea or soup. Packed 10 in a box; ready for instant use with hot water.

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

### What Does It Mean To Grow?

Six feet isn't growing. You've known fellows nearly twice as tall as you are that couldn't figure out the one-half of one per cent. on one hundred dollars to save themselves. Real growing (commercially) is mental growth. You remember some time ago I had a paragraph that read something like this: "What have I done to-day to make this business better?" That's a very searching question. I found it on my desk one morning neatly written by a member of the firm with whom I am now associated. It went right straight home. Night after night I resolved in my mind the things I had "done." Some were small things, of course, but the sum total showed that I was a factor in helping to strengthen the business and I felt proud of it. That's growing. Your mind is at work. A man's hands and legs and tongue may be busy all day long, yet he may have accomplished very little. To grow, gentlemen, you must actually put yourselves in the boss's place. If you don't some day he's going to put another fellow in your place.

\*\*\*

**Women And Set Notions.**—You know there are people who insist on picking. They want the nice, round even potatoes; the largest grapefruit, all russet color; the sound, medium-sized tomatoes, and so on. In justice to your firm, they should pay extra. Be open about it. This selecting takes time and it also digs into the heart of your stock. Yet it is never wise to come right out flat-footed and say "I'll have to charge you more for selecting these." The nicer and more diplomatic way is to name the price when the order is completed. Yet even at that it isn't policy to encourage this sort of thing, because you seldom make any money on the "set notion" woman. The thing I want to bring out is that you must at all

times keep a single eye to the business end.

\*\*\*

### Are You Talking Canned Goods?

It isn't necessary to string off tomatoes, corn and peas, but it is a good thing to talk canned limas, for instance. There are lots of good people that still stick to the dried ones and the fault isn't always theirs. Canned beets may be mentioned. If you handle the strawberry variety, say that they're very dainty looking; that they make an excellent winter vegetable and that they've got the flavor of the fresh-pulled ones, which is true. Canned spinach, the genuine gritless kind, isn't appreciated fully. It's one of the most desirable and most successful of canned vegetables. But those things need your help in order to move them. Housekeepers get into a rut "even as you and I," and the unpopularity of these splendid vegetables can, to a large extent, be traced to the thoughtlessness of the man behind the counter. The same thought applies to nectarines, grapes and green gages. Such fruit makes a happy change on a tea table, and many a woman would be glad to have you mention them, because you often hear them say, "Well, well, what can I have for tea to-night that will be a change?" So there you are.

\*\*\*

### Make Prunes Attractive.

—Take a 50-pound box of 60-70s and break them right in the centre, showing up both broken ends, one on top of the other. Don't sell from these, but dig out of your stock bin. Let the sign read: "This is our leader, 3 pounds 25 cents." Prunes should be on counter display from now on until spring, so should evaporated apricots and peaches.

\*\*\*

**Please People.**—Pleasing people that deal with you is a simple matter. It's just being polite to

them, taking an interest in them and serving them as though the success of the business depended upon their patronage. That's a splendid position to take. It's ideal.

\*\*\*

### Are You Hiding The Pickles?

—It beats all how much careful hiding there is done in some stores. A thing like loose pickles—dills, for instance, or loose sours, should be shown up right on the grocery counter very often, in a new 10-pound mackerel kit. Put dill stems around one and garnish the other with curly kale or spinach, or anything that will look odd. Pickles are one of those things that people want when they see them.

\*\*\*

**More About Kicking.**—A kicking clerk gets my attention. Don't misconstrue this. I don't mean the fellow that's always getting the worst of it. I mean the chap that sees things. The one that can discern the faulty system and come right up and show where that fault lies and how it should be remedied. That's what I call good old kicking.

\*\*\*

**The Customer First.**—Whatever work you are doing back of the counter, or front of it for that matter, keep your eye out for the customer. That's first. That's what pays your salary. Stock fixing must go. Cleaning must go. Gossip must go. Everything must go in deference to that 2-cent, \$2 or \$20 order. Get the money.

### Southern Asparagus Will Cost Less to Bring North.

The Interstate Commerce Commission decided last week, in the case of the Asparagus Growers' Association of Charleston County, South Carolina, against the Atlantic Coast Line Railroad and other carriers that the freight rates on asparagus were excessive. It is held that the charges of 65 cents a crate from Charleston, S. C., to New York, Philadelphia, Baltimore and Washington, and of 90 cents a crate to Boston are unreasonable. Beginning on March 1st and continuing two years, the rates are ordered to be 60 cents a crate to New York, 50 cents to Philadelphia, 56 cents to Baltimore and Washington, and 70 cents to Boston.



# THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Frankford, Jan. 4, 1910.  
Editor "Science of Advertising."

Dear Sir:—Inclosed find a little booklet, of which we distributed 2,000 in Frankford before Christmas. Would be pleased to have your criticism on same.

Yours truly,  
DARREFF & GALEN,  
2049 Orthodox Street, Frankford,  
Philadelphia.

The booklet inclosed is a little 8-page affair, about 4 x 6 inches, attractively printed in green and red on fine coated paper. The name on the cover is "Table Talk." I reproduce several inside pages much reduced:—

## TABLE TALK

In compiling this little booklet it is our purpose to put before our customers, and also our prospective customers, helpful suggestions gained in fifteen years' experience in the Grocery Business.

We would not, for an instant, compare a suit of clothes that we can buy for, say, \$5.00, with one made from the very finest fabric, hand tailored, and selling at \$50.00 to \$60.00, yet it is a very common occurrence to do this very thing in regard to Groceries and Meats, where the difference in quality may be just as great. This applies especially to Canned Goods. They all look pretty much the same on the outside, but there is a vast difference when you open the can.

Meats are another article, in the buying of which great care should be used, as the cheapest are not always the cheapest in the end. In fact, it is becoming generally recognized that we get what we pay for and if we buy goods cheap we get cheap goods.

The Christmas Holidays are fast approaching, and we deem it an appropriate time to tell you of some of the good things we have for your table.

This is very good looking advertising and ought to create a good impression. I notice some mistakes in spelling that always go against the grain. The name

### CANNED FRUITS.

"Del Monte" Brand Peaches, White Cherries and Apricots, ripened in California's golden sunshine. These delicious fruits are picked and packed at just the proper moment, which insures that delicacy of flavor which has made them famous.

25 cents per can.

Curtice Bros' Canned Strawberries, Red Raspberries, Black Raspberries, Pitted Cherries, Grated Pineapple and Sliced Pineapple.

You know these packers. Their "Blue Label" goods are world famous. Their only reason for not packing better goods is because they can not. It is not the fruit alone that goes into one of these cans, but years and years of knowing how. If you have never tried them you have missed something. The usual expression of the housewife on opening and sampling these fruits is, "The best I ever tasted."

13 to 30 cents per can.

### Canned Peaches.

"Beauty Bright" are extra large, fancy California fruit of beautiful color; in extra heavy syrup.

20 cents per can.

Other good California Peaches at 18 and 15 cents a can.

Sliced Peaches, 2 cans for 25 cents.

### Canned Asparagus.

No matter which of the three different priced goods you buy, you will find that delicious flavor which commends this vegetable to all lovers of good eating.

15, 25 and 30 cents a can.

### CANNED TONGUE.

A fortunate purchase enables us to offer you Canned Tongue at 18 cents. No more tempting bit of luncheon, or to fill out the meal. Buy a supply at this price.

### OLIVE OIL

The holiday cooking demands a superior olive oil. Nicele Olive Oil is absolutely pure and highest test. Your money can buy no better. Physicians are ordering more and more of this oil to their patients every day.

25, 40, 70 and 90 cents a bottle.

### KING MIDAS FLOUR

"The highest priced flour in America, and worth all it costs." It is gaining in popularity every day. We have it.

50 cents a bag.

of Curtice Bros. is wrongly spelled *Curtis* Bros. and the brand of olive oil featured, I understand to be spelled "Nicelle," not *Nicelle*. The only criticism I would

make of the introduction here is that it is written a little too tamely. Is this the way the writer of that would have talked to a customer with whom he stood face to face? Almost certainly not. He would have thrown off all formality and stiltedness and talked straight from the shoulder. And unquestionably he would have made a deeper impression. This thought lies at the bottom of almost all good advertising—write as you talk.

\*\*\*

The other pages are good, but I don't like the typographical display much. It looks insipid; it's hard to say just why, but I'm sure it could be brightened up simply by changing the type about a little. See the suggestion at the foot of these columns.

\*\*\*

The other page headed "Canned Asparagus" looks much better because there is less on it, and the paragraphs are smaller.

\*\*\*

In spite of these minor criticisms, however, this is good advertising in the main and ought, if regularly issued and carefully placed with the right people, to get business.

## Canned Fruits

### "Del Monte" Brand Peaches, White Cherries and Apricots

ripened in California's golden sunshine. These delicious fruits are picked and packed at just the proper moment, which insures that delicacy of flavor which has made them famous.

25 cents per can

\*

### Curtice Bros' Canned Strawberries, Red Raspberries, Black Raspberries, Pitted Cherries, Grated Pineapple and Sliced Pineapple

You know these packers. Their "Blue Label" goods are world famous. Their only reason for not packing better goods is because they cannot. It is not the fruit alone that goes into one of these cans, but years and years of knowing how. If you have never tried them you have missed something. The usual expression of the housewife on opening and sampling these fruits is, "The best I ever tasted."

13 to 30 cents per can

\*

### Canned Peaches

"Beauty Bright" are extra large, fancy California fruit of beautiful color; in extra heavy syrup.

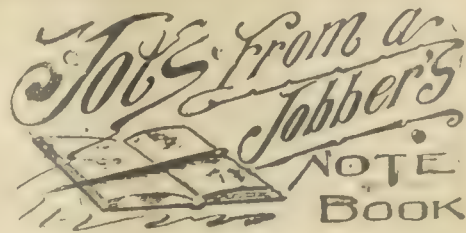
20 cents per can

Other good California Peaches

18 and 15 cents a can

Sliced Peaches

2 cans for 25 cents



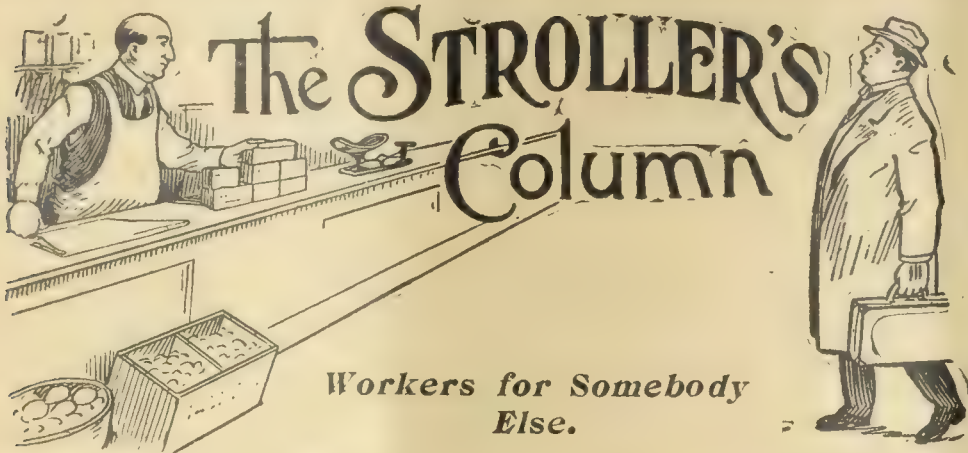
A peculiar fact has developed during the last few months regarding the American trade in imported French sardines. It will be remembered that up to a few months ago the price of these goods, by reason of scarcity, was exceedingly high, and the demand fell off all over the country. After this condition had existed for some months the supply improved, and the price declined by degrees until it is now from \$2 to \$5 per case cheaper than when at the highest point. A number of the large handlers thought imported sardines were so firmly established here that the minute the price went down the demand would get back to normal, but such has not been the case. The demand at the reduced price is better than it was before, and is gradually getting still better, but very slowly. My theory is that the people have gotten accustomed to doing without the goods and they will now have to be won back. A large percentage of them took up Norwegian and Portuguese sardines when they dropped the French and these also appear to be well satisfied. Portuguese sardines are practically only an inferior grade of the French, but the Norwegians are a distinctive product that many people prefer to the French. To get consumers to return to their old love is not going to be as easy and quick as people thought.

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The high price of meat has surely had much to do with this year's boom in red Alaska salmon. Standard brands are in extremely active demand and this has completely exhausted the supply in first hands. I am told it is impossible to buy a case of salmon from a packer, because every one has sold all that he had. Some of the jobbers who got in at the opening are willing to sell a part of their stock, but they want \$1.50 per dozen for it, which is a very high price. In Chicago the quotation is \$1.50 to \$1.55. If the demand continues as active as now the price will without doubt go higher.

THE JOBBER.





I'll be darned if I don't believe I'd rather have no ambition at all than have the brand of ambition that drags you into things you never had any right to be in.

It seems to me some men's ambition is as blind as a mole—don't see where it's going at all.

Just suppose I was to get an ambition to be an actor and play the parts where the hero with beautiful legs kisses the shero through three hours straight while you sit in the gallery with your tongue hanging out for some. A good lively Polar bear could be more romantic in the part than I could, yet I've seen bushels of ambitions just as dopey as that.

Ambition seems to have everything in it except common sense. Very often it ain't got enough common sense in it to make a light lunch for a flea. What I'm thinking of just now is the big bunch of men it has pushed into business for themselves, when they ought to have spent their lives working for somebody else.

As somebody's employees they were great, but as their own they weren't worth a hang.

If their ambition had had any common sense it would have seen that and steered 'em away.

I know a case right now. I was talking with the fellow only last week. About six or eight years ago he came into some money and started a store of his own in Baltimore. Before that he had worked as clerk and manager and was considered an A 1 man. When he left his place to open his own store he was making \$23 a week, which is no slouch of a job.

Well, he had an ambition to have his own store. Nothing strange or foolish about that, of course. He had made good as clerk and manager and he figured out that he ought to do even bet-

ter working for himself. Seems reasonable, don't it? So he took his little bit of money and opened up the sort of store he had had in his mind for a good while. It looked mighty good to me when I saw it first and I said to myself "that fellow's got a good, comfortable future before him."

He didn't size up at all. Couldn't seem to decide things. Before that he had had somebody to tell him and lay down rules for him; here it was up to him. He wobbled all the time. Worried a good bit and altogether lost his nerve.

You see, it often makes a heap of difference who's money's at stake when you're called on to decide something. If it's your money you get rattled a heap easier than you do if it ain't.

His case was like a lot of others. He burned up his little capital, working like Sam Hill night and day to make good and wondering with all his might where his gumption had gone.

Then he went back to his old job and was just as good a man as he was before.

He's often talked the thing over with me. I'd seen so many fellows do the same thing—fellows that ought never to have stopped working for somebody else—that I thought I saw where the trouble was. He had no idea of it, though, so I didn't say anything—only hinted at it.

Last week he called me one side when I was in the store.

"Did you know I was going to leave here the first of February?" he said.

"Why no, I didn't," I said, "and I'm darned sorry to hear it, unless you're doing better for yourself. What's it mean?"

"Going in for myself again," he said. "Of course I have no more money, but a friend of mine is going to furnish the cash and I'm going to run the business."

"Where you going to open?" I asked.

He told me—it was a few squares from where his job is.

"Think you're doing a wise thing, Ben?" I said, "after the other time?"

"Oh, yes!" he said, confidently, "I've thought over that for five years, and I think I know where the trouble was. I've got it all figured out. I'll know what to do this time. By George, if I can't run a grocery business, who can? I've never worked at anything else, and I've put in six years as manager right here. You know this store does a big business and a man who can run it certainly ought to be able to run a smaller store, oughtn't he?"

"Sure," I said, "it would seem so. And yet do you know, Ben, some fellows are crack-a-jacks working for somebody else who ain't worth shucks working for themselves?"

"Meaning me?" he said huffily.

"No," I said, "not meaning anybody in particular. I should think you ought to think that part of it over, though, before you throw a job like this up again."

"I have thought it over," he said, "and I tell you I know what the trouble was before. There'll be nothing like that this time."

He didn't like what I said to him a little bit. I could see that right away, and he didn't get over it even after I said I hadn't meant him. And yet I'll bet my salary for a month that he'll come the same cropper this time that he came before. If I know anything about it, judging from what he told me about his story, and from my knowledge of him, he's one of the fellows that God almighty has made to be workers for other people. If you came into the world that way, by gum, you can kick against it till your nose bleeds, and get grouchy, and go ahead and do the things that you weren't made to do—all right, you'll always get it in the neck. What's the use of a fish trying to sing?

A lot of fellows think it's a sort of disgrace to go through life working for other people. Gee whiz, if I thought that I'd be pretty sore, for it's all I've ever done and all I'm ever likely to do. It is a disgrace, I suppose, for the fellow who can run a business of his own to put in his time at any-

thing less than that. But before a fellow goes in for that he ought to be pretty darned sure he's got it in him.

Eh?

THE STROLLER.

### Is this Preliminary to a Raise in Maine Corn?

Packers Send Out Information that Their Raw Material Will Cost Twelve and One-half Per Cent. More than Last Year.

A letter received in Philadelphia during the week from a large Maine corn packer reported a condition which may or may not cause an advance in the price of Maine corn for the season of 1910. Already, as recently reported, one packer, comparatively small, named a price of 92½ cents, which is 2½ cents above last year. With practically this one exception, however, no new prices have been named.

The condition which the packer's letter reported was the fact that every Maine corn packer will this year be compelled to pay 12½ per cent. more for their raw material than they paid last year. Figured out, this means about 2¼ cents per dozen. The letter from which this information was taken stated that at that time it was uncertain whether the packers would advance 1910 prices to 95 cents or only to 92½, or not at all.

### Alaska Salmon Combine Making Money.

According to the annual report of the Alaska Packers' Association, which controls the pack of Alaska salmon, the profits for 1909 reached a total of \$779,729. President Henry F. Fortmann says in part:—

During the early part of 1909 the salmon markets were rather quiet. Since August the demand has been brisk in all countries except South America.

The Association's pack of salmon for the season was about 27 per cent. of the entire coast pack, as follows:—

	Cases.
Sockeye .....	159,949
Red .....	857,232
King .....	25,797
Coho .....	16,860
Pink .....	264,759
Chums .....	13,657

Total .....

1,338,254 Barrels.

Salt Salmon .....

6,537

An increase of 177,777 cases and a decrease of 2,798 barrels over the pack of 1908.

Almeria grapes still range from \$4 to \$7, and are in good demand.



## **¶ If you want your profits in- creased without expense, write us**

No class of merchants work as hard, for as little money, as grocers. We have a plan by which manufacturers of staple products will increase grocers' profits. We want your opinion of it. You write us with the understanding that you can't spend a dollar with us. We get paid for our work of course, but the money comes from the manufacturer. We believe you will be enthusiastic about our plan, and as soon as we hear from you we will tell you all about it.

### **The Hamilton Corporation**

*Guaranteed Resources \$1,000,000.00*

29-35 West 32d Street

New York City





# WINDOW DRESSING IDEAS

In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

## A Valentine Window.

In last week's issue there was a suggestion for window dressing in which a frame was used; now, this frame will come in very handy for the week in which Saint Valentine has his day. For instance, you might get up a valentine window as follows: Cut some white, or for that matter any colored paper, into four strips about six or eight inches broad and slightly longer than the sides of your frame. Scalloped outer edges of your strips and tack the other edges inside the frame. Then let the scalloped edges hang outward, backward and over the frame, giving the appearance of the decorative paper edging seen on valentines. Let the corners of the paper overlap each other if necessary rather than leave a gap, as would happen if the strips were not a little longer than the frame to which they are fastened.

To the back of the frame, but not inside it, nail some boards or pieces of strong cardboard—the former are best—so that they and the frame combined will make a shallow tray that will be strong enough to hold what will be placed in it. Next put some boxes—not very high ones—in the window far enough back to allow 18 inches or so of floor space between the bottom of the frame and the window front. Cover these with a dark cloth—any color will do, but dark red would look well, I think—and place the top of the frame on them, letting the bottom of the frame rest on the floor, at an angle not acute enough to disturb the contents of the “tray,” yet enough to enable the public to get a good view of the interior of the frame.

Now you are ready for the pictorial part of the valentine. In the centre of your “tray” design

a heart consisting of cranberries. Their color will lend itself well to the desired scheme, and you can, if you find it necessary, place a narrow strip of paper around it to separate it from a background of rice. The rice, being white, will greatly enhance the effect of the deep crimson of the cranberries, and it in turn can be bordered, as in cut, by prunes held together by narrow strips of paper stuck together to get the required length and placed “on edge.” Extend the prune border to the corners of the frame, as in diagram; then fill the four spaces left—one with evaporated pears, another with evaporated apples, another with evaporated peaches, and you have your valentine.

Now, in order to avoid placing price-cards in the picture and still have them in the window, string them above the valentine, as in drawing, and below a card bearing the inscription “Our Valentine” and hanging by ribbons tied in bows at the corners.

Between the bottom of the frame and the front of the window exhibit some small valentines that will hold the attention of the public after it has been attracted by the centre piece.

The following are a few suggestions for the small valentines: Cut a piece of cardboard—the back of a box will do—and write on it, “Here's handing you a” and place a lemon below it. The lemon can be fastened to the card by means of a stout needle and thread or stuck to it with glue. This applies to all the small valentines here suggested.

For a second one write, “You are the” then place an apple and continue writing “of my eye.” A third: “Mr.” then a potato (meaning “Murphy”) then “from” and below this place a cork. A

fourth: “Be my sweet” and below place a heart-shaped cake. A fifth: “U R the” then a piece of candy “kid.” Sixth: “You are a” then a cracker “Jack.” Seventh: “To an old batch' sour” then a tiny bunch of grapes. Eighth: “I'd like to make a” then a date followed by the words: “with you.”

These, I fancy, would amuse the public, and an advertisement that keeps possible customers in good humor may be rated as a good “ad.” And what is a well dressed window but a “good ad.” after all?

## A North Pole Window.

Many a merchant has thought because he didn't handle a line of dry goods, ribbons, shoes, etc., that he couldn't decorate a window. This is entirely wrong, as some of the best window displays on record have been made with groceries, and the foregoing illustration tends to show you what may be done in displaying groceries.

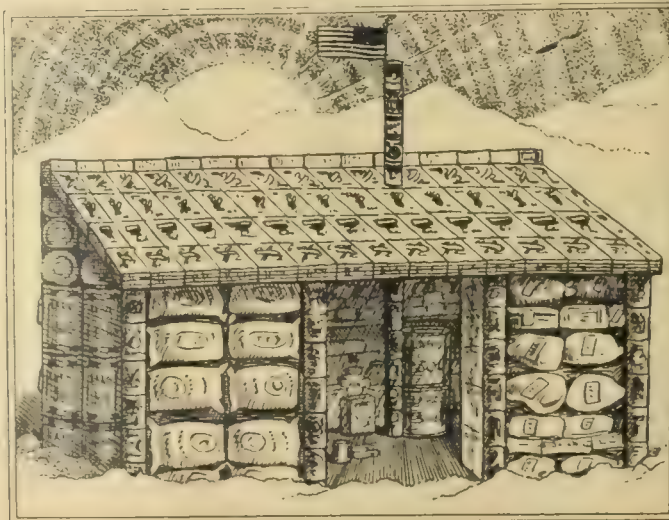
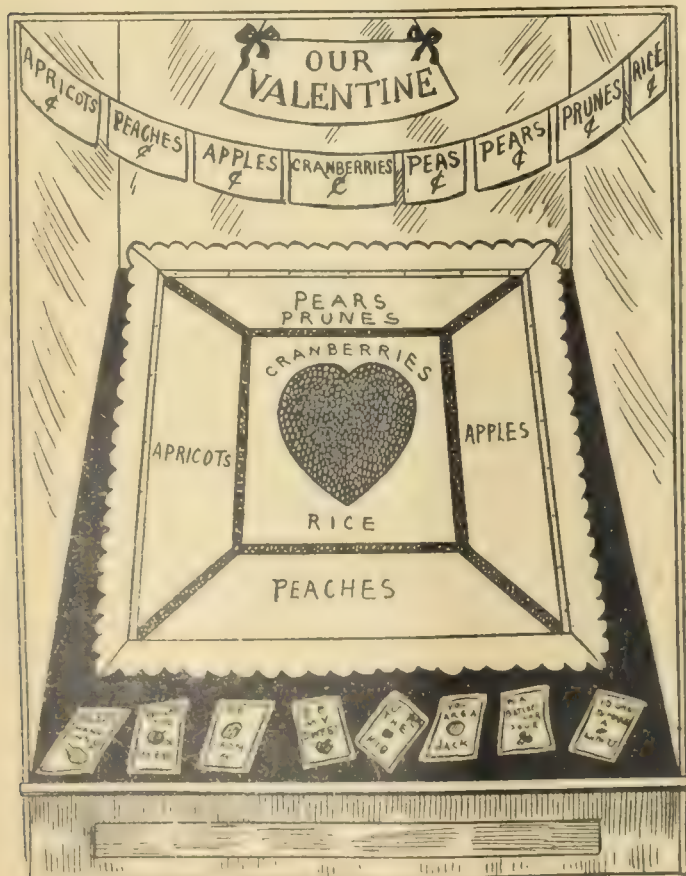
The flag, of course, is an American flag; the chimney is made of tomato or corn cans; the roof may be made of boxes such as breakfast foods, etc. Small strips of boards are laid from each corner post and upon these the roof is supported. The corner columns can be made of canned goods; the wall may be made with smoked or dried meats. The columns which form the door may be made of canned goods. A supply of groceries could be placed inside the house in such a manner that they would be seen through the doorway. The end walls can be made of 50-pound lard cans, etc. The front wall can be made of flour or meal stacked up.

Inasmuch as this display hinges upon a North Pole idea, the base of the window could be attractively covered with cotton to make it look like snow. Two or three little Teddy Bears set about the front would help.

H. F. BELL.

Elvins, Mo.

Florida tomatoes are coming in rather poor condition, but the price shows no advance. The range is wide, on account of the wide difference in quality—\$1.25 to \$2.50 per crate. The demand for good tomatoes is good.





# THE GROCERY MARKETS

## Tea.

The tea market has been comparatively dull during the entire week, though this has caused no weakness in prices. There has been some interest manifested in Japans and Formosas, which rule throughout at about steady prices. There is no change to report in prices during the week.

## Coffee.

The market for Rio and Santos options has been firmer during the week, but actual Rio and Santos has been dull and without strength. The demand is reported light. Part of this condition is doubtless due to the report that some of the Brazilian Governmental coffee will soon be thrown on the market. Mild coffees are steady to firm and in moderate demand. Java and Mocha moderately active and unchanged.

## Sugar.

Raw sugar showed increased firmness toward the close of the week, Europe leading off. The little breeze in Cuba was due to an attempt to create the impression that the current crop would be smaller than was expected. It is a question, however, whether the strength will last. Refined is unchanged. The list price is still 5.05 cents for granulated, though all refiners will still sell at 4.95 cents. The demand for refined sugar is fair.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is likewise unchanged, and is in fair seasonable demand. Sugar syrup is wanted at firm prices. Molasses is not in heavy supply so far as fine grades are concerned, and prices are firm.

## Fish.

Mackerel is steady to firm. The feeling both for Norway and Irish is growing a little stronger, though no quotable change in price has occurred. The demand is fair. Cod, hake and haddock are quoted  $\frac{1}{4}$  to  $\frac{1}{2}$  cent better, and the demand is fair. Domestic sardines are firmer thus far—that practically all of the low-priced stock is exhausted, and buyers now have to go to headquarters

and pay \$2.50 f. o. b. The demand, however, is not large. Imported sardines are quiet at ruling prices. Salmon is still firm and active, the supply of red Alaska and sockeye being small.

## Canned Goods.

Tomatoes are stronger. A large percentage of holders refuse to sell below 65 cents f. o. b., but some will still take orders at 62½ cents. The demand is fair. A very few packers have offered futures at 65 cents f. o. b. during the week, and have taken some orders. The price is 5 cents below last year and is considered very low. Packers generally claim they cannot possibly pack at that price if they are to buy their tomatoes at present current prices. Corn is unchanged. The supply of desirable grades is still low on spot and prices firm. Future corn is in good demand at unchanged prices. Spot peas are wanted to some extent, mostly the cheap grades, however. Future peas are also selling very fairly, at prices unchanged from the last quotation. Apples are weaker, and the quotation for New York gallons now ranges from \$2.50 to \$2.65. The stock is light, but the demand small. Peaches are unchanged and dull. California canned goods are unchanged and the demand light. Small Maryland canned goods are in quiet demand and unchanged in price, except for a slight hardening in string beans.

## Dried Fruits.

Prunes are unchanged and quiet. The demand is very light. Peaches seem to be wanted at steady to firm prices. Apricots are well maintained as to price and the better grades are well cleaned up. The demand, however, is slow. Raisins are dull and weak, no interest being manifested in them by anybody. Currants are in fair demand at unchanged prices. Citron, dates and figs are dull at unchanged prices.

## Beans and Peas.

Domestic pea beans are much higher. From \$2.35 to \$2.40 in a large way is now being asked to come forward, and while a few might be bought on spot at \$2.30,

that is undoubtedly the minimum. The demand is active. Imported pea beans are quoted up to \$2.20; demand fair. Domestic marrows are also higher, being now quoted at \$2.95; imported still out of the market. The demand is good. California limas are a little easier, and to come forward the quotation is 4.80. Yellow split peas are lower locally, on some competitive clashing among holders. Sales were made at \$2. Other grades of dried and split peas are unchanged and quiet.

## Butter.

During the past week there has been a fair consumptive demand on all grades of butter. The arrivals have been above the consumptive demand and as a result the market has declined 3 cents per pound on both solid pack and print. The market is likely to be firm the coming week, with an increase in prices.

## Eggs.

The supply of new-laid eggs has been very good and as a result the market has declined 4 cents per dozen. The price of refrigerator eggs remains the same. The receipts of new-laid eggs are coming in very heavy and the market will likely show a further decline during the coming week.

## Cheese.

Cheese is firm at unchanged prices. The arrivals are light and the consumptive demand is good. There is likely to be a slight increase in price during the coming week.

## Provisions.

Everything in the smoked meat line remains firm at unchanged prices. The consumptive demand is a little below normal for the season. Stocks are light and there is not likely to be any change this coming week. Pure lard and compound are unchanged in price and in good consumptive demand. Dried beef, barreled pork and canned meats remain unchanged and show a good demand.

## Produce.

Potatoes, white, New York State, 55 to 60 cents per bushel; Pennsylvania, 75 to 85 cents per bushel; New Jersey, 60 to 65

cents per bushel, demand good; sweets, prime, 35 to 45 cents per basket; culls, 20 to 25 cents per basket, demand fair; onions, 50 cents per basket, demand fair; York State cabbage, \$6 to \$7 per hundred, \$25 to \$28 per ton, demand fair; bunch beets, \$3 to \$4 per hundred bunches, demand fair; celery, New York State, 40 to 75 cents per bunch, demand fair; string beans, Florida, \$2 to \$3 per hamper, demand fair; Florida cauliflower, \$1.50 to \$2 per hamper; carrots, \$1.50 to \$1.75 per barrel, demand fair; Florida lettuce, \$1.30 to \$1.75 per basket, demand good; white turnips, \$1.50 per barrel, 35 cents per basket, demand fair; eggplants, \$1 to \$2 per box, demand fair; lettuce, \$1.25 to \$2 per hamper, demand fair.

## Green Fruit.

Apples, Hulberson, \$3.20 to \$3.75 per barrel; fancy, \$3.50 to \$4; Kings, \$4 to \$5.25; Baldwins, New York State, No. 2, \$2.20; No. 1, \$3.50 to \$4.50; Eastern fruit, \$3.50 to \$4.50, according to grade; Greenings, New York State, No. 2, \$2.25 to \$2.50; No. 1, \$3.50 to \$4; fancy, \$5; Northern Spy, No. 2, \$2.25 to \$2.50; No. 1, \$3.25 to \$4.25, demand good; bananas, large, \$1.15 to \$1.40 per bunch; 8-hands, 80 cents to \$1.10; 7-hands, 50 to 75 cents; 6-hands, 40 to 50 cents, demand fair; Florida grapefruit, \$3.50 to \$5 per crate, demand fair; oranges, Florida, \$1.50 to \$2 per box; California, \$2.25 to \$2.50 per box, demand fair; tangerines, strap, \$2.75 to \$3.50 per box; lemons, Messina, \$4 to \$4.50 per box; California, \$3.75 to \$4, demand fair; pineapples, Florida, \$2.75 to \$3 per crate, demand fair; limes, \$1 per hundred.

## Nuts.

Peanuts, green, choice, 5 cents per pound; fancy, 6 cents per pound; jumbo, 8 cents per pound; roasted, choice, \$1.20 per bushel; fancy, \$1.45 per bushel; jumbo, \$1.85 per bushel, demand fair; almonds, paper shell, 18½ cents per pound; Brazils, 7 cents per pound; pecans, 12 cents per pound; filberts, 11¼ cents per pound; walnuts, 12½



cents per pound; mixed nuts, 10 cents per pound.

#### INDIVIDUAL MARKET REPORTS.

##### Imported Fish Specialties.

Holland herring continue scarce and in good demand, with prices advancing. Supplies are hardly sufficient to cover the demand at present.

Scotch herring are in good supply and only in fair demand, with prices in buyer's favor.

Norway herring continue to sell in a regular hand-to-mouth way, with prices unchanged.

Irish herring neglected.

Mackerel.—There has been a better feeling in the Norway mackerel market; demand is somewhat better and prices are tending higher. It depends entirely upon the quantities which are still to come forward from Norway what the market will do in the near future and if the present advanced prices can be maintained.

Imported oil sardines are selling rather nicely, particularly the best grades of Portuguese sardines, both in 1/4s and boneless 1/2s.

Sprats are in good demand; prices unchanged. The catch is now going on both in France and in Belgium and promises to yield about the same quantity as the last season.

Norway smoked sardines in continued good demand. Cable reports from Norway are to the effect that the fish are now running somewhat smaller, which is more satisfactory. The packers are very stiff in their demand, as the principal factories have all the orders that they can possibly take care of at this season of the year.

STROHMEYER & ARPE Co.  
New York, N. Y.

##### Evaporated Apples, Etc.

The demand for evaporated apples from the domestic trade is keeping up, although orders are for comparatively small quantities.

The export trade has been very dull, brought about principally from the fact that one or two parties have been trying to unload their holdings. A good many of the buyers are also awaiting the outcome of the German tariff.

Stocks here are light and the consensus of opinion is that they will be cleaned up by summer, at at least present prices.

Cores and skins and chopped apples are meeting with a steady demand, although buyers are not interested at over 1 1/4 cents f. o. b. in bags.

Apples for shipment in small quantities are quotable as follows: Prime, 7 1/2 to 7 3/4 cents; choice, 7 3/4 to 8 cents; fancy, 9 1/2

to 10 cents, f. o. b. in 50-pound boxes; cartons, 1/2 cent per pound higher.

Raspberries are in a little better demand and a little firmer. They are now being held at 22 to 24 cents per pound f. o. b. in barrels.

C. C. HALL.  
Rochester, N. Y.

##### Baltimore Canned Goods.

That the selling price of a staple article of merchandise like canned tomatoes could be kept down indefinitely to a figure so unreasonably below the actual cost of production is negated by the events of the past three weeks. That the price of them continued at such a low range for so long a time was the surprise of the season, but we have now to do with the present and the future, not with the past. The goods have passed out of the hands of the weak sellers, and that element has been largely removed as a factor in the market from now on. The market is getting back to a normal basis, which will be welcomed as much by the jobbers as by the canners, and it is to be hoped that the improvement will be orderly and uniform, that there may be stability and confidence in the intrinsic value of the goods throughout the trade. Reports from other markets this week are encouraging to the holders, and we anticipate an active demand during the remainder of the season. Intending buyers may find higher prices awaiting them by delaying their purchases. Pick up any desirable line of tomatoes that looks attractive to you and you will not regret owning them when the spring demand opens up.

Continued buying of small lots of assorted goods in this market for prompt shipment indicates an increase in the demand as the season progresses, and a probable advance in the market value of those articles which are known to be very much less in point of quantity than usual for this time of the year. Corn, string beans, baked beans, sweet potatoes, spinach and peas are among the articles most frequently called for in these small orders, and it is surprising how they gradually disappear from first hands into the channels of consumption.

Small orders for canned fruits are more in evidence also, but there is nothing to cause any improvement in the prices of them as yet. They will have their turn in March and April, if not sooner. Grated pie pineapples is the exception. Some orders for them this week developed the fact that the stocks here have been worn away to almost nothing by the continuous small orders received since last fall and they are liable to be entirely sold out shortly. The price of the No. 3 tins advanced to 95 cents, and the gallon

tins jumped from \$2.75 to \$3.25 per dozen during the week. Blueberries are sold out and gooseberries are getting scarce; cherries, ditto.

The weather has moderated and shipments can now be made without the risk of freezing on the road, which will help the demand for cove oysters, the canning of which had to be entirely suspended during the very cold weather in the preceding three weeks. They look like a good purchase at to-day's prices.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

##### Spices.

The market is steady without many important changes during the week. The demand is good, and inasmuch as the consumption will be very great during February and March, it is likely that present values will be maintained.

Peppers.—Demand exceedingly good; prices are unchanged, and from all accounts spot stocks are decreasing. There appears to be little on the way. The condition is very favorable and toward higher values.

Red Peppers.—Demand exceedingly good, with no special changes to report.

Cloves rather dull and easier. Crop is small and prices are likely to be higher this year.

Pimento (Allspice).—Demand is improving; prices are unchanged.

Paprika firmer; spot supplies appear scarce.

Mace unchanged during the week; demand fair.

Nutmegs in much better demand at very steady prices. There is a firmer feeling relative to nutmegs.

Cassias are steady, without any changes to note. Ceylon cinnamon is reported much cheaper here than abroad.

Tapioca.—The trade demand is good. Prices are slowly but steadily advancing.

Sage and sweet herbs in very good demand. Marjoram is higher. Other goods unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Florida eggplants will bring \$3 to \$4, if they are good. The demand is very fair.

Rhubarb is temporarily out of the market. Shipments, however, will be shortly resumed.

The first asparagus will appear in Northern markets in about a week.

New Bermuda potatoes range from \$4.50 to \$6 per barrel and are in improved demand.

Florida peas are still very scarce, although there are a few coming. The price is still very high—\$5 to \$7.

Florida beans are still scarce and high, the price ranging from \$4 to \$5.50 per crate. The demand is good.

Hothouse cucumbers range from \$3 to \$7 per box, which figures out 50 cents to \$1.25 per dozen. The demand is good.

Southern salad has advanced on account of scarcity. The present range is \$1.50 to \$3 per basket, and the demand is good.

Cranberries are still extremely draggy and the range is 50 cents to \$1.25 per crate.

California celery ranges from \$4.50 to \$5, or 60 to 70 cents per bunch. The quality is fine and the demand good.

Florida pineapples range from \$1.50 to \$2.50 per crate and the demand is good.

Southern spinach ranges from \$1.50 to \$1.75. The demand is good.



We take First Pick  
and Make

## PREMIUM HAMS

That's why you and your customers can rely on SWIFT'S PREMIUM HAMS being good all the time.

Grocers who have trouble over the "ham question" are selling hams of questionable quality. There's no question about SWIFT'S PREMIUM HAMS; their tender meat, fine grain and delicious flavor never fail to please and bring trade back for more.

Swift & Company, U. S. A.





## CORRESPONDENCE

We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### Mission Garden Ceylon Tea.

East Mauch Chunk, Pa.,  
January 25, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Can you give me address of American agents of Mission Garden Ceylon Tea, packed in London, England. Two-cent stamp inclosed for reply.

Yours truly,  
H. E. BUCHMAN.

The "Grocery World and General Merchant" is not acquainted with this brand of tea, but if this correspondent will write R. Wayne Wilson, Tribune Building, New York, he will probably get the information. Mr. Wilson represents the Ceylon tea commissioner in this country.

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### Wanted to Know About Glove Machines.

Moosic, Pa., January 25, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—We wish to get in touch with some party selling machinery for the manufacture of gloves.

We want turning machines, cutting machines and sewing machines and all other machinery necessary for the business.

We did not get satisfactory information last week.

Can you give us this information through your paper?

Thanking you in advance, I am,  
Yours truly,

SUBSCRIBER.

The "Grocery World and General Merchant" has not been able to get this information, but if this correspondent will write "The Glovers' Review," Gloversville, N. Y., he can get it.

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### A Collection Agency.

North Adams, Mass.,  
January 24, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—I am a subscriber and reader of your valued journal and find some very good things

from week to week. I noticed some little time ago you had something to say about collection agencies which was to the point. Will you kindly advise me, if you can, what the standing is of the International Law and Collection Co, of Dayton, Ohio? They come with a fair proposition and with good recommendations and I can use them if they are right.

Yours truly,  
M. O. N. BRAMAN.

The "Grocery World and General Merchant's" recollection of the agency named is that its fees are excessive, though it does not, or did not, charge a "membership fee."

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### Canned Goods Contracts at the Cannery Convention.

Federalburg, Md.,  
January 24, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—I think that I had the pleasure of reading an extract from your paper some few weeks ago, in which you remarked on the fact that a great many rejections of canned goods had been made this season on very flimsy pretexts. I think you referred more particularly to canned tomatoes, and you expressed some wonder that canners did not legally compel the buyer to comply with the conditions of the contract more generally.

If I am not mistaken, you referred to an instance where, when the buyer became fully assured that the packer intended to bring suit, he took the goods, or settled, and you spoke of it as strange that packers should lay down so often and not force the buyer to take the goods.

This is a matter which we hope to see discussed at the convention at Atlantic City, and I have been requested to look up some data on the subject. Will you kindly send me a copy of the article in question, as I wish to make some reference to it, as showing the attitude of the trade papers on the question and urge that some action be taken to remedy the matter.

Any data which you may be kind enough to give me will be greatly appreciated, as well as any hints on the subject.

Yours truly,  
H. B. MESSENGER.

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### The Grocer's Profit.

Philadelphia, Pa., Jan. 24, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—I noticed a statement regarding profit per cent. in the issue of the 17th.

The last clause, to my way of thinking, is very erroneous. If on \$100 worth of sales \$20 is 25 per cent. on his cost (\$80), after deducting 17 per cent. as business expenses, he has 8 per cent. profit instead of 3 per cent. A man must positively reckon his gain or loss per cent. on the cost only. I do not agree with the views of Mr. J. W. Pratt.

GEORGE ALLEN,  
2329 N. Thirtieth St., Phila., Pa.

Following are the paragraphs discussed by this correspondent. They appeared in a letter on the retail grocer's profit, written by Mr. J. W. Pratt, of New York State:—

Some people tell the grocer that when he pays 80 cents per dozen for canned goods and sells them for \$1 per dozen he is making 25 per cent., and the grocer supposes again that when his sales in canned goods amount to \$100 his profits are \$25.

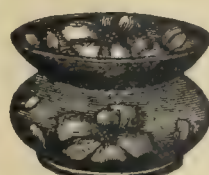
These people never tell the grocer that 25 per cent. on the purchase price is 20 per cent. on the selling price, and that when his sales on this basis amount to \$100 his gross profits are only \$20 and that when he has deducted the expense of running his business of 17 per cent. he has only 3 per cent. profit.

**John B. McFetridge & Sons**

**Printers**

**927 Arch Street**

**Philadelphia**



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO

These trade-mark crosscross lines on every package  
**SPECIAL DIETETIC FOOD**  
Four for cases of  
**KIDNEY AND LIVER TROUBLES**  
REQUIRE RATHER STRICT DIET  
Unlike other foods. Ask physicians. For book or sample, write  
**FARWELL & RHINES, Watertown, N. Y., U. S. A.**



**"And a Package of Wheatena."**

Every time those words appear on the bottom of an order remember that you haven't spent a minute making that sale, and that it pays you a safe, sure, satisfactory profit.

That is because **Wheatena** is a safe, sure, satisfactory breakfast food. Other breakfast foods may sell some more, but not one sells or could sell more steadily or holds a customer longer. And very, very few as long.

The prepared hearts of selected wheat.

**THE WHEATENA CO.**  
RAHWAY, N. J.

**\$3.00  
FROM  
\$1.50**

James T. Shinn's **Liquid Rennet** has been on the market so long that it seems hardly necessary to speak of its quality; most people know it as the finest, cleanest rennet made.

Not all grocers know that they can double their money on this specialty, however—an unusual chance with an article so high-grade.

Costs \$1.50 per dozen, brings back \$3.00.

**Shinn & Kirk**  
1400 SPRUCE ST., PHILA., PA.





### National Canners' Association.

Following is the official programme of the third annual convention of the National Canners' Association, to be held in Atlantic City, N. J., February 7-10, 1910:

#### PROGRAMME.

Monday, February 7th.

General assemblage of members and visitors. Immediately upon arrival all are requested to register at the office of the secretary, at Hotel Rudolf.

Tuesday, February 8th, Morning Session, 10 O'clock.

Joint meeting of all associations, President White, of the Hotel Men's Association, presiding.

Address of Welcome, Hon. Franklin P. Stoy, Mayor of Atlantic City.

Response, Hon. Walter O. Hofecker, Smyrna, Del.

Addresses of Presidents:—  
National Canners' Association, Charles S. Crary.

Machinery and Supplies Association, George W. Cobb.

National Canned Goods and Dried Fruit Brokers' Association, Frank L. Deming.

Report of secretary and treasurer. Announcement of Convention and special committees.

Afternoon Session, 2 O'clock.

"Statutory Hours of Labor and Canners of Perishable Products," James P. Olney, president New York State Packers' Association, Rome, N. Y.

Canners' Insurance," Frank Van Camp, president Van Camp Packing Co., Indianapolis, Ind.

Award of prizes by Machinery and Supplies Association for the best four essays on "How to Increase Consumption of Canned Goods."

Publicity address by C. C. Win-  
ningham, Chicago, Ill.

Open session on "Publicity." A full and free discussion on this topic is invited and urged, as the canning interests concede this to be the most important subject that confronts the industry.

Meeting of the Machinery and Supplies Association in Banquet Hall, Hotel Rudolf.

Preliminary meeting of National Canned Goods and Dried Fruit Brokers' Association. General discussion on such matters as come before annual meeting for final action, change in constitution, etc.

Wednesday, February 9th.

The sessions, morning and afternoon, will be devoted to Field Day. Addresses will be delivered as follows:—

"Dating Canned Goods," A. Brakeley, Bordentown, N. J.

"Sanitary Packages," A. J. Stevens, Stuttgart Canning Co., Stuttgart, Ark.

"Futures and How Much of an Estimated Pack to Sell," T. C.

Clayton, Clayton Canning Co., Duncan, Mo.

"Seed Peas and Grading of Peas," Joseph Wolfinger, Dundas Canning Co., Dundas, Wis.

"The Broker," J. C. Milner, Belle Plaine Canning Co., Belle Plaine, Iowa.

"Canner, What of the Night?" Wm. C. Smith, president Great Western Canning Co., Delphi, Ind.

"Scalding and Peeling Tomatoes," W. C. Smiley, Roanoke, Va.

"Co-operation," B. F. Moomaw, Roanoke, Va.

"Springers in Tomatoes," Amos H. Cobb, Fairport, N. Y.

"What's the Matter with the Canned Goods Business?" C. S. Stevens, Cedarville, N. J.

"The Abuse of the Canning Industry by the Packer and How to Remedy the Same," W. F. Messick, Salisbury, Md.

"The Conscientious Canner," H. M. Carty, Madisonville, Ky.

..... Willard G. Rouse, Easton, Md.

"Sales and Deliveries," H. B. Messenger, Federalsburg, Md.

"How to Increase the Consumption of Canned Vegetables," M. H. Hegerle, president Minnesota Canners' Association, St. Bonifacius, Minn.

"The Optimistic Canner," William Moore, Illinois Canning Co., Hoopestown, Ill.

"Quality," H. P. Strasbaugh, Strasbaugh, Silver & Co., Aberdeen, Md.

"Co-operation of Pure Food Officials," W. C. Leitsch, president Wisconsin Pea Packers' Association, Columbus, Wis.

"One Reason Why the Tomato Market Broke in 1909, Which Can Be Guarded Against in the Future," R. W. Messenger, Federalsburg, Md.

2 O'clock.

Meeting of the National Canned Goods and Dried Fruit Brokers' Association. Addresses will be delivered as follows:—

Charles S. Crary, president National Canners' Association.

D. H. Bethard, president National Wholesale Grocers' Association.

L. V. Cameron, president National Sugar Brokers' Association.

J. T. Austin, secretary Specialty Manufacturers' Association.

General discussion on such matters of benefit to the broker.

Thursday, February 10th, Morning Session, 10 O'clock.

"Government Inspection," Robert L. Innes, secretary Canadian Canners' Ltd., Hamilton, Ontario.

Canning factories in the Dominion of Canada are under the direct supervision of the Government, and Mr. Innes will give an interesting address on the practical workings of the law.

"Standards in Canned Goods," Dr. A. W. Bittin, Bureau of Chemistry, Department of Agriculture.

Afternoon Session, 2 O'clock.

Address, Hon. B. K. Fernald, Governor of Maine.

Address, D. H. Bethard, president Wholesale Grocers' Association, Peoria, Ill.

Meeting of the Machinery and Supplies Association, Banquet Hall, Hotel Rudolf.

Annual meeting of National Canned Goods and Dried Fruit Brokers' Association. Election of officers, changes in constitution, report of committees, general business.

Evening.

The American Can Co. will give an entertainment at the Apollo Theatre. The play will be "The Yankee Prince."

Friday, February 11th, Morning Session, 10 O'clock.

Address, "Quality," J. H. Hunt, Hunt Brothers Co., San Francisco, Cal.

"Canned Goods Flyer Talk," Robert P. Scott, president Chisholm-Scott Co., Cadiz, Ohio.

Report of committees, new business, election of officers.

Afternoon Session, 2 O'clock.

Address, Dr. Harvey W. Wiley, Chief Bureau of Chemistry, Department of Agriculture.

Evening.

"Lincoln Day Dinner." This will be a subscription dinner, to which all persons who have attended the convention are earnestly invited to be present. This includes the ladies of the convention. Tickets can be obtained at the office of the secretary.

Saturday, February 12th.

Everyone is invited to spend the day in pleasure and sightseeing. Lincoln Day has now become a holiday at Atlantic City second only in attendance to that of Easter Sunday. Those who stay will make this a day of rest and recreation preparatory to home-going, and the beginning of another year's labor, which we hope will be more successful than some of the recent predecessors.

### Intra-Association Conference.

An important conference between organized manufacturers, wholesalers and retailers was held in Chicago during the week, the following organizations being represented: National Retail Grocers' Association, National Wholesale Grocers' Association, American Specialty Manufacturers' Association, and California Wholesale Grocers' Association. The following resolutions were adopted:—

Resolved, That the best efforts and all reasonable means be employed by the representatives of the National Wholesale Grocers' Association, the National Retail Grocers' Association and the American Specialty Manufacturers' Association, with a view to correcting abuses in the trade, most prominent of which are "Free Deals and Schemes" of manufacturers, which are introduced with the result that the retailer is called upon to stock more goods than his legitimate demands require and force a monetary obligation on both retailer and jobber, thereby operating against the best interest of both retailer and jobber, without advantage to the consumer.

Resolved, That the National Wholesale Grocers' Association, the

National Retail Grocers' Association and the American Specialty Manufacturers' Association hereby declare their opposition to and denounce the practice of subsidizing jobbers' salesmen as employed by some manufacturers, because in some States it is contrary to law, tends to demoralize salesmen and influences retailers to further the sale to the retailer of products for which there may be no demand, causing obligations on both the retailer and jobber.

Whereas, The National Food Law has been adopted in all substantial provisions by the Legislatures of twenty-six States, and has received the approval of the public generally as a model food law;

Resolved, That this conference of food producers, jobbers and retailers urge the various State Legislatures who have not already adopted the National Food Law to do so at once.

Resolved, That we are opposed to dating laws, on the ground that they are unnecessary, detrimental to trade and no benefit to the consumer.

Whereas, Various bills have been heretofore and are now being introduced into State Legislatures providing for the enactment into State statute law of definitions or standards for countless food products; and

Whereas, It is our firm conviction that no two States would adopt exactly the same standards for said food products, and that a hopeless diversity of law would result, destroying all of the advantage of uniformity obtained by the passage of the National Pure Food law and its adoption by various States;

Resolved, That this conference is opposed to the adoption into State statute law of standards for food products, and believes that if standards are to be adopted they should be framed by a National commission, established under an amendment to the National Pure Food Law, which commission should include representative State food officials, food chemists, experienced legal officers and practical food producers.

Whereas, Bills are being frequently introduced in State Legislatures as amendments to food laws providing for the placing on all food products of net weights; and

Whereas, Nearly every State already has laws containing strict provisions against all false weights and measures, with severe penalties for violations thereof; and

Whereas, The National Food Law provides that if the weight be placed on a food product it must be true, and further provides that any false branding shall be punishable;

Resolved, That this conference is opposed to any weight provision that is not in all its terms identical with the provisions of the National Pure Food Law.

### Little Rock, Ark.

The Little Rock (Ark.) Retail Grocers' Association has issued a letter of advice to its members which will do for a great many other places:—

#### IMPORTANT NOTICE TO ALL MERCHANTS.

We are informed that certain parties are canvassing the city and calling upon the retailers for a list of their customers with a rating on them, for the purpose of issuing a book of credit ratings. We understand that several merchants have given them their lists, and we would remind them of the danger of a publication of this kind falling into the hands of the large mail order houses, who are always willing to



pay handsomely for such publications. In fact, who knows but what these parties who are working on this proposition are directly in the employ of the mail order concerns. The method of issuing a book of credit ratings was used by this association years ago and it was discarded for the more up-to-date system now in use and it does not seem possible that the merchants would be willing to go backward in as important matter as this should be to them. There are many dangers attending the issuance of such a book, and we would warn the merchants, and especially our members, against giving out lists of their customers to anyone, and especially to strangers.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

- 945,105. Cooking utensil. Arthur H. Merrill, Hartford, Conn.
- 945,222. Method of making noodles. Edward Chong, Los Angeles, Cal.
- 945,355. Apparatus for coating candies with sugar. Charles H. Wild and Charles Mahan, Baltimore, Md.
- 945,388. Teapot. Ardo Hering, New York, N. Y.
- 945,754. Combined shovel and sifter. Louis H. Chamberlin, Chicago, Ill.
- 945,788. Caramel holder. Stuart B. Lafean, York, Pa.
- 945,889. Vegetable slicer. James N. Winans, Fergus Falls, Minn.
- 945,913. Pie crust rimming machine. Oliver Colborne, Chicago, Ill.
- 945,938. Percolator overflow. Edward A. Gutermann, Meriden, Conn.
- 945,983. Egg beater. Alfred C. Poore, East Brownfield, Me.
- 946,085. Condiment holder. Richard Wilson, Jr., Camden, N. J.
- 946,092. Machine for making pies. Daniel K. Allison, Norwood, Ohio.
- 946,169. Beater, whipper, mixer and masher for eggs, cream, vegetables, etc. Wm. Sturma, Philadelphia, Pa.
- 946,578. Percolator for coffee or teapots. Frank Nather, Columbus, Neb.
- 946,626. Showcase. John M. Waddell, Greenfield, Ohio.
- 946,898. Dough cutter. Harry J. Guttman, Chicago, Ill.

#### TRADE-MARKS.

- Ser. No. 44,960. "President" for blended coffee. The Western Coffee Co., El Paso, Texas.
- Ser. No. 44,961. "Statesman" for blended coffee. The Western Coffee Co., El Paso, Texas.
- Ser. No. 45,269. "Wonder" for canned vegetables. Fogg & Hires Co., Salem, N. J.
- Ser. No. 43,856. "Locomotive 999" for blended coffee and tea. Griggs, Cooper & Co., St. Paul, Minn.
- Ser. No. 44,009. "Dolly Dimples" portrait of May Goodwin for candy. Lewis V. Curry, Bethlehem, Pa.
- Ser. No. 44,255. "Wedding Ring" for blended coffee and tea, etc. J. F. Humphreys & Co., Bloomington, Ill.
- Ser. No. 44,895. "Parlor City" for flavoring extracts, etc. Witwer Bros. Co., Cedar Rapids, Iowa.
- Ser. No. 45,886. "Dad's" for compound of coffee and chicory. Oliver Finnie Co., Memphis, Tenn.
- Ser. No. 45,958. "Varoma" for flavoring extracts, blended coffee, etc. Schuhmacher Grocer Co., La Grange, Texas.
- Ser. No. 42,676. "Gifford" for canned fruits and vegetables. J. H. Hoeffcker Canning Co., Smyrna, Del.

#### New England Combination of Seven Retail Stores With Ideas.

The Consolidated Meat and Grocery Co., of New Bedford, Mass., has been formed with a

capital stock of \$125,000, the new corporation to handle the business of seven stores in the city. Several innovations in business methods will be put into effect as soon as the new corporation is fully completed. First of the new methods of the corporation will be a rule that all business shall be done on a strictly cash basis, the incorporators holding that the following of this method will give them plenty of cash to take advantage of discounts and give better prices to the consumers. It is also held by the Consolidated Company that the surplus of cash will enable the concern to buy in larger quantities and get better prices. The second change in business methods is not making free deliveries of purchases. In the future the company will make a charge of 10 cents for the delivery of all goods which the purchasers do not carry home. Past experiences, so the concern says, called for immediate delivery of everything the consumer wanted, even though it was but a cake of yeast.

#### Tri-State Canners Want Standards.

Resolutions urging Federal inspection of canning factories and Federal standardization of canned goods were considered at the annual meeting of the Tri-State Packers' Association in Wilmington last Thursday, and, after a special committee has revised them, it is probable that they will be presented at the National Association in Atlantic City on February 7th for consideration. The packers believe Federal inspection and standardization will take the canning industry from the disfavor occasioned by reports of unsanitary factories and of the canning of poor qualities. The association also decided to ask the express companies to restore the special rates for canned goods sent out as samples. Reports were submitted showing that tomatoes are now being sold at a loss 5 to 7 cents a dozen to the packers, due to the unusually heavy pack in 1907, 1908 and 1909. The officers elected for the coming year were: President, W. O. Hoeffcker; secretary and treasurer, C. M. Dashiell; vice-presidents, New Jersey, Robert S. Fogg; Delaware, J. Greenbaum; Maryland, J. H. WRIGHTEN.

## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### WANTED.

WANTED.—Coffee salesman, with hotel, restaurant and institution trade. To right man a half interest in the business will be given and advertiser will furnish capital and take active interest. L. O. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

WANTED.—A merchant who can use from one to three hundred pounds fresh made creamery butter each week. Our entire output sold with above exception. Will put up in any shape desired. Shipped day following churning. Most of our customers have been with us ten years. We also sell fresh gathered eggs, poultry, apples, onions and country lard. Howard Creamery Corporation, Centre Hall, Pa.

WANTED.—Manufacturer selling the wholesale grocery trade through brokers is in position to take on a line of goods sold to the same trade. Address "C. R.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

### FOR SALE.

FOR SALE.—One of the best grocery stores in the State. Old established stand and a money maker. Does \$75,000 business a year. Will require about \$6,000 to handle it. Best of reasons for selling. K. J., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa.

FOR SALE.—A splendid and only store in a Jersey town, within fifteen miles of Philadelphia. Sickness the cause of selling. Splendid and rare opportunity. C. C. Green, 107 Vine Street, Philadelphia, Pa.

FOR SALE.—No. 106 six drawer cabinet, National Cash Register, six separate drawers and check counter, also check printing device. Strictly first class and good as new. Box 55, Hammondsport, N. Y.

FOR SALE.—Good country butter, prints 30 cents a pound, rolls 29 cents a pound. Cash or satisfactory reference to accompany order. W. B. Zullinger, Mt. Holly Springs, Pa.

FOR SALE.—Oil tank, self measuring, for underground. Two barrel capacity. Will sell for \$6. McCaffrey & Sons, 4007 Market St., Philadelphia, Pa.

FOR SALE.—A small grocery store, 5029 Aspen St., west Philadelphia, Pa. Will sell for \$325 if sold at once.

FOR SALE.—Our entire stock of groceries, queensware and store fixtures. Rent low. If desired can use the room for other line of goods. Good reason for selling. S. L. Bownner, Lock Box 414, Boyertown, Pa.

FOR SALE.—Say! Look whose here! I have a National Cash Register, total adder, check thrower, silent partner, tells all bills paid out, all customers, and tells all about your business. I paid \$250 for it a year ago, but I have recently sold my retail business, therefore I have no use for it. It is easily as good as new. \$150 will buy it. Now who wants this snap? Call on Wednesday or Saturday. Don't forget the address. 2941 North Fifth St., Philadelphia, Pa.

FOR SALE OR EXCHANGE.—Three hundred account McCaskey Register. Complete; been used only three weeks; good as new. Address Fred. S. Pfitzenmyer, Ocean City, N. J.

FOR SALE.—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa.

FOR SALE.—Four cars fancy white Pennsylvania potatoes at 55 cents bushel of 60 lbs. here. L. A. Leathers, Brookville, Pa.

FOR SALE.—In good New Jersey town of about 2,000 population, in center of rich farming district and surrounded by a large number of summer resorts that are growing each year and only three stores in town, a grocery and provision business doing over \$32,000 yearly, all cash, at a net profit of 10 per cent. above all expenses. Expenses

very low. On account of desiring to retire, will sell stock and fixtures at inventory. Fulltest investigation invited. Will take about \$2,500. Address H. W. J., care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

FOR SALE.—An old established grocery store, located on the busiest corner of a live town in central New York State for twenty-seven years. Every modern fixture and improvement, making this the finest store here. No old stock. All property free of any incumbrance. Proprietor desires to retire because of old age. Address "H. C.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

### HELP WANTED.

WANTED.—Young man, with some experience in grocery business. Must have good references. State wages. Grocer, 309 Westfield Avenue, Elizabeth, N. J.

PHILADELPHIA SUBURBAN GROCER selling tea, coffee and fancy groceries, wants salesman for counter and outside work. Either single or married man. Wages \$12 to \$14. Hours 7 to 6, with Friday and Saturday evenings. Must have good reference and be a worker. Good chance for advancement. Address E4, care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

WANTED.—If you are a clerk with natural qualifications as a salesman, I have an exceptional opportunity to offer you. If you are a merchant going out of business and looking for an opportunity to go on the road, my proposition will appeal to you. I want two or three capable men with the work habit, and who have energy plus. I want men with ability to sell goods all day long. I require references, also send an abstract of your qualifications. I have an advertising specialty proposition that interests all progressive retailers. Hundreds of the best retailers have endorsed my plan because they have found it profitable. Samples will go in coat pocket. My best salesmen are making from \$500 to \$1,000 a month. I want men who can do just as well or better. If you are of the right calibre, think you can handle a high-class, ready-selling proposition, write me immediately before all territory is assigned. W. F. Main, Dept. 135, Iowa City, Iowa.

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant."

### SITUATION WANTED.

GROCERY CLERK NOW EMPLOYED in eastern Pennsylvania wants substantial position anywhere. Age thirty-one, single. Position wanted is as clerk or manager. Has had eight years' experience as grocery clerk and four years with china and glass. Good selling ability. Salary expected, \$12 per week, and can earn it. C 13, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

PHILADELPHIA GROCERY CLERK and manager of long and comprehensive experience wants position as manager within forty miles of Philadelphia. Age fifty-two and married. Experienced in grocery and coffee business, including coffee roasting, and has a full, general knowledge of the business. Was in business for himself twelve years. Salary wanted, \$20 weekly. Fine references. C 12, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

PHILADELPHIA GROCERY CLERK wants position in country store as clerk and bookkeeper. Age forty-five, married. Will go within thirty-five miles of Philadelphia. Had thirteen years active business experience and a good all round man. Will start for \$10 weekly. C 10, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.



**GROCERY CLERK OR MANAGER** now employed at Allentown, Pa., wants position as manager, assistant manager or department manager, with chances for advancement. Will go anywhere within two hundred miles. Has had experience as buyer and department manager, also has knowledge of advertising and window dressing. Splendid references. Wants \$25 weekly and can earn it. C 9, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**CLERICAL POSITION WANTED BY** Philadelphia young man, eighteen years of age. Had two years experience. Salary wanted, \$8 per week. C 11, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**CLERK NOW EMPLOYED AT NEW** Haven, Conn., wants position or chance to buy interest in Connecticut, Massachusetts, or New York State. Will take position as manager of department or store or make small investment. Has four years' experience as clerk and three years' experience as manager. Age, twenty-three. Single. Has good knowledge of bookkeeping, show card writing and all round salesmanship. Specialist in tea, coffee and spices. Will also consider wholesale position. Salary desired, \$20 weekly. C 8, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

**PHILADELPHIA GROCERY CLERK**, twenty-two years old, with good experience, part with chain store concern, part in Ireland, wants position where he can forge ahead. Could do good work as second man or manager's help, but is an all round grocery and provision hand, with experience at window dressing. Wants \$10 per week to start with. C 6, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

**GROCERY CLERK NOW EMPLOYED** in Pennsylvania, wants position as chain store manager. A record man. Had four years chain store experience. Twenty-two years old and single. Will go anywhere in Pennsylvania or New York. Can do some window dressing. Hard, steady worker. Wages wanted to start, \$12 weekly. C 7, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 6

**EXPERIENCED CLERK AND MAN-**ager, now employed in interior Pennsylvania county, wants position with wholesale house either as salesman or as resident manager of grocery store or department. Will go anywhere in Pennsylvania. Been nine years with present employer and can give gilt-edged references. Have some knowledge of window dressing. Wages desired at least \$15 weekly. Address C 5, care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

#### BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?  
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.  
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.  
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.  
Write, call or telephone.  
WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.  
Phones, Bell Filbert 2500,  
Keystone, Race 746.

#### GROCERY, MEAT AND PROVISION STORES.

##### EVERY ONE A GOOD CHANCE.

No. 556.—In Tioga, grocery, meat and provision business doing \$300 to \$350 per week, on which is netted a clean ten per cent. profit. Fixed charges are very low. Rent only \$40 per month, including two-story brick stable. Owner is going into other business. Will sell fixtures for \$300 and stock at inventory. About \$700 required.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$1,000.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, meat and canned goods business doing \$200 to \$300 weekly, all cash. Rent low. About \$500 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire

business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for for years. Open to the fullest investigation.

#### GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.

#### FOR RENT.

FOR RENT.—In Lancaster, Pa., corner grocery store. Store room 18 x 34½ feet. Large display window. Business nearly all cash. A good opportunity for a sober industrious man, none other need apply. Established ten years ago by present owner. Owner has other business that needs his attention. Heat furnished. A. E. K., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 5

#### MISCELLANEOUS.



MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 12

Your customers like it  
BECAUSE  
It is absolutely pure. It requires no soaking. It can be cooked in fifteen minutes. It is never soggy or lumpy. One package makes six quarts of pudding.  
You ought to like it  
BECAUSE  
It always satisfies your customers. It brings to your store the best class of trade. It moves; it's a real staple.  
It pays you more than an ordinary profit.  
If you have Minute Tapioca in stock, push it. It will pay you. If you haven't it, send us your jobber's name and we will send you a regular package to try in your own home. A trial will tell you more in a minute than we can tell in an hour. When sending for the package ask for "The Story of Tapioca." It's free. We are ready to do our part. Are you?  
MINUTE TAPIOCA CO.,  
222 W. Main St., Orange, Mass.

## SPECIALS

### For Week Ending February 5th

Is Tomato Pulp . . . . .	per doz.,	\$0.35
Is Pink Salmon . . . . .	per doz.,	.90
Standard ¼s Oil Sardines . . . . .	per case,	2.65
2½s Cal. Extra Standard L. C. Peaches . . . . .	per doz.,	1.65
Magnolia Condensed Milk . . . . .	per case,	4.40
Rock Candy, Yellow, ½ and ½ . . . . .	10-lb. bxs.,	1.00
N. Y. Hand-picked Beans . . . . .	per bushel,	2.40
Hires Ginger Ale, 2 doz. to the case . . . . .	per case,	1.50
Glass Washboards . . . . .	per doz.,	2.85

ANDREW REITER & COMPANY, Baltimore, Md.

## Prepare for Lent

Send to me for your stock of Imported Cheese and Delicatessen.  
Being the largest importer in Philadelphia of Emmenthaler, Roquefort, Camembert and other fancy Cheese, I can give you the best values for the least money.  
You will make no mistake in getting my prices on all kinds of Delicatessen and Fancy Groceries.  
Do it now!  
Carl Wilde, 357 N. Second St., Phila.



# BALTIMORE PRICES-CURRENT

Corrected Weekly by ANDREW REITER & CO., Wholesale Grocers, Baltimore, Md.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

## ROASTED COFFEES.

Packed in paper-lined fancy bags or paper-lined sugar barrels.	Per lb.
"A" Java.....	.26
"B" Java.....	.24
"C" Java.....	.24
"A" Java and Mocha Blend.....	.24
"B" Java and Mocha Blend.....	.22
"A" Mocha.....	.24
"B" Mocha.....	.22
"C" Mocha.....	.20
Laguayra (Washed Caracas).....	.18
"A" Maracaibo.....	.18
"B" Maracaibo.....	.17
"A" Santos.....	.17
"B" Santos.....	.16
"C" Santos.....	.15
Peaberry Santos.....	.15
"A" Rio.....	.14
No. 1 Rio.....	.13
No. 2 Rio.....	.12
Lipton Special Mocha and Java, 1-lb. cans.....	.27
Lipton Perfection, 1-lb. cans.....	.20
Battleship, 1-lb. packages, any quantity.....	.15½
Log Cabin, 1-lb. packages, 100 to case.....	.14½
Arbuckle's, 100 lbs. to case.....	
King Bee, 100 lbs. to case.....	per case 14.50

## TEA.

	Per lb.
No. 25 Gunpowder.....	.24
No. 25 Gunpowder.....	.35
Best Gunpowder.....	.45
No. 25 English Breakfast.....	.20
No. 25 English Breakfast.....	.33
Best English Breakfast.....	.40
No. 25 Moyune Gunpowder.....	.33
No. 25 Moyune Gunpowder.....	.38
Best Moyune Gunpowder.....	.50
No. 25 Imperial.....	.33
No. 25 Imperial.....	.35
Best Imperial.....	.50
No. 25 Oolong.....	.28
No. 25 Oolong.....	.35
Best Oolong.....	.45
Young Hyson.....	.35
Japan.....	.35
Hong, ¼- and ½-lb. packages.....	.50
Silver Moon.....	.27
Silver Bell, 1-lb. packages.....	.25
Salada (Ceylon and India).....	
Green, Black and Mixed, ¼- and ½-lb. packages, 10 lb. to box.....	.45
Green, Black and Mixed, 10c. packages, 5 doz. to box.....	per doz. .90

## DRIED AND EVAPORATED FRUITS.

	Per lb.
Apples—	
Evaporated, 50 lbs.....	.09
Evaporated, 1-lb. packages, 4 doz.....	.09½
Dried, 50 lbs.....	
Peaches—	
Standard, 50 lbs.....	.07
Choice, 50 lbs.....	.07½
Extra fancy, 25 lbs.....	.09
Apricots (evaporated)—	
Standard, 25 lbs.....	.11
Choice, 25 lbs.....	.12
Currents—	
Package, 36.....	.08½
Bulk, 25 lbs.....	.08
New Figs—	
Box, 10 lbs.....	1.20
Mat, 1 lb.....	per doz.
Citrus—	
American brand, 10 lbs.....	.14
American brand, 25 lbs.....	
Dates—	
Package, 30 x 1 lb.....	.06½
Stuffed, 1 lb.....	per doz.
New Prunes—	
30 40, 25 lbs.....	.09
40 50, 25 lbs.....	.07½
50 60, 25 lbs.....	.07
60 70, 25 lbs.....	.06½
70 80, 25 lbs.....	.05½
80 90, 25 lbs.....	.05½
90 100, 25 lbs.....	.04½
100 120, 50 lbs.....	
Raisins—	
4 Crown, 50 lbs.....	.06
5 Crown, 50 lbs.....	
London Layers, clusters, 50 lbs.....	per box 1.75
London Layers, 20 lbs.....	per box
Seedless Sultana, 50 lbs.....	.05½
Seeded, 36 1-lb. packages.....	.07
Sultana, 36 1-lb. packages.....	
Sultana, bulk, 25 lbs.....	.09½
Thompsons Bleached Sultana, 50-lb. boxes.....	.09½

## BEANS, PEAS, Etc.

	Per bush.
New York Hand-picked, about 2½ bushel bag.....	2.50
Imported Beans, about 200 lbs. to bag.....	2.40
Random Beans, about 200 lbs. to bag.....	
Green Peas, dried, about 165 lbs. to sack.....	2.35
Black-eyed Peas.....	
California Lima Beans, about 80 lbs. to sack.....	.05½
Imported Lima Beans, about 90 lbs. to sack.....	.05
Split Peas, 210 lbs.....	per bbl. 7.95
Less quantity.....	.04
Lonella, about 200 lbs. to sack.....	.03½
White Marrowfat Peas.....	per bush.
Pava Beans.....	.04½

## CANNED FISH.

Salmon—	
Clover Leaf, 1 lb., flat, 4 doz.....	2.10
Clover Leaf, ½ lb., flat, 4 doz.....	1.25
Sockeye, 1 lb., flat, 4 doz.....	2.00
Seward, 1 lb., tall, 4 doz.....	1.60
Jockey, 1 lb., tall, 4 doz.....	1.60
Buster Pink, 1 lb., tall, 4 doz.....	.95
Suwanee Belle, 1 lb., tall, 4 doz.....	.90
Argo, 1 lb., tall, 4 doz.....	
Sockeye, ½ lb., flat, 4 doz.....	
Hawkeye, ½ lb., flat, 4 doz.....	1.00
Lobsters—	
Gold Label, picnic size, 4 doz.....	
Beaver, 1 lb., flat, 4 doz.....	
Star, ½ lb., flat, 4 doz.....	1.50
Star, ½ lb., flat, 4 doz.....	2.25
Gold Label, ½ lb., flat, 8 doz.....	
Beaver, ½ lb., flat, 8 doz.....	
P. E. I., ½ lb., flat, 8 doz.....	2.30
Clams—	
Orchard, 1 lb., tall, 4 doz.....	1.10
Herring Roe—	
Patuxent, 25, 2 doz.....	.95
Mackerel—	
Blue Backs, in sauce, oval cans, 50 in case.....	3.85
Soused, 50 in case.....	3.85
Oysters—	
Standard, 5 oz., 2 doz.....	.80
Sardines, in oil—	Per case
¼ oil, 100.....	6.50
Gold Label, ¼ oil, 100.....	2.75
Standard, ¼ oil, 100.....	3.25
¼ lb., oil, with key, 100.....	3.75
Epicurian, ¼ oil, fancy cartons, 100.....	3.75
¼ Mustard Sardines—	
Gold Label, 100.....	6.50
Standard, 100.....	3.00
Leon D'or, 100.....	3.75
¼ Mustard Sardines—	
Gold Label, 50.....	4.50
¼ Mustard, 48 cans.....	2.50
Harbor, 48.....	3.75
Imported Sardines—	
Martell, ¼ oil, 100.....	16.00
Marie Elizabeth, ¼ oil, boneless, 100.....	
¼ Oil Imported Sardines—	
Martell, 100.....	10.00
North Cape, smoked, 100.....	8.50
Lion, 100.....	

## CANNED VEGETABLES.

	Per doz.
Baked Beans—	
Pin Money, 35, sauce, 2 doz.....	1.15
Pin Money, 25, sauce, 2 doz.....	.95
Pin Money, 25, sauce, 4 doz.....	.50
Pin Money, 35, plain, 2 doz.....	1.10
Wagner's, 25, tall, 4 doz.....	.50
Wagner's, 35, plain, 2 doz.....	1.10
Wagner's, 35, sauce, 2 doz.....	1.15
Excursion, 25, sauce, 2 doz.....	.95
Saratoga, 25, 2 doz.....	.65
Campbell's, 25, 2 doz.....	.95
Corn—	
Pin Money, Shoepeg, 25, 2 doz.....	.90
Standard Shoepeg, 25, 2 doz.....	.90
Standard, 25, 2 doz.....	.80
Belmont Cream, 25, 2 doz.....	.90
Winorr, Kernelled Corn, 2 doz.....	
Peas—	
Mildens, extra sifted, 2 doz.....	1.25
Belle, 2 doz.....	.75
Little Fellow, 25, 2 doz.....	1.75
Runopod, 25, 2 doz.....	1.50
Pin Money, petits pois, 2 doz.....	.90
Pin Money, standard Early June, 2 doz.....	.90
French, extra fins, 100.....	per case 17.50
Pin Money Combination—	
25, 2 doz.....	.85
Kidney Beans—	
25, 2 doz.....	.75
Lima Beans—	
Derby, soaked, 25 2 doz.....	.80
Standard, 25, 2 doz.....	1.00
Little Darling, 2 doz.....	1.30
Pumpkins—	
25, 2 doz.....	.70
No. 10.....	
String Beans—	
25, 2 doz.....	.65
Pin Money Vegetables—	
25, 2 doz, 12 kinds in can.....	.85
Sweet Potatoes, 25, 2 doz.....	.85
12, Pulp, for soup.....	.40
Succotash—	
25, 2 doz.....	.95
Tomatoes—	
Pin Money, whole, 35, 2 doz.....	.80
Standard, 35, 2 doz.....	.75
No. 10, ¼ doz.....	2.10
Fair Quality, 35.....	.70
25, 2 doz.....	.62½

## SUGAR.

We do not handle imported sugar.	
Dominoes, 5-lb. packages.....	7.60
Cut Loaf.....	3.95
Powdered.....	5.30
XXXX, powdered.....	5.30
Cubes.....	5.50
Fine Granulated, American.....	5.05
Fine Granulated, 100-lb. sacks.....	5.05
Confectioners' A.....	4.90
No. 1, A.....	4.85
Light Yellow.....	4.80
Fine Granulated, 2-lb. bags.....	3.35
Fine Granulated, 5-lb. bags.....	3.25

## CANNED FRUITS.

	Per doz.
Apples, 25, 2 doz.....	.85
Blackberries, 25, 2 doz.....	.80
Blueberries, 25, 2 doz.....	.80
Cherries, 25, 2 doz.....	.95
Gooseberries, 25, 2 doz.....	.90
Pie Peaches, 25, 2 doz.....	.90
Pears, 25, 2 doz.....	.95
Sliced Pineapples, 25, 2 doz.....	1.25
Singapore Pineapples, 1½, chunks, 4 doz.....	1.25
Singapore Pineapples, 1c. chunks, 4 doz.....	.95
Grated Pie Pineapple, James, 25, 2 doz.....	.90
Strawberries, 25, 2 doz.....	.95
Standard Peaches, Terrapin, 25, 2 doz.....	1.75
California Apricots, 2 doz.....	1.90
California Cherries, 2 doz.....	3.00
California Peaches, 2½, 2 doz.....	1.90
Wallace Peaches, 25, 2 doz.....	1.25
Sliced California Peaches, 15, 4 doz.....	1.85

## SALT.

	Per sack
Fine Table, large sack.....	.85
Kiln Dried.....	.95
Fine Table, bushel sacks.....	.32
Fine Table, ¼-bushel sacks.....	.19
Ground Alum, 140.....	.57
	Per bbl.
Fine Dairy, 25, 140 to bbl.....	2.45
Fine Dairy, 35, 100 to bbl.....	2.45
Fine Dairy, 45, 70 to bbl.....	2.23
Fine Dairy, 55, 60 to bbl.....	2.20
Fine Dairy, 85, 35 to bbl.....	2.03
Fine Dairy, 105, 28 to bbl.....	2.03
Worcester, 2½, 115 to bbl.....	4.00
Worcester, 55, 60 to bbl.....	4.00
Worcester, 105, 30 to bbl.....	3.75
	Per case
Snow Flake, 48 10c. packages.....	3.10
Snow Flake, 36 15c. packages.....	3.75
Colonial, 36 5c. packages.....	1.30
Rock Salt.....	per cwt. .95
Shaker, 2 doz.....	per case 1.60

## MOLASSES AND SYRUPS.

	Per gal.
St. Clair, N. O.....	.39
Kingsland, N. O.....	.36
Julian F. Bradshaw's Molasses, No. 44.....	.33
Cheapside Molasses.....	.29
Blackstrap Molasses.....	.20
Gilt Edge Syrup.....	.30
Gold Medal.....	.31
Orange brand Syrup.....	.33
Orange brand, 2½, cans, 2 doz.....	2.20
No. 6 Amber Syrup.....	.29
California Amber Drips, 25, cans, 2 doz.....	1.70
California Amber Drips, 2½, cans.....	1.95
California Amber Drips, 35, cans, 2 doz.....	2.30
California Amber Drips, ¼ gal. cans, 1 doz.....	2.05
Calvert brand, Pure Porto Rico.....	.22

## CONDENSED MILK.

	Per case
Baby, 1 doz. glass jars.....	1.90
Challenge, 4 doz.....	4.80
Eagle, 4 doz.....	6.25
Magnolia, 4 doz.....	4.50
Red Cross, 4 doz.....	4.65
Star, 4 doz.....	4.65
Dime brand, 4 doz.....	3.95
Premium, 4 doz.....	
Hires' Silver, 4 doz.....	4.75
Queen.....	
Hires' Jersey, 4 doz.....	4.50

## EVAPORATED CREAM.

	Per case
Gold, double size can, 4 doz.....	4.10
St. Charles, 4 doz.....	3.50
Our Pet, large size, 4 doz.....	3.15
Our Pet, baby size, 6 doz.....	2.60
Peerless, small size, 6 doz.....	2.60
Peerless, large size, 4 doz.....	2.90
Peerless, tall cans, 4 doz.....	3.60
Columbia, 4 doz.....	3.20
Van Camp's, 4 doz. in cans.....	per can 3.85

## MATCHES.

	Per gross
Blue Hen, 25, 1 gross.....	1.60
Coast, 5 gross.....	.85
Globe, 15, 5 gross.....	.95
Doric, 1 gross.....	.90
Home Safety, 65, 5 gross.....	.45
Vulcan Safety, 50 gross.....	.50
Bird's Eye, 55, 100 packs.....	per case 3.50
Search Light, 25, 5 gross.....	1.00
Search Light, 55, 1 gross.....	4.50
Fast Mail, 25, 1 gross.....	.90
Bull's Eye, 5 gross.....	1.00
Little Star, 5 gross.....	.40
Pet, 25, 5 gross.....	.78
Chips, 25, 3 boxes to package and 50 pack-ages to case, especially for coast trade and damp climate.....	per case 1.75
Black Diamond, 55, 100 in case.....	per case 3.15
Ignito, double dip, 5 gross.....	4.00
1 gross in case.....	per case .75
Black Swan, double dip, 55, 1 gross cases.....	3.50
Battle Ax, parlor style, 55, 1 gross cases.....	3.50

## RICE.

	Per lb.
Best Head, bbls. or 100-lb. sacks.....	.06½
No. 2 Head, bbls. or 100-lb. sacks.....	.05½
No. 3 Broken, bbls. or 100-lb. sacks.....	.03½
Japan, 100-lb. sacks.....	.04½
Pusa, 100-lb. sacks.....	.06½

## LAUNDRY SOAP.

	Bars.	Box.
Acorn.....	120	2.10
*Pearl White Floating.....	60	2.40
Ark.....	100	1.85
Babbitt's.....	100	3.75
5 box lots freight paid, with 1 box "1776" or 60 cakes Best Soap free.....		4.25
10-box lots freight paid, with 3 boxes "1776" or 120 bars Best Soap free.....		4.20
Needawash.....	120	2.00
*Bee.....	100	3.90
*Fels-Naptha.....	100	4.00
Hoefner's Tiger Borax.....	100	3.50
*Fairy Oval.....	100	4.00
*Globe Oleine.....	60	2.50
*Ivory, 6 oz.....	100	4.00
*Ivory, 10 oz.....	100	7.00
*Kirkman's.....	100	3.75
*Kirk's Oleine.....	60	2.50
*Lenox.....	100	3.35
*Lifebuoy.....	50	2.00
*Fairbank's Tar.....	100	3.75
*Magic Cleaner.....	100	
*Octagon.....	100	3.90
*Philadelphia Oleine.....	72	3.00
*P. & G. Oleine.....	84	3.50
Premium.....	100	3.75
*Santa Claus.....	100	3.60
*Star.....	100	3.35
*Sunlight.....	100	3.90
*Sunshine.....	120	2.45
Star Oleine.....	60	1.75
*Sunny Monday.....	100	4.00
*Wonder Worker.....	100	4.00
Wonder Worker Chips.....	4 doz.	2.08
Lion.....	100	
*Snowberry.....	50	1.95
Best Blue.....	80	3.40
*P. & G. Naptha.....	100	3.85
Duck.....	100	3.85
20 Mule Borax.....	100	4.00
U. S. Mail.....	100	3.00
Hustler.....	180	2.40
Brag.....	66	2.55
Export Borax.....	100	3.65
C. & C. Oleine.....	60	2.30

\*5-box lots delivered.

## TOILET SOAP.

	Bars.	Box.
Flash, for the hands.....	100 cans	6 50
Grand Pa's, small size.....	100	3 85
Grand Pa's, small size.....	50	1 95
Grand Pa's, large size.....	50	3 25
Sweet Maiden.....	100	3 85
Brown Windsor, Violet, Golf, Turkish Bath, Elder Flower, Dairy Queen and Rose.....	1 doz.	.40
White Castle, 36 lbs.....	per lb.	.10
Conti, Imported Castile, 36 lbs.....	per lb.	.15
Oat Meal.....	per doz.	.40
Glycerine.....	per doz.	.40
Jap Rose.....	50	3 75
Sweetheart.....	50	1 90
Lava.....	50	1 95
Pearl.....	60	2 40
Globe Pumice Tar.....	100	3 85







# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. JANUARY 31, 1910.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

ADVANCES.		DECLINES.		ADDITIONS.		WEIGH AND MEASURE EVERYTHING YOU BUY.	
Column.	Column.	Column.	Column.	Column.	Column.	Standard Weights per Bushel.	
Sugar.....	1	Eggs.....	16			Marrow Beans.....	60 lbs.
		Lard.....	25			Medium Beans.....	60 "
		Compound Lard.....	25			Pea Beans.....	58 "
						Red Kidney Beans.....	58 "
						Hominy.....	56 "
						Pease.....	60 "
						Barley.....	48 "
						Potatoes.....	56 "
						Flaxseed.....	58 "
						Onions.....	55 "
						Shellbarks.....	48 "

COL.		COL.		COL.		COL.		COL.	
Alarm Cash Drawer.....	18	Sardines.....	9	Drugs, Grocers'.....	26	Ink.....	21	Mustard.....	30
Alum.....	3	Meats.....	9			Insect Powder.....	26	Prepared.....	31
Ammonia.....	3	Soups.....	10	Eggs.....	16	Ironing Wax.....	32	Marmalade.....	26
Ammonium.....	3	Capers.....	16	Essence of Coffee.....	5	Jams.....	26	Noodles, Egg.....	17
Asle Grease.....	3	Catnap.....	11	Extracts.....	27	Jars and Jar Rubbers.....	6	Nuts.....	
		Cereal Specialties.....	17	Fancy Groceries.....	16	Jellies.....	25		
		Cheese.....	16	Farinaceous Goods.....	17	Junket Tablets.....	27	Oat Meal.....	17
		Chocolate and Cocoa.....	11	Figs.....	20			Oils.....	22
		Chewing Gum.....	28	Fish, Canned.....	8	Ketchup.....	11	Oil, American.....	23
		Cider.....	28	Fixtures.....	18			Olive Oil.....	22
		Clams.....	20	Flour.....	17	Lamp Goods.....	21	Oysters.....	20
		Clothes Pins.....	35	Self Rising.....	17	Lard.....	25		
		Cocoonut.....	13	Buckwheat.....	17	Lemons and Oranges.....	17	Paper.....	23
		Codfish.....	19	Fly-paper.....	32	Lentils.....	17	Paper Bags.....	23
		Coffee.....	5	Food, Bird.....	32	Licorice.....	26	Peanuts.....	24
		Essence.....	5	Fruit Butters.....	25	Lime.....	21	Peanut Butter.....	24
		Chicory.....	5	Fruits, Domestic, Dried.....	20	Live Poultry.....	25	Peas, Dried.....	17
		Coffee Mills.....	18	Foreign, Dried.....	20	Lye and Potash.....	21	Pickles.....	24
		Cooking Herbs.....	6	Fish, Fresh.....	20			Pickled Meats.....	23
		Condensed Milk.....	12	Gelatine.....	18	Macaroni.....	18	Plum Pudding.....	26
		Condensed Mince Meat.....	17	Gravel, Bird.....	32	Mackerel.....	19	Polishing and Cleaning	
		Corn Meal.....	31			Maple Syrup.....	33	Compound.....	29
		Corn Starch.....	31	Herring.....	15	Matches.....	21	Popping Corn.....	23
		Cottolene.....	16	Hominy and Grits.....	17	Meat.....	24	Pork and Beef.....	24
		Crackers, Cakes, etc.....	13	Honey.....	33	Milk, Evaporated.....	12	Potash.....	21
		Crescent Mapleine.....	33	Horseradish.....	21	Mince Meat.....	22	Potato Chips.....	23
		Cutters, Tobacco.....	18			Mineral Water.....	29	Poultry Seasoning.....	25
		Counters.....	18			Molasses.....	33	Dressed.....	25
		Dates.....	20					Live.....	25
		Delicatessen.....	14						
		Dressed Meats.....	25						

COL.		COL.		COL.		COL.		COL.	
Alarm Cash Drawer.....	18	Sardines.....	9	Drugs, Grocers'.....	26	Ink.....	21	Mustard.....	30
Alum.....	3	Meats.....	9			Insect Powder.....	26	Prepared.....	31
Ammonia.....	3	Soups.....	10	Eggs.....	16	Ironing Wax.....	32	Marmalade.....	26
Ammonium.....	3	Capers.....	16	Essence of Coffee.....	5	Jams.....	26	Noodles, Egg.....	17
Asle Grease.....	3	Catnap.....	11	Extracts.....	27	Jars and Jar Rubbers.....	6	Nuts.....	
		Cereal Specialties.....	17	Fancy Groceries.....	16	Jellies.....	25		
		Cheese.....	16	Farinaceous Goods.....	17	Junket Tablets.....	27	Oat Meal.....	17
		Chocolate and Cocoa.....	11	Figs.....	20			Oils.....	22
		Chewing Gum.....	28	Fish, Canned.....	8	Ketchup.....	11	Oil, American.....	23
		Cider.....	28	Fixtures.....	18			Olive Oil.....	22
		Clams.....	20	Flour.....	17	Lamp Goods.....	21	Oysters.....	20
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Asle Grease.....	3	C							



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## GREEN COFFEE.

	Per lb.
Rio, Golden, fancy.....	@.10 1/2
" prime.....	@.09 1/2
" choice.....	@.11 1/2
Santos, Peaberry, extra fancy.....	@.10 1/2
" fancy.....	@.11
" choice.....	@.10
Maracaibo strictly fancy, mild.....	@.11 1/2
" choice.....	@.11
Washed Caracas, fancy.....	@.13 1/2
Laguayra, fancy.....	@.11 1/2
Iava, extra fancy, genuine.....	@.20
Mocha, 1/4 and 1/2 bales, genuine, finest.....	@.19
" Seed, Santos, fancy.....	@.10 1/2
" choice.....	@.10 1/2

## ROASTED COFFEE IN BULK.

Rio, Golden, extra fancy.....	@.13 1/2
" Prime.....	@.13
" Choice.....	@.12 1/2
" No. 2, bags about 50 lbs.....	@.12
Santos, Peaberry, extra fancy.....	@.16
" extra fancy.....	@.14
" No. 1, lots.....	@.13 1/2
" fancy.....	@.12 1/2
Laguayra, fancy.....	@.14 1/2
Maracaibo, choice.....	@.14 1/2
" fancy.....	@.15
" extra fancy.....	@.15 1/2
Java, extra fancy, genuine.....	@.24 1/2
" fancy.....	@.24
Mocha, finest.....	@.23 1/2
Lipton's Blended Coffee—	
No. 1.....	.82
No. 2.....	.80
No. 3.....	.17
No. 4.....	.14

Packed in 25 and 50-lb. cans, and 25, 50 and 100-lb. bags.

## PACKAGE COFFEE.

Two per cent. discount on package coffee. Sold on the equality plan.  
 New York Card Price. 100-lb. Cases. 50-lb. Cases.

Arbuckle's Seven Day.....	12 3/4	12 3/4
Libby's.....	13 3/4	13 3/4
B. Fischer & Co.—		
Hotel Astor Coffee, 1-lb. tins.....	.26	
Thos. Martindale & Co.—		
Salado, lbs.....	.20	
" 50-lb. tins.....	.19	
" barrels.....	.18	
Viv, lbs.....	.16	
" 50-lb. tins.....	.15	
" barrels.....	.14 1/2	

Ground or pulverized without extra charge.

Lipton's 1-lb. tins—

Special..... .27

Gossip..... .23

Perfection..... .20

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kouyr"—	
50 tins in box.....	per box 1.50
10 in tins box.....	per carton .95
5-lb. tins.....	per doz. 5.75
George Floto's Sons—	
Coffee Essence, 1/4-gross improved cans.....	per gross 2.25
" 1/2-gross cans, tin ends.....	2.70
" 1/2-gross cans, all tin.....	2.85
Vienna Coffee Essence, Manila, 1/4 gross.....	2.25
Package Chicory, 65-lb. cases.....	per lb. .04 1/2
Hummel's Essence, tin can, 1/4 gross, per gross tin ends.....	2.85
" " improved ".....	2.15
Chicory, Sells's 65-lb.....	.05 1/2
" English, ground, bags about 160 lbs.....	.05 1/2
" French, stick, 65 lbs.....	.06 1/2
" Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....	.04 1/2

## AMMUNITION.

Mosling, A, kegs, 25 lbs.....	2.33
" B, kegs, 25 lbs.....	1.30

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Duck, kegs, 12 1/2 lbs.....	4.75
" kegs, 6 1/2 lbs.....	2.65
FG, FFG, FFFG, kegs, 25 lbs.....	4.75
" " kegs, 12 1/2 lbs.....	2.65
" " kegs, 6 1/2 lbs.....	1.50
Drop Shot, Nos. 2, 3, 5, 8, 9, bags, 25 lbs.....	1.85

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.50
No. 3, 3 doz.....	3.35
Colburn's, No. 1, 4 doz.....	1.65
No. 2, 3 doz.....	2.65
A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
Ball Blue, No. 1, 3 doz.....	2.60
" No. 2, 3 doz.....	4.80
Reckitt's, 5c. and rec. asst., 8 lbs.....	Per lb. .30

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/4 gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	5.50
French Laundry, large, 1/4 gross in barrel.....	2.45
Tibbals Cream Indigo, 5c. size, 1/4 gross case.....	4.80
" roc. size, 1/4 gross case.....	9.00

Free goods with 1/2 gross 5-cent size and 1/4 gross 10-cent size.

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.35
" first, ".....	.34
" second, ".....	.33
" third, ".....	.31-32
" dairy, extra, bakers' use, 30-60 lbs.....	.26-.30
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.32-.36
Print Butter—	
Star or S. D. brands, 1 lb., 20-30-lb. bxs.....	.38
B. B., E. D. brands, 20-30-lb. boxes.....	.37
J. J., C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes.....	.36
Sheaf ("400") Elgin, 20-30-lb. boxes.....	.35
Sheaf.....	.32-.34
Milken Farm, lbs. and 1/2 lbs.....	.39
Gurnee, lbs. and 1/2 lbs.....	.37
Belle Spring.....	.34

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.11 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11
" 16's, 30 lbs.....	.12
Neverout, 8's.....	per box 1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

	Gross
Glass Jars.....	
Mason, Pint.....	
Mason, Quart.....	
Mason, Half-gallon.....	
Jelly Tumblers.....	
Barrels, 21 doz., 1/2-pint.....	per doz.
(No charge for barrels.)	
Jar Tops—	
1/2 gross, no rubbers.....	per gross 1.45
Jar Rubbers—	
Lip, wide.....	per gross .75
Acme, wide, 1 doz. cartons, 5 gross box.....	per gross .45
" medium, 1 doz. cartons.....	per gross .40
Reliable, white rubber, wide.....	.36
" medium.....	.36
Black, medium.....	per lb. .25
(25 lb. lots 1 cent per lb. less.)	
Red Lustre.....	per gross

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## COOKING HERBS.

Colburn's "A," Small—	
Sweet Marjoram.....	per doz. .25
Sage.....	.25
Thyme.....	.25
Savory.....	.25
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
1/4-lb. cartons, 1 doz.....	per doz. .40
1/4-lb. ".....	.75
1/4-lb. ".....	1.25
1/4-lb. screw cap bottles, 2 doz.....	.60
1/4-lb. square cans, 2 doz.....	.85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Silver Lake, fancy Jersey.....	.87 1/2
Silver Lake, No. 10, 1 doz.....	2.10
Junior, No. 10, 1/2 doz.....	2.00
Bridgeton, No. 10, 1 doz.....	1.95
Goldboro, No. 10, 1 doz.....	1.75
Junior, fancy hand picked.....	.80
Riverside, fancy Maryland.....	.75
New Century, fancy, No. 2.....	.49
Brandywine Hills, extra fancy.....	.90
Mrs. Lippincott's, Fryer.....	1.15
Our Best, 50 oz.....	1.00
Rival Blue, fancy hand packed.....	.80
Mispillion, fancy Delaware.....	.75
Ford, fancy Maryland.....	.67 1/2
Luncheon, fancy Maryland.....	.75

Lima Beans—	
Silver Lake.....	.85
Silver Lake, No. 10.....	4.50
Brandywine Hills.....	1.30
Boyer's.....	.95
Brownie.....	.70

String Beans—	
Extra fancy.....	1.45
Boyer's, 22.....	.60
Acorn, 32.....	.85
" No. 2.....	.55
Safe, No. 2.....	.50

White Wax Beans—	
Boyer's.....	.60
Acorn, No. 2.....	.57 1/2
Brandywine Hills, No. 2.....	1.10

Beans (Pork and Beans)—	
B. & M., No. 3, plain.....	1.35
" No. 3, tomato sauce.....	1.55
Campbell's, No. 2, plain.....	.95
" No. 2, Boston style.....	.95
Oxford, No. 3.....	1.05
Narragansett, No. 3, tomato sauce.....	
Van Camp's, No. 1, sauce, 4 doz.....	.87 1/2
" No. 2, sauce, 2 doz.....	1.35
Moore & Brady, No. 3, plain.....	.87 1/2
" No. 3, sauce.....	.92 1/2
" No. 1, picnic size, plain.....	.42 1/2
" No. 1, picnic size, sauce.....	.47 1/2
Victory, No. 1, tomato sauce, 4 doz.....	.47 1/2
Martin Wagner Co., No. 3, plain.....	1.07 1/2
" No. 3, tomato sauce.....	1.12 1/2
" Midnight Lunch, No. 1, 4 doz.....	.50
Snider's, sauce or plain, No. 3, 2 doz.....	1.80
" " No. 2, 3 doz.....	1.40
" " No. 1, 4 doz.....	.90

Red Kidney Beans—	
Joan of Arc, No. 2, fancy.....	.80
Van Camp's, No. 2, 2 doz.....	.80
Martin Wagner's, No. 2, 2 doz.....	.77 1/2

Corn—	
Kornlet.....	1.75
Paris, fancy Maine.....	1.20
American Beauty, extra fancy, Shoe Peg.....	.90
Cream of Susquehanna.....	1.00
Baker's, G. W., whole grain.....	.80
Shoe Peg, Susquehanna, No. 2.....	.85
Rex, No. 2, fancy, whole grain.....	.75
Vanity, No. 2, whole grain.....	.70

Peas—	
Boyer's, Midgets, No. 2.....	1.55
" Extra Sifted.....	1.25
" Sifted.....	1.07 1/2
Early June.....	.95
B. B. F., Early June.....	.95
Hermit brand, soaked.....	.55
Lotus, Sweet Wrinkle.....	1.10
Brandywine Hills, extra sifted N. Y. State.....	1.50
Kent County, Sifted.....	.80
Our Favorite, No. 2.....	.80
Plantation Standard, Early June, No. 2.....	.87 1/2
Pride of Delaware Standard, No. 2.....	.75
Wyoming, extra fine, June, No. 2.....	1.25

Beets—	
Silver Lake, fancy, No. 3.....	1.05

Succotash—	
Little Quaker, extra fancy, No. 2.....	1.05
Brandywine Hills, extra fancy.....	1.05

Sweet Potatoes—	
Farmers, fancy N. Y. State, No. 3.....	1.25
Boyer's, No. 3, 2 doz.....	1.00
Slocumb Farm, No. 3 cans, 2 doz.....	.90

Pumpkin—	
Silver Lake, No. 3.....	.72 1/2
Apollo, 3's.....	.62 1/2
Lilly Lake, 3's.....	.60
Easton, No. 3.....	.60

Asparagus—	
Oak, large, 2 1/2's.....	.50
Superior, large, No. 2 1/2's.....	.50
Staple, medium, No. 2 1/2's.....	.35
Swan, medium, No. 2 1/2's.....	.40
Del Monte Tips, No. 1 1/2's.....	.25
Extra Tips, No. 1 1/2's.....	.20
El Rio, choice California, No. 2 1/2's, 2 doz.....	.20

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## California Canned Fruit.

	Per doz.
Apricots—	
Extra quality.....	2.75
Extra standard.....	1.50
Standard.....	1.30
Pears—	
Bartlett, extra quality, 2 1/2's.....	3.00
" extra standard, 2 1/2's.....	2.00
" standard, 2 1/2's.....	1.75
Cherries—	
Extra quality, 2 1/2's.....	2.90
Extra standard, 2 1/2's.....	2.00
Standard, 2 1/2's.....	1.80
Peaches—	
Tloga, No. 2 1/2, extra standard, lemon cling.....	1.70
Agate, No. 2 1/2, standard, lemon cling.....	1.50
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.00
Columbus, No. 2 1/2, pie, peeled, yellow, free.....	1.20
Plums	
Egg, extra standard.....	1.40
Green Gage, extra standard.....	1.40
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples	
Golden Crown, No. 3, 2 doz.....	.90
Spring Garden, No. 3, 2 doz.....	.85
Bull Head, No. 3, 2 doz.....	.85
Spring Garden, No. 10.....	2.65
Blackberries—	
Silver Lake, syrup, No. 2.....	1.30
Nigger Head, No. 2.....	1.02 1/2
Spring Garden, No. 2.....	.85
Blueberries—	
Maine, Eagle No. 2.....	1.25
Loggies, No. 10.....	6.00
Cherries—	
Boyer's, No. 2, white, extra.....	1.37 1/2
Flour City, white, No. 2.....	1.10
Flour City, red, No. 2.....	
Peaches—	
Berry's, yellow, No. 3.....	1.25
Castle Haven, white, No. 3.....	1.05
Standard, pie, No. 3.....	.90
Pears—	
Silver Lake, No. 10.....	3.75
Hero, No. 1.....	1.00
Raspberries—	
Red Farmside, extra preserved, No. 2.....	2.45
Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.75
Silver Lake, No. 10, 1 doz.....	1.90
Strawberries—	
Anchor, No. 2, water.....	.75
Silver Lake, No. 2.....	1.40
Pineapple—	
Acorn, E. & C., No. 2.....	1.90
General, E. & C., sliced, No. 2.....	1.80
Indian River, E. & C., No. 2.....	1.65
Orange Grove, E. & C., No. 2.....	1.30
Singapore Chunks, No. 1 1/2, 4 doz.....	.97 1/2
Wallace, grated, No. 2.....	1.40
Singapore, cubes, No. 1 1/2, 4 doz.....	.67
James, No. 3, pie, grated.....	.85
Singapore, cubes, No. 1 1/2, 4 doz.....	1.00

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs—		Per doz.
Deviled, No. 1, 4 doz., McMenamin's.....		2.17½
“ No. 2, 2 doz., McMenamin's.....		3.25
Clams—		
Star, No. 1, 4 doz.....		.85
Lobster—		
B. & M., No. ¼, flat, 4 doz.....		2.30
“ No. ½, flat, 4 doz.....		1.40
Star brand, No. ¼, flat, 4 doz.....		1.35
“ No. ½, flat, 4 doz.....		2.25
Shrimps—		
L and D, No. 1, pickle, 4 doz.....		1.20
Mackerel—		
Pickert's, soured, No. 1, 4 doz.....		
“ “ No. 2, 2 doz.....		
“ “ No. 3, 2 doz.....		
Underwood, soured, No. 1, 50 cans.....		
“ No. 1, 4 doz.....		
Oysters—		
Boyer's, No. 1, 2 doz.....		.75
“ No. 2, 2 doz.....		1.40
Stewart's, No. 2, 2 doz.....		1.35
“ No. 1, 2 doz.....		.67½
Victory, No. 1, 2 doz.....		.72½
Kipperd Herring—		
Maconache's, 2 doz., plain.....		1.50
Gilt Edge, 4 doz.....		1.37½
Connor's, 4 doz.....		1.32½
Salmon—		
Hapgood's, No. 1, tall.....		1.95
“ No. 1 flat.....		2.05
Horseshoe, No. 1.....		1.60
White Raven, red, ¼s.....		
Chef, red, No. ¼, flat, 4 doz.....		.90
Terrapin, pink, No. ½, 4 doz.....		.77½



If all the reasons why you haven't advertised in Grocery Papers were eliminated, and replaced by real strong ones why you should, would you use this means to talk to Grocers, *Mr. Manufacturer?*

### *The Grocery and Allied Trade Press of America*

Represents 28 clean vigorous trade papers which are read by over 100,000 of the best grocers throughout the United States. There is no way open to a manufacturer to get his message to the retailer as effectively for so small a sum as it costs to use these publications.

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"Inland Grocer," Cleveland, Ohio	"Omaha Trade Exhibit," Omaha, Neb.
"American Grocer," New York	"Grocery World and General Merchant," Phila., Pa.
"Tea and Coffee Trade Journal," New York	"Retail Grocers' Advocate," San Francisco, Cal.
"Grocers' Magazine," Boston	"National Provisioner," New York
"Retail Grocers' Advocate," New York	"Merchants' Journal," Topeka
"New England Grocer and Tradesman," Boston	"Interstate Trade Bulletin," Denver
"Merchants' Journal and Commerce," Lynchburg, Va.	"Southwestern Commercial Bulletin," Los Angeles, Cal.
"Southern Merchant," Atlanta, Ga.	"Grocer and Country Merchant and Tobacconist," San Francisco
"Trade," Detroit, Mich.	"Merchants' Index," Denver, Col.
"Twin City Commercial Bulletin," Minneapolis and St. Paul	"General Merchants' Review and Mixed Stocks," Chicago, Ill.
"Modern Grocer," Chicago	"Price Current," Wichita, Kans.
"Interstate Grocer," St. Louis	"The Retail Merchant," Dallas, Texas
"E i Grocer and General Merchant," St. Louis, Mo.	"Merchant and Manufacturer," Nashville, Tenn.
"Retail Merchants' Journal," Peoria, Ill.	"Hutchinson Wholesaler," Hutchinson, Kansas
"Beverage and Food," Cincinnati, Ohio	

Wessels & Chandler show you how to get the best return from this advertising because they have spent their lives learning how. They are the only advertising agents in America who have devoted their time to this one thing. They will show you just what it will cost to cover the country, or any part of it. They take full charge of the campaign and they show you how to reach retailers right.

Get a copy of the "Short Path" if you want some valuable information about reaching grocers.

## WESSELS & CHANDLER

Advertising Representatives

927 Arch Street  
Philadelphia, Pa.

231 W. 39th Street  
New York City



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Angus Watson & Co.—	
Skinner Sardines—	
1/2, olive oil, first grade, key, 100 tins.....	12.00
1/2, olive oil, 50 tins.....	11.00
1/2, tomato sauce, key, 100 tins.....	12.00
1/2, tomato sauce, 50 tins.....	11.00
Sea Queen, 1/2, pure olive oil, 100.....	9.60
Sea Pearl, 1/2, pure olive oil, 100.....	8.00

## Domestic.

Mustard—	
Irma, 1/2, 100 cans.....	3.60
Raven, 1/2, key, 100 cans.....	3.47
Gold Label, 1/2, mayonnaise dressing, 100 cans.....	6.40
Gold Label, 1/2, mayonnaise dressing, 50 cans.....	4.30
Swift & Co., Talisman brand, 48 13-cent cans.....per case	4.75
Oil—	
Gold Label, 1/2, oil, 100 cans.....	6.50
Irma, 1/2, 100 cans.....	3.70
Continental, 1/2, key, 100 cans.....	3.62 1/2
Owl, 1/2, key, 100 cans.....	3.62 1/2
Swift & Co., Talisman brand, 100 10-cent cans.....per case	7.00

CANNED MEATS.  
Corned Beef.

Armour's—	Per doz.
Veribest, No. 1, key, 2 doz.....	1.60
No. 2, key, 1 doz.....	2.75
Fairbank's—	
No. 1, key, 2 doz.....	1.75
No. 2, key, 1 doz.....	3.05
No. 6, key, 1 doz.....	11.55
No. 14, key, 1/2 doz.....	25.85
Libby's—	
No. 1, key, 2 doz.....	1.45
No. 2, key, 1 doz.....	2.47 1/2

## Chipped Beef.

Libby's—	
No. 1, 2 doz.....	1.30
No. 1, 1 doz.....	2.20
No. 1/2, glass, 2 doz.....	1.35
No. 1, glass, 2 doz.....	2.32 1/2
Beechnut—	
No. 1/2, sliced, glass jars.....	1.75
No. 1, sliced, glass jars.....	2.90

## Sliced Smoked Beef.

Armour's Veribest—	
Shield, in glass, size 1/2.....	1.40
1.....	2.30

## Sliced Bacon.

Armour's Veribest—	
Star, in glass, size 1/2.....	1.50
1.....	2.60
" in tin, " 1/2.....	1.50
1.....	2.60
Beechnut—	
No. 1/2, glass jars.....	1.65
No. 1, glass jars.....	2.72 1/2

## Roast Beef.

Armour's Veribest—	
No. 1, 2 doz.....	1.60
No. 2, 1 doz.....	2.75
Fairbank's—	
No. 1, 2 doz.....	1.75
No. 2, 1 doz.....	3.05
Libby's—	
No. 1, 2 doz.....	1.42 1/2
No. 2, 1 doz.....	2.47 1/2
Kingan's—	
No. 1, 2 doz.....	1.57 1/2
No. 2, 1 doz.....	2.75

## Lunch Tongue.

Armour's Veribest, No. 1, 2 doz.....	2.75
Armour's Veribest, No. 1/2, 2 doz.....	1.05
Fairbank's, No. 1, 2 doz.....	2.80
Libby's, No. 1, 2 doz.....	2.75

## Whole Ox Tongue.

Armour's Veribest—	Per Doz.
Size 1.....	4.85
1 1/2.....	6.00
2.....	7.00
3.....	9.00
Fairbank's, No. 2, 1 doz.....	7.00
Libby's, No. 2, 1 doz.....	9.50

## Potted or Deviled Meats.

Armour's—	
No. 1/2, 4 doz.....	.50
No. 1/2, 2 doz.....	.85
Libby's—	
No. 1/2, 4 doz.....	.45
No. 1/2, 2 doz.....	.80
R. & R.—	
No. 1/2, 4 doz.....	1.15
No. 1/2, 2 doz.....	1.95

## Potted Chicken or Turkey.

Armour's Veribest—	
No. 1/2, 4 doz.....	1.80
No. 1/2, 2 doz.....	3.50
Libby's—	
No. 1/2, 4 doz.....	
No. 1/2, 2 doz.....	
R. & R., No. 1/2, 4 doz.....	1.75

## Sausage.

Armour's Veribest—	
Vienna style, size 1/2.....	.95
1.....	1.60
Luncheon, with Tomato Sauce, size 1/2.....	1.00

## Boned Meats.

Curtice Brothers, "Blue Label," in tins—	
Chicken, No. 1/2.....	3.50
No. 1.....	6.00
Turkey, No. 1/2.....	3.50
No. 1.....	6.00

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Whole Rolled Ox Tongue, No. 2.....	12.50
Boneless Whole Ham, No. 1 1/2.....	8.75
No. 2 1/2.....	12.50

All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.

## Deviled Meats.

Curtice Brothers, "Blue Label"—	No. 5 oz.	No. 10 oz.
Ham.....	1.50	2.80
Tongue.....	1.50	2.80
Chicken.....	2.00	3.30
Turkey.....	2.00	3.30
No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.		

## Potted Meats.

Curtice Brothers, "Blue Label"—	No. 1/2 Tin.	No. 1/2 Tin.
Ham.....	1.45	2.45
Tongue.....	1.45	2.45
Chicken.....	1.95	2.95
Turkey.....	1.95	2.95
No. 1/2 packed 4 doz., No. 1/2 packed 2 doz. in case.		

## Soups.

Campbell's—	Per doz.
Asparagus.....	.90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.90
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Pepper Pot.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.90
Vermicelli-Tomato.....	.90
No. 10 cans, Tomato only.....per doz.	6.50

Curtice Brothers, "Blue Label"—	Quarts.	Pints.	1/2 Pints.
Consomme.....	3.15	1.75	1.25
Bouillon.....	3.15	1.75	1.25
Beef.....	3.15	1.75	1.25
Julienne.....	3.15	1.75	1.25
Printanier.....	3.15	1.75	1.25
Vegetable.....	3.15	1.75	1.25
Tomato.....	3.15	1.75	1.25
Ox Tail.....	3.15	1.75	1.25
Mock Turtle.....	3.15	1.75	1.25
Pea.....	3.15	1.75	1.25
Mutton Broth.....	3.15	1.75	1.25
Clam Chowder.....	3.15	1.75	1.25
Clam Broth.....	3.15	1.75	1.25
Chicken Gumbo.....	3.15	1.75	1.25
Mulligatawny.....	3.15	1.75	1.25
Chicken.....	3.15	1.75	1.25
Chicken Broth.....	3.15	1.75	1.25
Green Turtle.....	6.50	3.50	2.00
Green Turtle, Clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
Schimmel's, assorted, 1 lb., 4 doz.....			.85

## CANDIES AND CONFECTIONERY.

Croft & Allen Co.—	Per lb.
Extra Mixtures.....30-lb. pails	.08
Cream Jelly Mixtures.....	.09 1/2
Elcroften Mixtures.....	.09 1/2
Nobby Mixtures.....	.10
Cadella Mixtures.....	.12
Fine French Mixtures.....	.12 1/2
French Creams.....	.09
American Mixtures.....	.08 1/2
Variety Cut Drops.....	.08 1/2
Darling Mints.....	.08 1/2
Golden Drip Bar.....15-lb. boxes	.10
Sour Balls.....30-lb. pails	.08 1/2
Pancella Cream Chocolate.....	.09 1/2
1 X L Assorted Chocolate.....	.11 1/2
King B Assorted Chocolate.....	.12 1/2
No. 1 Fine Assorted Chocolate.....	.16
Nonpareil Drops.....	.11 1/2
Chocolate-covered Caramels.....	.12
Dairy Chocolate Chips.....25-lb. pails	.15 1/2
Chocolate Mints.....30-lb. pails	.10 1/2
Honey B Comb.....21-lb. pails	.16 1/2
Cream Coconut Balls.....28-lb. pails	.11 1/2
Cream Peppermint.....30-lb. pails	.09 1/2
Cream Wintergreen.....	.09 1/2
Wellington Caramels.....25-lb. pails	.08
Frozen Milk Caramels.....30-lb. pails	.10 1/2
Soft Jelly Gum Drops.....	.07 1/2
Superfine Gum Drops.....	.10 1/2
Jelly Beans.....	.08
Wintergreen Lozenges.....	.09 1/2
Mint Lozenges.....	.09 1/2
Assorted Lozenges.....	.09 1/2
Conversation Lozenges.....28-lb. pails	.09 1/2
C. & A. Crown Stick.....30-lb. pails	.08 1/2
Rock Candy, assorted.....10-lb. boxes	.09 1/2
Penny goods.....10 boxes in case	5.00

## CATSUP.

Beefsteak Catsup, medium.....	Per doz.
P. P. Co., spiced, No. 38, 5 doz.....	1.15
Waldorf, medium, 12 oz., screw top, 2 doz.....	.87 1/2
Campbell's—	
Tomato, 10c. size, bottles.....	.90
Tobasco, 10c. size, bottles.....	.90
Snider's—	
Pints, 2 doz.....	2.10
Half-pints, 2 doz.....	1.30
Quarts, 1 doz.....	3.25
Gallons, 6 jugs in crate.....per jug	.80

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## KETCHUP.

Curtice's "Blue Label" Tomato Ketchup—	Per Case
Small, 25 bottles in case.....	2.75
Medium, 25 bottles in case.....	4.25
Large, 25 bottles in case.....	3.25

## CHOCOLATE AND COCOA.

Walter Baker & Co's—	Per lb.
Premium, 1/2, 12 to 25 lbs.....	.33
Premium, 1/2, 12 lbs.....	.33
Caracas, sweet, 6 lbs.....	.35
German, sweet, 12 lbs.....	.24
Auto, sweet, 6 lbs.....	.35
Cocoa, 1/2-lb. cans, 12 lbs. in box.....	.36
Cocoa, 1/2-lb. tins, 6 lbs.....	.36
W. H. Baker's—	
Best Cocoa, 1/2-lb. also.....per lb.	.38
1-lb. ".....	.33
Premium Chocolate, 1/2, 12 lbs.....	.30
1/2, 12 lbs.....	.31
Best Sweet Chocolate, 1-25, 6 lbs.....	.19 1/2
1-25, 12 lbs.....	.19 1/2
Hershey's—	
Milk, 48 5 cent.....per box	1.45
Epp's—	
Cocoa, 1/2-lb. tins, 7 lbs.....	.48
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins.....per tin	.75
12-lb. boxes, 1/2-lb. tins.....	.40
6-lb. boxes, 1/2-lb. tins.....	.20
square tins, 48 in box.....	.18
Huyler's—	
Cocoa, 1/2, 6-lb.....	.36
1/2, 6-lb.....	.36



Cocoa, labeled, 1/2.....	.38
Cocoa, labeled, 1/2.....	.37
Premium Chocolate, 1/2.....	.30
Premium Chocolate, 1/2.....	.31
Bensdorp's Royal Dutch Cocoa, 12-lb. cases—	
1/2-lb. round cans.....	.18
1/2-lb. round cans.....	.29
1-lb. ".....	.57
1 1/2-oz. " 50 cans in case.....	.07
3-lb. ".....	.75
Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—	
Milk, 6 to 10.....	.45
Queen, 4 to 10, 12 to case.....	.42
Sweet Vanilla, 4 to 10.....	.28
8 to 10.....	.28
Milk Chocolate, Towers, 3 lb. boxes.....	.50
1/2 lb. boxes, 90 to case.....	.56
Turinos, 5 lb. boxes.....	.50
Blooker's Cocoa—	
1/2-lb. tins, 2 doz. in box.....per doz.	1.88
1/2-lb. tins, 2 doz. in box.....	3.50
1-lb. tins, 1 doz. in box.....	6.50
5-lb. tins, 1 doz. in case.....per lb.	.52
10-lb. bags, 1 doz. in case.....	.50
Runkel's—	
Cocoa, 1/2, 1/2 cans, 6 lbs.....per lb.	.33

WILBUR'S  
COCOA

FINEST FLAVOR FAIREST PRICE	
10c. tins, 12 lb. boxes.....per lb.	.35
1/2-lb. tins, 6-lb. boxes.....per lb.	.33
1-lb. tins, 6-lb. boxes.....	.30
Premium Chocolate—	
1/2 lb., 12-lb. boxes.....per lb.	.31
1/2 lb., 12-lb. boxes.....	.30
Chocolate—	
Sweet Clover, 48 cakes, 5 cent size.....per box	1.45
24 cakes, 10 cent size.....	1.50
Lowney's—	
Premium Chocolate, 6-lb boxes, 12 boxes in case, 1/2-lb. packages.....	.30
Premium Chocolate, 12-lb. boxes, 6 boxes in case, 1/2-lb. packages.....	.30
Premium Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages.....	.30
Premium Chocolate, 12-lb. boxes, 6 boxes in case, 1/2-lb. packages.....	.30
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages.....	.27
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages.....	.27
Vanilla Sweet Chocolate, 12-lb. boxes, 6 boxes in case, 1/2-lb. packages.....	.27
Vanilla Sweet Chocolate, 50 5-cent packages in box.....per box	1.50
Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins.....	.36
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins.....	.36

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Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins.....	.36
Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins.....	.36
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins.....	.36
Cocoa, 12-lb. boxes, 6 boxes in case, 1-lb. tins.....	.36
Cocoa, 5-lb. screw cap cans, 10 cans in case, 5-lb. tins.....	.36
Diamond Chocolate, sweet, 1/2-lb. pkgs. 12-lb. boxes, 12 boxes in case.....per lb.	.22
12-lb. " 6 " " ".....	.22
"Always Ready" Sweet Cocoa Powder, 1-lb. tins, 12-lb. boxes, 6 boxes in case.....per lb.	.28
6-lb. boxes, 12 boxes case, 1/2-lb. tins.....	.28
1/2-lb. tins, 6 lb. boxes, 12 boxes case.....	.28
Milk Chocolate, 50 5-cent packages in box.....per box	1.50

Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, 1/2-lb. jars, 6- and 12-lb. boxes.....	.40
Croft's Cocoa, 1/2, 2 dozen in box.....	1.80
" 1/2, 6 lbs. ".....	.33
" 1/2, 6 lbs. ".....	.33
" 5-lb, 6 cans ".....	.30
" Swiss Milk Chocolate, 48 5-c.cakes.....	1.50
" Premium, 1/2, 12-lb. cakes.....	.31
" 1/2, ".....	.30

Knickerbocker Chocolate Co.—	
Hasty Lunch Chocolate—	
1/2-lb. decorated cans, 12-lb. boxes.....per lb.	.26
1/2-lb. " 24-lb. boxes.....	.25
Special 10-c. packages, 30 to box.....per box	2.00

Blue Ribbon Breakfast Cocoa—	
Decorated 1/2-lb. tins, 6-lb. boxes.....	.35 1/2
1/2-lb. " 12-lb. ".....	.35

Bedford Cocoa—	
Labeled 1/2-lb. cans, 6-lb. boxes.....	.30
" 1/2-lb. " 12-lb. ".....	.29 1/2
" 1/2-lb. " 6-lb. ".....	.33
" 1/2-lb. " 12-lb. ".....	.32 1/2

Vanilla Sweet Chocolate—	
Blue Ribbon, 1/2, 6-lb. boxes.....	.26 1/2
1/2, 12-lb. ".....	.26
Buster Brown, 5-c., 48 cakes.....per box	1.35
3-c., 72 ".....	1.40

Premium Chocolate—	
1/2-lb. cakes, 12-lb. boxes.....	.20
1/2-lb. " 24-lb. ".....	.28 1/2
Milk Chocolate—	
40 3-cent cakes in box, 24 to half case.....	.75
40 " 48 to case.....	.75
24 5-cent cakes in box, 24 to half case.....	.70
24 " 48 to case.....	.70

CONDENSED MILK.  
BORDEN'S  
CONDENSED MILK CO.  
All BORDEN'S Brands guaranteed.

Eagle, 4 doz.....	\$6.25
Eagle, 2 doz.....	\$3.15
Challenge, 4 doz.....	4.10
Magnolia, 4 doz.....	4.60
Rose, 4 doz.....	4.30
Dime, 4 doz.....	\$3.70
Baby, 1 doz., glass.....	\$2.00
Red Cross.....	
Peninsular.....	4.50
Leader.....	
Banner, 4 doz.....	4.10
Star, 4 doz.....	4.70
Silver, 4 doz.....	4.67 1/2
Emery, 4 doz.....	



# *A Business Getting Plan for all* **RETAIL MERCHANTS**

**Better Than Newspaper Advertising  
Better Than the Trading Stamp Plan  
Better Than Your Own Premium System**

AND

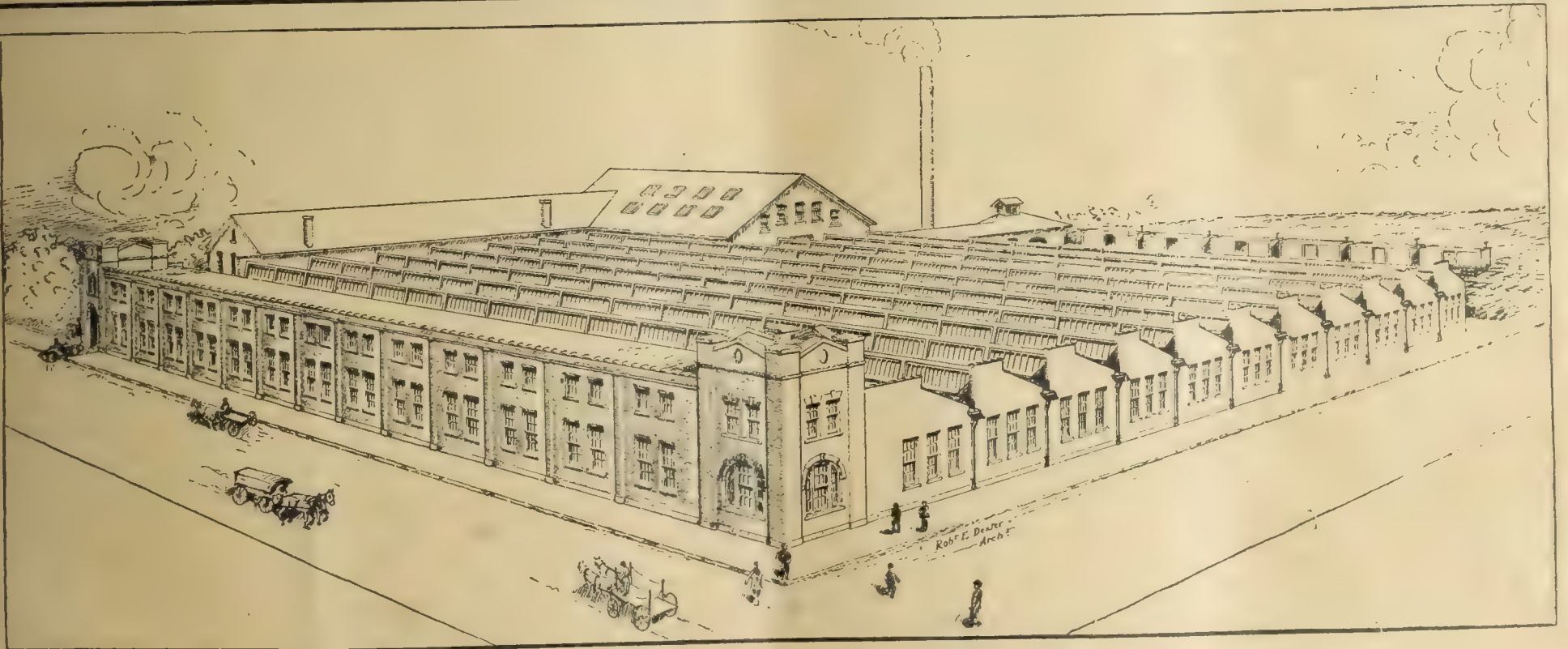
## **Costs You Less Money Than Any of These**

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### **You Can Profitably Use Our Plan**

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**



### **HOW DOES THIS LOOK TO YOU?**

250x410 GROUND SPACE  
150,000 SQUARE FEET OF FLOOR SPACE

The construction will be of the most modern for factory purposes. The roof is of the well-known *saw-tooth* style, assuring the greatest amount of daylight, without the heat and blinding glare of direct rays of the sun. This style of construction also facilitates the securing of perfect ventilation.

### **FIRE-PROOF CONSTRUCTION THROUGHOUT**

Part of this structure is already in use, and the balance is being rushed to completion with all possible haste. All machines, assembling and adjusting tables will be placed on separate foundations. This eliminates all vibration from the building and makes conditions most ideal for accurate, careful and precise work; a condition absolutely essential in the manufacture of perfect weighing devices. *New building, new location, new machines, new tools and dies, new plating works, new enameling ovens* and the *old, experienced mechanics and employees*. What better prospects could we have for the supplying of the ever-increasing demand for the famous DAYTON MONEYWEIGHT SCALES? Shipment of our goods will be greatly facilitated by our own private switch track, making direct connection with the Pennsylvania Railroad.

**THE COMPUTING SCALE CO.**  
Factory, Dayton, Ohio

Please mention "Grocery World and General Merchant"  
when asking for catalog

Sole  
Distributors

**MONEYWEIGHT SCALE CO.,** 35 State Street  
CHICAGO

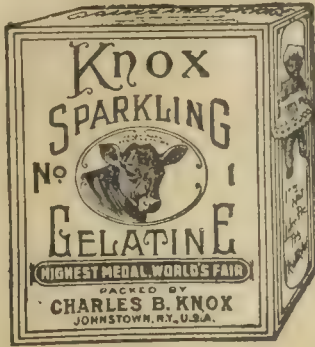
IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"







## We Are Proud of Knox Gelatine!



And the reason will interest you.

Grocers everywhere say it is the best selling gelatine on the market because it is the most satisfactory to their customers.

You run no risk in offering KNOX GELATINE because we guarantee to refund what it costs to any of your customers who don't agree with us.

A product which repeats and shows you a good profit should interest YOU.

**Charles B. Knox Company**  
JOHNSTOWN - - NEW YORK

## Sixty-three Years Is a Long Time

But such a record has been reached in case of the Exton Oyster and Butter Cracker. Why? Because the quality has always been kept to a high standard, and because the goods have been advertised in a judicious manner.

Your customers should be told of the merit of the Exton Cracker if not already familiar therewith. Begin now. Sold by leading jobbers.



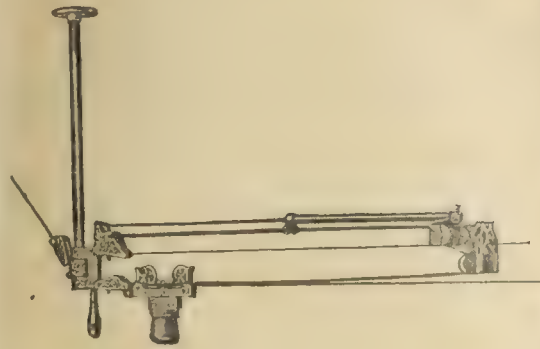
**A. EXTON & COMPANY, TRENTON, N. J.**

*The Best Known and Known as the Best*

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## LAMSON

*Air Line*



**CASH  
CARRIERS**

Keep a check on your sales

Fix responsibility—lessen labor—reduce selling expenses—give quick service—please your customers.

*Bulletin E explains all.*

**Lamson Consolidated Store Service Company**

BOSTON

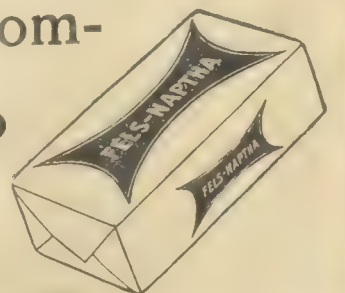
Philadelphia Office, No. 500 Penn Mutual Building

## SERVICE

"Very often, in selling soaps, a grocer will give his customer a brand which he knows will not satisfy that customer. The next time she wants soap she goes elsewhere for it, and usually, not only the soap trade, but her general grocer trade is lost. It even goes beyond that; she tells her neighbors."

—The Canadian Grocer.

In selling Fels-Naptha soap, the genuine, you always satisfy customers and run no such risks.





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## FARINACEOUS GOODS.

	Per bag.
Corn Meal—	
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
“ table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
“ yellow, 24 packages	1.80
Farina—	
Hecker's, 24 lbs.	per case 1.50
Beans—	Per bushel.
California Lima, about 80 lbs.	per lb. .05½
Marrows, fancy, N. Y. State, grain bags	2.95
Michigan Pea, bags 160 lbs.	2.35
Red Kidneys	2.95
Peas—	
Green	2.35
Scotch	2.35
Split, yellow	2.30
“ green	2.30
Lentils—	Per lb.
ooooo, 110-lb. bags	.02¾
Less quantity	.03
Shaker Corn—	
Fancy, barrels	
Less quantity	
Hemlin—	
Lea's Breakfast, 10 packages	per case 1.60
“ Pearl, 100 lbs.	per bag 2.20
Schumacher's Breakfast, 10 pkgs. to case	1.45
Western Pearl, 100-lb. bags	1.75
“ Grits, 100-lb. bags	1.75
Mother's, Grits, 36 packages	2.35
“ Pearl, coarse, 36 packages	2.35
Barley—	
OO	
No. 3, 100 lb. bags	2.35
Noodles—	Per case.
Smith's, 30 10-c. packages	1.90
“ assorted, 5 and 10-c.	1.90
Golden Egg, 5 and 10-c.	1.70
“ 5-c.	1.70
“ 10-c.	1.70
Royal Crown, 4 doz. 5c.	1.30
Royal Crown, 2 doz. 10c.	1.20
Oatmeal—	
B, 200 lbs.	per bbl. 4.95
B, 100-lb. kegs	per keg 2.90
Mother's, steel cut, 24 packages	2.65
Oaten Goods—	Per case.
Mother's Crushed Oats, 18 packages	1.47½
“ 20 packages, large	3.90
Rolled Oats—	
Avena, 180 lbs.	per bbl. 5.00
“ 90 lbs.	per keg 2.62½
“ 90 lbs.	per sack 2.35
Standard, 180-lb. bbls.	4.50
“ 90-lb. bags, fresh	2.20
Mother's, compressed, 18 tins	2.12½
Sago—	
Colburn's, 36 1-lb.	.06½
“ Fine	per lb. .04
Tapioca—	
Instantaneous, 50 1-lb.	.07½
Colburn's Hasty, 36 packages	.06½
Minute, ¼ gross	per box 2.75
Flake, about 125 lbs.	per lb. .03¾
Pearl, 150 lbs.	.03
“ less quantity	.03½

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 ss	per case 4.50
Egg-O-Se, 36 packages	2.50
“ Corn Flakes, 36 packages	3.50
Mapl Flake, 36 packages	4.05
5-case lots	3.85
Post Toasties, 36 packages	2.80
Postum Cereal—	
1 doz. 10-oz. and ½ doz. 20-oz. packages	2.50
1 doz. 20-oz. packages	2.25
2 doz. 10-oz. packages	2.70
3 doz. 20-oz. packages	6.75
Grape Nuts—	
2 doz. 1-lb. packages	2.70
3 doz. 1-lb. packages	4.05
Post Toasties—	
2 doz. family size	2.80
3 doz. popular size	2.80
Shredded Whole Wheat, 50 packages	5.00
“ 25 packages	2.60
Mother's Corn Flakes, 36 packages	2.55
“ Wheat Hearts, 18 packages	1.90
Cream Wheat, 36 packages	4.50
Wheatlet, 30 packages	3.60
Wheatena, 36 packages	4.50
Grape Nuts, 24 packages	2.70
Triscuit, 30 packages	2.50
Vitas, 30 2-lb. packages	4.25
Kellogg's Toasted Corn Flakes, 36 packages	2.80
H-O Company—	Per case
Force, 205	9.00
Korn-Kinks, 365	1.45
Presto, small, 185	1.60
Presto, large, 105	2.25
Flour, self-raising, small, 125	1.60
Flour, self-raising, large, 125	2.10
Buckwheat, compound, small, 185	1.50
Buckwheat, compound, large, 125	1.50
Pancake, 185	1.50
H-O (steam cooked oatmeal), 125	1.55
Pawnee Oats, regular size, 185	1.50
Pawnee Oats, family size, 205, without chinaware	3.00
Pawnee Oats, family size, 105, with china	3.40
O-G, 185	1.50
O-G, family size, china, 205	3.40
O-G, family size, no china, 205	3.00
DE-FI, barrels, 180 pounds	5.00
DE-FI, sacks, 90 pounds	2.35
Quaker Oats Co., The—	
Apiteto Biscuit, 245	3.00
Avena, 18 package	1.45
Banner Oats, 20 packages	4.00
Quaker Breakfast Biscuit, 245	1.85
Old Fashioned Scotch Brand Oat Meal, 245	2.60
Silver Brand Farina, with spoon, 245	2.80
Saxon Wheat Food, 245	3.00
Parched Farinose, 245	2.70
Quaker Cracked Wheat, 245	2.40
Quaker Oats, round, 365	4.25
Quaker Whole Wheat Flour, 105	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 245	1.85

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	Per case.
Scotch Brand Pearl Barley, 245	1.40
Pettijohn's Breakfast Food, 185	1.97½
Quaker Puffed Wheat, 365	2.85
Quaker Puffed Rice, 365	4.25
Quaker Oats, 185	1.45
Quaker Oats, 205 Family (with China)	4.00
Quaker Oats, 365 Tins	4.25
Schumacker's Farina	1.40

## GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox's Crystal	1.12½
“ Acidulated	1.12½
Cox's, large	1.60
“ small	.97½
Plymouth Rock, pink or white	1.20
Nelson's	1.40
Bromangelon, assorted, 3 doz.	.87½
Jell-O, assorted flavors, 2 doz.	.86
Jell-O Ice Cream Powder, 2 doz.	.97½
Jellycon, assorted flavors, 3¼ doz.	.87½
Chalmers	.90
Mother's, small, 1 doz.	.45
“ large, 1 doz.	.90
Cooper's	.85
Tryphosa	.95
Gelatine, McKinley's	.85
Wetmore's, double refined, 36 10-c. packages	.80
Pudding, assorted, 2 doz.	per case 2.70
Minute Gelatine, plain	per gross 12.75
Minute Gelatine, plain	per doz. 1.10
Minute Gelatine, flavored	per gross 10.80
Minute Gelatine, flavored	per doz. .90
Seven flavors, packed solid or assorted.	

## MACARONI. Domestic.

	Per lb.
Larosa Alphabets, square, 25 pkgs.	.05¾
“ Elbows, square, 25 pkgs.	.05¾
“ Macaroni, long, 25 pkgs.	.05¾
“ Spaghetti, long, 25 pkgs.	.05¾
“ Vermicelli, square, 25 pkgs.	.05¾
“ Macaroni, bulk, 25 pkgs.	.05¾
Woodcock, long, 24 pkg.	.10½
Crystal, long, 25 pkg.	.06½
Crystal, Elbows, 24 pkg.	.06½
Crystal, Spaghetti, 25 pkg.	.06½
Crystal, Vermicelli, 25 pkg.	.06½
Extra, long, 25 pkg.	.04¾

## Imported.

B. S. J. Macaroni, 25 pkg.	.08¾
B. S. J. Elbows, 25 pkg.	.08¾
B. S. J. Spaghetti, 25 packages	.08¾
B. S. J. Vermicelli, 25 packs	.08¾

## FIXTURES.

H. F. Heacock—		
Scales, No. 1, Tin Scoop, 10.00	Brass	14.00
Scales, No. 2, Tin Scoop, 7.00	Brass	9.00
Scales, No. 3, Tin Scoop, 6.00	Brass	7.00
Scales, No. 4, Tin Scoop, 5.00	Brass	6.00
Less 30 per cent. discount.		
600-lb. Platform Scale		12.00
Tea Caddies, Red, No. 52		14.00
Tea Caddies, Red, No. 53		10.00
Tea Caddies, Red, No. 54		8.00
Tea Caddies, Red, No. 55		8.00
Scoops, Galvanized, Flour		.30
Scoops, Galvanized, Sugar		.25
Scoops, Galvanized, Starch		.15
Tobacco Cutters		1.25
Alarm Money Drawers		1.50
Bag and Twine Holders		.75
Barrel Covers, 21 in.		3.50
Barrel Covers, 19 in.		3.00
Cheese Cutters		15.00
Bung Bore, No. 2, 1¼ to 2 in.		1.50
Coffee Mills, No. 7		10.00
Coffee Mills, No. 9		16.00
Coffee Mills, No. 12		45.00
Less 25 per cent. discount.		

## Counters.

No.	Length.	No. of Drawers	Each.
6¼	3 feet, 8 inches	9	18.00
8½	4 feet, 10 inches	12	22.00
10½	6 feet, 10 inches	15	28.00
12½	7 feet, 3 inches	18	32.00
14½	8 feet, 6 inches	21	36.00
16½	9 feet, 8 inches	24	40.00
18½	10 feet, 10 inches	27	45.00
20½	12 feet, 10 inches	30	50.00
Capacity of Drawers, 40 to 60 lbs. each.			

## Scoops.

Indestructible, No. 4	per doz. 9.00
“ No. 5	“ 12.00
“ No. 6	“ 15.00
Ex. Galvanized Steel Blades, No. 3	per doz. 4.20
“ “ No. 4	“ 5.40
“ “ No. 5	“ 7.20
X Quality, No. 3	“ 2.60
“ No. 4	“ 3.00
“ No. 5	“ 3.40

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case	per doz. .90
Tins, Keyed (Jewel), 2 doz. in case	“ .90
Large cartons or tins, 2 doz. in case	“ 2.00
Dime Tumblers, 2 doz. in case	“ .90
Bulk, 15 lbs.	per lb. .15

## Thredded Fish.

Thistle, 24 packages	.65
Swansdown, 2 doz.	per doz. .65
Osprey, 2 doz.	“ .65
Swift & Co.—	
Tallman brand, 20-lb. boxes	per lb. .10½
“ cartons	per case 1.50

## Fresh Codfish Steak.

Swift & Co.—	
Tallman brand, 24 1-lb. tins	per case 3.30

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## New Mackerel.

	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1	170-190	35.00	18.10	9.25	2.00
Ex. Norway, No. 2	230-260	25.00	13.10	6.65	1.50
Ex. Norway, No. 3	320-360	19.00	10.10	5.25	1.20
Ex. Norway, No. 4	420-460	17.00	9.10	4.75	1.10
Summer					
Ex. Bloaters, XX	100-110	35.00	18.10	9.25	2.00
Fancy Shore, No. 1	130-150	28.00	14.60	7.50	1.65
Ex. Shore, No. 1	130-150	26.00	13.10	6.65	1.50
Shore, No. 1	130-150	24.00	12.60	6.50	1.40
Extra Irish, No. 2	325-375	16.00	8.60	4.50	1.05
Medium Irish, No. 2	350-400	15.00	8.10	4.25	1.00
Small Irish, No. 2	410-450	14.00	7.60	3.90	.95
Small Irish, No. 3	475-525	13.00	7.10	3.65	.91
New Medium Shore	160-180				
New Large Shore	110-130				
Large, No. 2	210-220				
Cape Shore	110-120	16.00	8.60	4.50	1.05
Holland	400-450	11.00	6.10		

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1	7.00	4.60			
Lab. Split, Lg. No. 2	6.00	3.60			
Shore, Round, Large					
Shore, Round, Med	7.00	4.10			
Ocean Fish	5.00	3.10			
Shad, No. 1, Mesa	11.00	6.10	3.25	.75	
Shad, No. 2, Mesa					
Haddock, Pickled					
Red Salmon	12.00	6.60			

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06½
Gilt Edge, 40 lbs.	.06
Favorite Middles, 60 lbs.	.12
Swift & Co., Tallman brand Codfish—	Per lb.
12 35, wood boxes	.15½
12 25, “	.15½
24 15, “	.16
10-lb. boxes	.15
5-lb. “	.15
Cakes, 24 in fancy box	per case 2.80
“ 10-lb. cartons	per carton 1.20
24 jars, fancy box	3.30
12 “	1.65
Strips, 40 size, boxes	.10
“ 20 “	.10½
Middles, 40 size, boxes	.12
“ 20 “	.12½

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06½
Snow White, 1-lb. bricks, 20 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07½

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case	1.50
“ small size, 2 doz. in case	.90
Small Tumblers, 2 doz. in case	.90
Large Jars, sealed, 2 doz. in case	1.50

## Loose Codfish.

Extra Large Georges Cod	.08
Large Bank	.07½
Medium Bank	.06½
Pollock	.06
Hake	.06
In original cases, 450 lbs., ¼ c. less.	

## Smoked Fish.

New Extra Scaled Herring	per box .16
Boneless Herring, fancy 10-lb. boxes	per lb. .13
Smoked Salmon, whole fish	.27
Cromarty Bloaters, 500	per box 1.10
“ 100 S.	“ 2.10
Swift & Co.—	Per case.
Tallman brand Boneless Herring, in glass, 15c. size, 24 vacuum jars	2.95
Tallman brand Boneless Herring, in glass, 10c. size, 24 screw-top jars	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars	3.10
“ 24 cartons	3.10

## FRESH FISH.

	Per lb.
Cisco	.03
Halibut	.18
Salmon, fresh	.14
Codfish	.08
Large Hake	.06
Haddock	.05
Spanish Mackerel	.20
Sheepshead	.15
Smelts	.12
Cat Fish	.13
Butterfish, frozen	.06
Ells	.10
Sea Bass, frozen	.08
Weak	.07
Blue, frozen	.15
White Perch	.15
Spotted Trout	.15
Whiting	.05
Frozen Herring	.03½
Steak Fish ¼ cent per lb. additional	

## OYSTERS.

Cove, Primes	per M. -10.00
Cove, Culls	“ 4.50 -5.00
Blue Points	“ -5.00
Blue Points	per bbl. -6.50
Absecon, Primes	per M. -9.00
Absecon, Culls	“ -4.50
Rockaways	per bbl. -5.50

## CLAMS.

Clams	per M. 6.00 -9.00
Necks	“ 5.00 -

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## DRIED FRUITS.

Raisins—		Per box
Extra Dessert Clusters, 22-lb. boxes.....		2.95
Connoisseur Clusters, 22-lb. boxes.....		2.05
California Clusters, 20 No. 1 pks.....		1.75
		Per lb.
Muscadel, Fcy Cal. 4 cr. loose, 50-lb. boxes		.05½
Fcy Cal. 3 cr. loose, 50 lbs.....		.05
Fancy Cal. 2 cr. loose, 50 lb. boxes.....		.04¾
Valencia, Rogers Fcy, 4 cr. Ondara layers		
28 lbs.....		.06¾
5 or 10-box lots.....		.06¾
Standard Brands, 28-lb. boxes.....		.06¾
Seeded—		
Owl, Ex. Fancy, 36-1s.....		.07
Union Seal, Ex. Fancy, 36-1s.....		.06¾
Ensign, Fancy, 36-1s.....		
5 or 10-box lots.....		
G. & S. Fancy, 36-1s.....		.06½
5 or 10-box lots.....		.06½
Admiral, fancy, 40-1s.....		.06½
Queen Bee, choice, 36-1s.....		.06½
Easter Brand, choice, 36-1s.....		.06½
Pride of Malaga, choice, 36-1s.....		.05
5 or 10 box lots.....		.05½
Jay Eff, choice, 36-1s.....		.05¾
5 or 10-box lots.....		.05¾
Seedless—Imported Sultanas, ex. fancy, new		
7 cr., boxes about 30 lbs.....		.09¾
Fancy, new, 5 crown, boxes about 30 lbs....		.08½
Gold Cord Brand, Thompson's Bleached,		
seedless, extra fancy, new, 36-1s.....		.10
Thompson extra fancy Bleached, new, 50-lb.		.10¾
Thompson fancy Bleached, new, 50 lb.boxes		.10¾
Not-A-Seed, new, 36-1s.....		.06¾
5 or 10-box lots.....		.06¾
G. & S. Thompson Seedless, 50-1s.....		.06¾
Notawun Brand, Thompson's Seedless,		
fancy, new, 45-1s.....		.06½
Victor Brand Sultanas Seedless, 40 1-lbs.....		.05½
5 or 10-box lots.....		.05½
Thompson's Seedless, fancy, 50-lb. boxes...		.04½
California Seedless Muscatels, fancy,		
stemmed and cleaned, 50-lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
California Sultana, fancy, 50 lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
Prunes—		
	Wheel Brand, Fancy New Santa Clara	Preferred Growth Fancy New California
	Stannard Brands Fancy Santa Clara	Ruby Extra Fancy New
20-30, 25 lbs.....		
30-40, 25 "		
40-50, 25 "		.08¾
50-60, 25 "	.07¾	.07¾
50-60, 25 "	.06¾	.07½
60-70, 25 "		.08¾
70-80, 25 "	.05½	.08¾
80-90, 25 "		.08¾
90-100, 25 "		.04½
30-40, 50 "		
40-50, 50 "		
50-60, 50 "	.06½	
60-70, 50 "	.06	.05½
70-80, 50 "		.01¾
80-90, 50 "		.06¾
90-100, 50 "	.04	.04¾
100-120, 50 "		
Prunes—Herbert's Challenge Brand, ex. fancy		
new Santa Clara, 20-30s, 25-lb. boxes.....		.12
Currants—Gold Medal, new, 36 1s.....		
Gold Medal, new, 25 lbs., loose.....		.07½
Admiral, new, 40-1s.....		.07¾
Admiral, new, 30 lbs. loose.....		.07¾
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.....		.13¾
Lemon Peel, fancy, 10-lb. hinge lid boxes.....		.12
Orange Peel—		
Fancy 10 lb., hinge lid boxes.....		Per lb. .12
Dates—		
Fard, fancy, new, boxes about 14 lbs.....		Per lb. .08½
Hallowe'en very fcy, new (Gldn) abt. 70 lb.		.04¾
Sair, new, about 70 lbs.....		.04¾
5 box lots.....		.04
Century, new, 30 packs.....		.05½
Orient, new, pitted, 30 packs.....		.08¾
Figs—		
Fancy, new, Cal., 10-1s.....		per box .77½
Extra fancy new Smyrna layers, 5 crown,		
boxes about 12 lbs.....		per lb. .1 ¼
Fancy new Smyrna layers, 5 crown, boxes		
about 12 lbs.....		per lb. .12¾
5 or 10 box lots.....		.12
Apricots—		
Blenheim, extra fancy large, very bright		Per lb.
Santa Claras, 25 lb. boxes.....		.14½
5 or 10 box lots.....		.14½
Wheel Brd fancy new Moorpark, 25 lb. bxs.		.14
Forest King, fancy, new, 25 lb. boxes.....		.12½
Victory, fancy, new, 25 lb. boxes.....		.12
5 or 10 box lots.....		.11¾
Commander Brand, new, 25 lb. boxes.....		.11¾
5 or 10 box lots.....		.11¾
Red Banner, extra choice bright, 25 lb. bxs.		.11
5 or 10 box lots.....		.10½
Champion Brand, 25 lb. boxes.....		.10¾
Moorpark Slabs, fancy, very bright, 50 lb....		.11¾
Cherries—		
Extra fancy Cal., white, Royal Anne, pitted,		Per lb.
25 lb. boxes.....		.27½
Wheel Brand, extra fancy white, Royal		
Anne, unpitted 25 lb. boxes.....		.13½
Wheel Brand unpitted, new, Cal. Black		
Tartarian, 25 lb. boxes.....		.11
Nectarines—		
Reliance Brand, choice white, 25 lbs.....		Per lb. .06½
5 or 10-box lots.....		.06¾
Peaches—		
Purple Ribbon, ex. fcy jumbo, yellow, 25 lbs.		Per lb. .10¾
G. & S. Fortuna Brand, fancy Muirs, 25 lbs.		.10
Purple Ribbon, ex. fcy. large, yellow, 25 lbs.		.03



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



"GET SOME"

## The Discount on a Dozen

cans of Van Camp's Pork and Beans doesn't have to be large to make a woman take them. Everyone who eats Van Camp's Pork and Beans once will not only do so eleven more times, but will keep right on, so it's easy to

*"Sell her a dozen cans."*

**The Van Camp Packing Company**  
Indianapolis, Indiana

## TO THE TRADE:

You Should in Stocking

# CEYLON TEA

Be Ever Careful to Buy

## The Better Grades

It Is

## The Most Profitable

Policy in the Long Run

Selling Cheap Teas at Fine Tea Prices Might Show Big Profits Temporarily, but It Would Eventually Kill Trade. And It Would Discourage Growing Fine Teas.



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## FOREIGN AND DOMESTIC GREEN FRUITS.

		Per bunch.
Jamaica Bananas—		
Selected, 10 hands, packed 1 in barrel.....	2.00	
" 9 " 1 ".....	1.75	
" 8 " 2 in crate.....	1.65	
" 8 " 1 in barrel.....	1.25	
" 8 " 2 in crate.....	1.15	
" 8 " 3 ".....	1.10	
" 7 " 2 ".....	.95	
" 7 " 3 ".....	.85	
Cocoanuts—		Per sack.
Porto Rico, extra fancy, 80 size.....	3.50	
Jamaica, extra fancy, 100 size.....		
Florida Oranges—		
Fancy Brights, 126-150.....	3.10	
" 176-200.....	2.50	
" 216-250.....	2.25	
" 288-300.....	2.10	
Golden Russetts, 126-150.....	2.75	
" 176-200.....	2.25	
" 216-250.....	2.00	
" 288-300.....	2.00	
Florida Grape Fruit—		
Fancy Brights, 36-46.....	4.00	
" 54-64.....	4.00	
" 80-96.....	3.50	
Golden Russetts, 36-46.....	3.50	
" 54-64.....	3.50	
" 80-96.....	3.20	
Cranberries—		Barrels. Crates.
Extra fancy, dark color.....	6.50	2.00
Fancy, well colored.....	6.00	1.85
Choice, medium color.....	5.50	1.50
Messina Lemons—		Per box.
Extra fancy, 300 size.....	3.50	
" 360 size.....	3.25	
Choice, 300 size.....	3.00	
" 360 size.....	3.00	
California Lemons—		Per box.
Extra fancy, 300 size.....	4.00	
" 360 size.....	4.00	
Choice, 300 size.....	3.50	
" 360 size.....	3.50	
Almeria Grapes—		Per keg.
Extra fancy, 60 to 64 lbs.....	5.50	
" 58 to 60 lbs.....	5.00	
Fancy, 60 to 64 lbs.....	4.50	
" 58 to 60 lbs.....	4.00	
Fancy Tangerines—		Per strap.
120 size.....	4.00	
144 size.....	4.00	
168 size.....	3.75	

## HORSE RADISH.

Tumblers, 10-c. size, 2 doz.....per doz.	.62½
Tumblers, 5-c. size, 2 doz.....	.45
Tumblers, 10-c., Lord's Prayer, 2 doz.....	.80
Tumblers, int. cut glass, 10-c., 2 doz.....	.80

## INK.

Arnold's, black, 38.....per bottle	.48
Continental, red, 1 doz.....	.30
" black, 3 doz.....	.25
Royal, black, 3 doz.....	.25
Superior, black, 3 doz.....	.23
Stafford, Commercial, 38.....per bottle	.60

## LAMP GOODS.

		Per case of 6 doz.
		No. 0. No. 1. No. 2.
Lamp Chimneys—		
Macbeth, Pearl Top.....	4.00	4.50 5.10
Acme, Victor Top.....	3.60	4.20 4.80
Pure Flint, Lustre Top.....	2.90	3.30 3.90
Crystal, Crimp Top.....	2.10	2.70 3.30
No. 0, Tubular Lantern Globes.....	5 doz.	2.75
Cold Blast.....	5 doz.	3.75
Jumbo Chimneys, plain.....per doz.	.75	.85
" dec., 107.....	.90	1.00
Banner Burners.....	No. 0. No. 1. No. 2.	
No charge for packages.	.45	.55 .75
Oil Cans—		Per doz.
1-gal., glass.....	2.25	
1-gal., galvanized, Pearl.....	1.90	
5-gal., Lennox, spout.....	5.50	
5-gal., " spigot.....	6.30	
5-gal., Columbia.....	7.00	
5-gal., Banner.....	8.00	
5-gal., Climax, pump.....	10.00	
5-gal., Home Rule, pump.....	12.00	
Lanterns—		
No. 0, Standard.....	4.50	
No. 0, Dash.....	6.50	
Cold Blast.....	8.00	

## LIME.

Prepared, 2 doz. in case.....per doz.	.50½
Chloride, Acme, sifting, 25-lb. boxes, 1 lb.....	.05½
" " 25-lb. boxes, ½ lb.....	.06½

## LYE AND POTASH.

		Per case.
Banner Lye, 4 doz.....	3.15	
Babbitt's Lye, 4 doz.....	3.20	
Lewis' Lye.....	2.25	
Red Seal, 4 doz.....	1.90	
" 4 doz.....	3.70	
Popular, 4 doz.....	1.45	

## MATCHES.

Double Tip—		
Ohio Blue Tip, No. 12, 1 gross.....	1.00	
" " No. 20, 1 gross.....	1.70	
" " No. 30, 100 packages.....	3.60	
" " No. 50, 1 gross.....	4.50	
" " No. 50, 50 packages.....	3.25	
Desk Noiseless, No. 50, 1 gross.....	4.25	
" " No. 50, 50 packages.....	3.00	
Ohio Noiseless, No. 50, 1 gross.....	3.75	
Silent Witch Noiseless, No. 50, 1 gross.....	3.50	

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American—		Gross
No. 2.....	1.35	
" 10-case lots.....	1.30	
Battle Axe, No. 5, red head.....	3.50	
Birds Eye, No. 5.....100 packages	3.50	
Black Swan, No. 5, noiseless tip.....	3.50	
Blue Hen.....		
No. 2.....	1.60	
" 10-case lots.....	1.50	
No. 5.....	4.25	
" 4-case lots.....	4.00	
Cat and Mouse.....		
No. 2.....	1.85	
" 10-case lots.....	1.75	
No. 3.....	2.80	
" 7-case lots.....	2.65	
No. 4.....	3.70	
" 3-case lots.....	3.50	
Chips—		
No. 2.....100 packages	3.50	
" 50.....	1.75	
Black Diamond, No. 5.....100 boxes	3.50	
" 6-case lots.....100	3.35	
Doric, No. 2.....	.90	
Grocers, No. 2, 3 gross.....case	5.25	
Globe, No. 1, 3 gross.....case	2.85	
Ignito, 1 gross.....	.75	
Mazeppa—		
No. 5.....	3.75	
" 5-case lots.....	3.50	
ress—		
No. 2.....	1.90	
" 10-case lots.....	1.80	
No. 5.....	4.75	
" 5-case lots.....	4.50	
Swift & Cortney—		
No. 60, 5 gross.....	.55	
" 4-case lots.....	.50	
No. 80, 5 gross.....	.75	
" 4-case lots.....	.70	
No. 2.....	1.90	
" 10-case lots.....	1.75	
No. 5.....	4.00	
" 4-case lots.....	3.75	
Searchlight—		
No. 1, 3 gross.....	1.00	
" 7-case lots.....	.95	
No. 5.....	4.50	
" 4-case lots.....	4.25	
Vulcan—		
No. 5.....	4.20	
Safety, No. 2.....	.55	
" No. 37.....	.50	
Orient, safety, 65, 5 gross.....	.50	
Daily's, No. 2, blue head, 60, 5 gross.....	.60	
" 3-case lots.....	.55	

## MINCE MEAT.

Armour's, Home-made style, Wet—	Per lb.
10-lb. kits.....	.09½
25-.....	.09
50-.....	.08½
100-lb. bbls.....	.08½
150-.....	.08½
250-.....	.08
450-.....	.07½
John Bower & Co.—	
Superior, bbls. and ½ bbls.....per lb.	.10
" 18, 37 and 68-lb. buckets.....	.10½
" 6 10-lb. buckets.....per crate	6.85
" 6 5-lb. buckets.....	3.95
" 6 5-lb. glass jars.....per case	4.50
" XXX, 18, 37 and 68-lb. buckets.....	.14
" 6 5-lb. glass jars, per case.....	5.10
Atmore & Son—	
Extra Family, Seedless—	Per case.
No. 5, 6 glass jars.....	4.50
No. 3, 6 glass jars.....	3.10
No. 18, 37 and 68, wooden pails.....per lb.	.13
Barrels, halves, quarters and kits.....	.12½
Family, Seedless—	Per box.
No. 5, 6 wooden pails.....	3.65
No. 10, 6 wooden pails.....	6.50
Celebrated, Seedless—	
Bbls., ½ and ¾.....per lb.	.08½
Wooden pails, 18, 37 and 68 lbs.....	.09½
Wooden kits, Nos. 20-35.....	.09
Wooden kits, Nos. 20-35.....	.08
Keystone—	Per lb.
Bbls., ½ and ¾.....	.07½
Wooden pails, 18, 37 and 68 lbs.....	.08½
Condensed cartons, 3 doz. to case.....gross	11.00
Condensed cartons, 6½ doz. to case.....gross	11.00
Barrels, ½, ¾, 1.....per lb.	.10
Wooden kits, Nos. 20-35.....	.08
Wooden kits, Nos. 25-40.....	.10½
Schimmel's—	
Bbls., ½ bbls. and 30-lb. kits.....	.07½
18 and 37-lb. kanakins.....	.07½
10-lb. kanakins, 6 to crate.....per doz.	10.30
5-lb. " 6 to crate.....	5.75
5-lb. glass jars, 6 to crate.....	6.15
Campbell's, 30-lb. pails.....	.08
Mrs. Wells' bbls., ½ bbls. and 30-lb. kits.....	.06
New Year, bbls., kegs and 30-lb. kits.....	.05
Crescent, bbls., ½ bbls. and 30-lb. kits.....	.04½
National, bbls., ½ bbls. and 30-lb. kits.....	.07
Southwark, bbls., ½ bbls. and 30-lb. pails.....	.05½

## OILS.

		Per gal.
Stove Gasoline.....		.13½
Headlight, 150 test.....		.11

## OLIVES.

H. Kellogg & Sons, Agents.		Per doz.
Theodore Marquet Brand—		
64 oz. Mammoth, French bottle.....	14.00	
32 oz. ".....	7.35	
16 oz. ".....	4.65	
10 oz. ".....	3.65	
64 oz. Extra, French bottle.....	13.25	
32 oz. ".....	6.55	
16 oz. ".....	4.25	
10 oz. ".....	3.45	
32 oz. Extra Mammoth, cylinder.....	5.15	
16 oz. ".....	3.95	
32 oz. Mammoth, cylinder.....	4.65	
16 oz. ".....	3.65	

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Cunier & Worth Brand—		
Gals. French bottle.....	15.50	
64 oz. ".....	10.95	
32 oz. ".....	5.85	
16 oz. ".....	3.90	
10 oz. ".....	2.35	
12 oz. Pepper stuffed, club bottle.....	2.25	
10 oz. Celery ".....	2.00	
5 oz. Pepper " ring bottle.....	.90	
Marquet Brand—		
6 oz. "Queens," cylinder bottle.....	1.00	
10 oz. " club bottle.....	2.10	
12 oz. Stuffed, fluted bottle.....	2.40	
½ Pts. Fourrees.....	3.50	
½ Pts. Faroles.....	3.50	
California, quart tins, large.....	3.50	
" pint tins, large.....	2.15	
" quart tins, medium.....	3.00	

## Olive Oil—Imported.

Bertin & Perrier's—		
Extra fancy, quarts, 1 doz.....	4.90	
" pints, 2 doz.....	2.90	
" ½ pints, 2 doz.....	1.90	
Rae's—		
Lucca, litre bottles, 1 doz.....	13.50	
" 25-oz. bottles, 1 doz.....	10.00	
" Finest Sublime, quarts, 1 doz.....	7.00	
" " pints, 2 doz.....	8.00	
" " ½ pints, 2 doz.....	4.75	
" " 8-oz. flasks, 2½ doz.....	8.00	
" " 12-oz. flasks, 2½ doz.....	10.50	
" Sublime, 8-oz. flasks, 2½ doz.....	7.50	
" 12-oz. flasks, 2½ doz.....	9.50	
Finest Sublime, 1 gal., 10 in case.....per gal.	8.25	
" 5 gal., 1 or 2 in case.....	2.75	
" 1 quart, 40 to case.....	3.10	
Sublime, 1-quart tins, 40 to case.....	8.25	
" ½-gal. tins, 20 to case.....	2.60	
" 1-gal. tins, 10 to case.....	2.70	
" 5-gal. tins, 1 or 2 to case.....	2.60	
Nicelle—		
Large bottles, 1 doz.....	8.60	
Medium bottles, 2 doz.....	9.10	
Small bottles, 4 doz.....	10.00	
5-gal. tins, 2 to case.....	31.15	
1-gal. tins, 4 to case.....	12.95	
½-gal. tins, 8 to case.....	14.10	
32-oz. tins, 25 to case.....	25.85	
Trade discounts on quantity.		
Oliver's—		
1 doz. large.....	7.00	
2 doz. medium.....	7.75	
3 doz. small.....	4.75	
6 1-gal. tins.....per gal.	3.35	
10 ½-gal. tins.....	5.30	
20 ½-gal. tins.....	2.60	

## American Oil.

		Per doz.
Stohrer's, No. 8, 2 doz.....		.55
" No. 16, 2 doz.....		.90
" No. 32, 1 doz.....		1.85
Keystone, bottles, 2 doz.....		.90

PAPER.  
Wrapping.

		Per ream.
Manila—		
15 x 30, full, 10 lbs.....		.37
24 x 36, full, 10 lbs.....		.80
18 x 24, full, 10 lbs.....		.37½
Special, 15 x 30, 6 lbs.....		.21
Bakers', 15 x 30, 10 reams in bundle.....		.12
Roll, grocers', 9, 12, 15, 18, 20 or 24 inches wide.....per lb.		.03
Roll—		Per lb.
White, light weight, 12, 15, 18, 20 or 24 inches wide.....		.03½
Glazed fibre, 12, 15, 18, 20 or 24 inches wide.....		.03½
Glazed silk parchment, 12, 15, 18, 20 or 24 inches wide.....		.03½
White tea, 12 x 16, reg.....per package		.14
Wax butter.....		.21
Parchment butter, 9 x 12.....		.37½

## Toilet Paper.

		Per case.
100 5-cent rolls.....		3.10
100 5-cent packs.....		3.15
100 10-cent rolls.....		6.50
100 10-cent packs.....		6.50

## Paper Bags.

Price per 1,000 and not less than ¼ M lots. In original shipping bales, 5 per cent. Special Discount.

Size of Bag.	Elephant, Extra Quality, Union S. O. S.	Buffalo Yellow, Self-opening, Square.	Panther, Yellow Union Self-opening Square.	Union Bear Automatic, Self-opening Square.	Wolf Automatic, Self-opening Square.	Record or Flyer, Square, or Per- less Satchel, Bot.
10.....	.....	.47	.44	.39	.33	.29
12.....	.....	.57	.53	.47	.40	.36
14.....	.93	.77	.70	.59	.52	.45
16.....	1.15	.95	.87	.75	.64	.55
18.....	1.43	1.15	1.07	.93	.77	.68
20.....	1.65	1.33	1.25	1.09	.87	.79
22.....	1.93	1.55	1.45	1.27	1.10	.91
24.....	2.21	1.81	1.70	1.47	1.28	1.04
26.....	2.67	2.17	2.05	1.75	1.53	1.19
28.....	2.87	2.47	2.35	1.89	1.67	1.31
30.....	3.41	2.89	2.67	.....	.....	.....
32.....	4.33	3.67	3.55	.....	.....	.....
34.....	4.85	3.95	3.79	.....	.....	.....
36.....	5.39	4.45	4.29	.....	.....	.....
38.....	5.81	4.93	4.75	.....	.....	.....
Price per 1,000 and not less than 500 lots.						
Plain flour sacks, 14½-lb.....		85-lb.....			per M.	4.00
"		95-lb.....			"	5.75
"		105-lb.....			"	7.75





Nobody can make  
a better wagon  
than we do, and  
nobody can make  
as good a wagon  
cheaper :: ::

We not only make old wagons LOOK  
as good as new, but we repair them so  
skillfully that they WEAR almost as  
good as new.

Let us estimate on your next job.

## Rech-Marbaker Company

Eighth Street and Girard Avenue

PHILADELPHIA, PA.



## WHERE *the* GLASS JAR COMES IN

The glass jar in which  
Croft's Swiss Milk Cocoa—  
and that only—is packed  
offers the entering wedge  
to a sale, because it is un-  
usual.

No woman ever saw  
cocoa packed in glass be-  
fore; the sight is novel;  
she asks about it, and if  
you help a little, she buys.

Bought once, Croft's  
Swiss Milk Cocoa will  
always be bought again,  
for it has a flavor which  
has never been successfully  
imitated. Our exclusive  
making process removes  
the bad, develops the  
good, and the result is the  
smoothest, most delicious  
drinking cocoa on the  
market.

**Croft & Allen Co.**  
PHILADELPHIA, PENNA.

# For 67 Years

we have never found it  
necessary to use Benzoate  
of Soda or any chemical pre-  
servatives or adulterants in

## ATMORE'S MINCE MEAT

*"Atmore's needs no stickers"*

ATMORE & SON,

Philadelphia.

Members of The American Assn. for the Promotion of Purity in Food Products.

## LET YOUR CUSTOMERS DECIDE THE PURE FOOD QUESTION FOR YOU

Whether or not the Government finally for-  
bids the use of chemical preservatives in foods  
is after all of small importance in comparison  
with what the people want who buy your  
goods. We believe that pure goods are the  
only kind on which to build a lasting success.

## HEINZ 57 VARIETIES PURE FOOD PRODUCTS

are guaranteed to meet every demand of your  
trade. They contain no drugs or chemicals of  
any kind, and you are authorized to refund  
the purchase price if they fail to please your  
customer. Can you think of any stronger  
guarantee than this?

**H. J. HEINZ COMPANY**

New York

Pittsburgh

Chicago

London



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Swift & Co.—	
Premium brand Hams, 8 to 10 lbs.	.17
" " 12 lb.	.17
" " 14 to 16 lbs.	.17
" " 18 lb.	.17
" " skinned, 18-20 lbs.	.18
" " boiled, skinned, fatless	.26
" Bacon	.22
" Dried Beef, insides	.20
" Beef Tongues, short cut	.19
Winchester brand Hams, skinned, all over	.15 1/2
" " 8 to 10 lbs. aver.	.15 1/2
" " 12 lbs. aver.	.15 1/2
" " 14 to 16 lbs. aver.	.15 1/2
" " 16 to 18 lbs. aver.	.15 1/2
" Picnic	.12 1/2

Above average loose, if packed 1/4 cent a lb. advance.

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs.	.14 1/2	.10 1/2
Plain tubs, 50 and 60-lb. cans	.14 1/2	.11
10-lb. tin pails, 60 lbs.	.15 1/2	.11 1/2
5-lb. " 60 lbs.	.15 1/2	.11 1/2
3-lb. " 60 lbs.	.15 1/2	.12
Armour's—		
Shield Pure, 60-lb. tubs	.15 1/2	
Simon Pure Leaf, 35, 55 and 100	.17 1/2	
White Cloud Compound, tubs	.11 1/2	
" " tierces	.11 1/2	
Vegetole, tierces	.11 1/2	
" " tubs	.11 1/2	
Swift & Co.—		
Premium brand, tierces	.15 1/2	
Silver Leaf brand, tierces	.14 1/2	
Jewel, compound, tierces	.11	
Cotosuet, tierces	.11 1/2	

## DRESSED MEATS.

	Per lb.
City Dressed Beef—	
Choice, native	.07 1/2 - .09
Common	.06 - .07
Western Dressed Beef—	
Choice, native cattle	.07 1/2 - .09
Common to fair	.06 - .07
City Dressed Veal—	
Prime	.12 - .14
Good to choice	.12 - .14
Dressed Hogs—	
Pigs	.11 1/2 - .12
Hogs, heavy	.11 1/2 - .12
" 180 lbs.	.11 1/2 - .12
" 160 lbs.	.11 1/2 - .12
" 140 lbs.	.11 1/2 - .12
Dressed Sheep and Lambs—	
Lamb, western, good	.10 - .13
" culls	.10 - .10
Sheep, choice	.09 - .10
" medium	.08 - .09

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues.....each	.75
Cow Tongues.....	.50 - .75
Calf Heads, scalded.....	.50 - .75
Sweetbreads, veal.....per pair	.40 - .50
" " beef.....per doz.	-1.00
Calf Livers.....per lb.	.30 - .35
Beef Kidneys.....per doz.	-1.00
Beef Livers.....	.06
Ox Tails.....per doz.	.50 - .65
Hearts, beef.....per lb.	.03 - .05
Tenderloin, beef, western	
Fresh Pork, loin, city.....	.13 - .14 1/2
" " western.....	.13 - .14 1/2

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.	
Turkeys—	
Western, young hens, 8 to 10 lbs.	.26 - .28
" " young toms, 15 to 17 lbs.	.26 - .28
Old hens and toms	.23 - .25
Common to good	.20 - .22
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy	.25 - .28
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair	.24 - .28
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy	.25 - .28
Western, 4 to 4 1/2 lbs. to pair, fancy	.19 - .22
" 3 to 3 1/2 lbs. to pair, fancy	.19 - .22
" fair to good	.15 - .17
Fowls—	
Western, fancy	.18 - .19
Heavy Roasters, 4 to 5 lbs.	.30 - .23
Fair to good	.18 - .19
Old cocks	.12 1/2 - .13
Squabs—	
Prime, large, fancy	3.50-4.50
Mixed	2.75-3.75
Dark	1.50-2.00

## LIVE POULTRY.

	Per lb.
Spring Chickens, nearby, 1 1/2 to 2 lbs.	.18 - .20
Large Springers	.16 - .18
Fowls	.16 - .17
Roasters	.13 - .15
Ducks	.15 - .16

## POULTRY SEASONING.

Bell's Spiced Seasoning—	
Small, or roc. size, 1 doz.	.90
" " 1 doz.	.90
Large, or syc. size, 1 doz.	1.30
1-lb. cans, 1 doz.	4.50
5-lb. cans, 1/2 doz.	10.00

## SAUER KRAUT.

Extra quality, long cut, about 50 gal	6.15
" " 15-gal. kegs	2.55
Webster, No. 3, fancy, N. Y. State, 1 doz.	.85
Compass, No. 3, 2 doz.	.80

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## PLUM PUDDING.

Richardson & Robins—	
Individual size, 1/2 lb.	Per doz. .95
Round conical, with key, No. 1, 1 doz.	2.30
" " No. 2, 1 doz.	4.10
" " No. 3, 1/2 doz.	6.30
" " No. 4, 1/2 doz.	8.15
P. P. Sauce, No. 1, 2 doz.	1.50
Atmore's Genuine English, seedless—	
Individual, 2 doz.	2.10
No. 1, cans, 1 doz.	2.30
No. 2, cans, 1 doz.	4.10
No. 3, cans, 1/2 doz.	3.35
No. 4, cans, 1/2 doz.	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	
No. 32, jars	Per doz. .97 1/2
No. 5, toy pails	2.45
American, pure apple, tumblers, assorted	
slices	.88
Schimmel's, No. 10, tumblers	.83
National, No. 10, tumblers	.72 1/2
" " No. 6, tumblers	.49
Preserves—	
Schimmel's, pure, 30-lb. pails	Per lb. .13 1/2
National, 30-lb. pails	.09
Southwark, 30-lb. pails	.06
" 1/2-lb. toy pails, 1/2 doz.	4.15
Fruit Butters—	
Apple, No. 32, jars	Per doz. .98
" Southwark, No. 3, tins	1.00
" No. 5, toy pails	2.70
" 30-lb. pails	per pail 1.08
" 20-lb. crocks	per lb. .07 1/2
" Schimmel's, 30-lb. pails	.06
Prune, 30-lb. pails	.07 1/2
Peach, 30-lb. pails	.07
Jams—	
Schimmel's, pure, jars, 2 doz.	1.70
Southwark, assorted, jars, 2 doz.	.93
Orange Marmalade—	
Hartley's, imported	1.80
Schimmel's, pure	1.65
Warrock's Guava Jelly—	
1-lb. tumblers	4.00
1/2-lb. " "	2.25

## FRESH FRUIT JAMS.

	In No. 1 tins, per doz.	In No. 1 glass jars, per doz.
Curtice Bros.—		
Strawberry Jam	\$1.25	\$1.65
Raspberry Jam	1.25	1.65
Raspberry and Currant Jam	1.25	1.65
Cherry Jam	1.25	1.65
Apricot Jam	1.25	1.65
Red Currant Jam	1.25	1.65
Quince (sliced) Jam	1.25	1.65
Peach Jam	1.25	1.65
Pear Jam	1.25	1.65
Blackberry Jam	1.25	1.65
Gooseberry Jam	1.25	1.65
Green Gage Jam	1.25	1.65
Damson Jam	1.25	1.65
Grape Jam	1.25	1.65
Orange Marmalade	1.25	1.65
Pineapple Marmalade	1.25	1.65
Red Cherry	1.65	1.65
White Cherry	1.65	1.65
Black Currant	1.65	1.65
Egg Plum	1.65	1.65
Tins packed in cases of four dozen each. Glass jars packed in cases of two dozen each.		

## DRUGS.

## Family Medicines.

	5c. sz.	roc. sz.	25c. sz.
Guaranteed Full U. S. P. Strength.			
Castor Oil	.45	.83	1.25
Sweet Oil	.45	.73	
Spirits Nitre	.45	.85	1.95
Spirits Camphor	.45	.85	1.95
Spirits Painters' Commercial	.45	.85	1.95
Paregoric	.45	.85	1.95
Glycerine	.45	.85	1.95
Syrup Squills	.45	.85	1.95
Syrup Rhubarb	.45	.85	1.95
Syrup Ipecac	.45	.85	1.95
Turkington Balsam	.45	.85	1.95
Golden Tincture	.45	.85	1.95
Tincture Arnica	.45	.85	1.95
Balsam de Malta	.45	.85	1.95
Bateman Drops, rd bots	.45	.85	1.95
Godfrey's Cordial, rd bots	.45	.85	1.95
Turpentine	.45	.85	1.95
Laudanum, roc. size	per doz. .88		
" 5c. size	1.95		
5 per cent. discount in gross lots assorted.			
Alum	per lb. .03		
Borax, powdered, bulk	per lb. .07		
" lump, bulk	per lb. .06		
Butter Color, W. & R.	per doz. 2.00		
Bluestone, bulk	per lb. .08		
Coppers	per lb. .01 1/2		
Camphor, gum, 1-oz. blocks	" .95		
" flakes, 250-lb. bbls.	" .02 1/2		
" " less quantity	" .03 1/2		
" Tar Balls, 250-lb. bbls.	" .03 1/2		
" " less quantity	" .03 1/2		
Castoria, Fletcher's	per doz. 2.80		
" Pitcher's	per lb. .75		
Carbonate of Ammonia	per lb. .11		
Epsom Salts	" .02		
Glauber Salts	" .01 1/2		
Glue, ordinary	" .09 1/2		
" white	" .20		
Gum Arabic	" .90		
Haarlem Oil	per doz. .30		
Husband's Magnesia	per doz. 2.85		
Jamaica Ginger, Hires', flasks	per doz. .90		
Licorice, P. & S., 5c. stick, imported, per doz.	.36		
" M. & R., 5-lb. boxes	per lb. .23		
" " 10-lb. boxes	per lb. .27		
" " 25-lb. boxes	per lb. .24		
" root	per lb. .11		
Putty, 25-lb. cans	per 100 lbs. 1.60		
" 50-lb. cans	per 100 lbs. 1.55		
Petroleum Jelly, screw top, 5c. size	per doz. .35		
" 10c. size	per doz. .75		

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Paris Green, 100-125-lb. kegs	per lb. .24 1/2
" 1/2-lb. packages	" .29
" 1/2-lb. packages	" .28
" 1-lb. packages	" .27
Rosin	.04
Roach Powder, Omega, 4-oz. cans	.80
" " per gross	9.00
Roachsalt, roc. size	per doz. .80
Saltpetre, crystal, about 350-lb. bbls.	per lb. .06 1/2
" granulated, about 100-lb. kegs	per lb. .06 1/2
Sulphur, flour, 175-lb. bbls.	per 100 lbs. 2.55
" 100-lb. bags	2.35
" less quantity	per lb. .03 1/2
Venetian Red	.01
Whiting	.02
Goff's—	Per doz.
Cough Syrup, 25c. size	1.75
Herb Bitters, 25c. size	1.75
Oil Liniment, 25c. size	1.75
Sarsaparilla, 50c. size	3.50
Worm Syrup, 15c. size	1.20
Horse and Cattle Powder, 15c. size	1.20
Dyspepsia Tablets, roc. size	.75
Iron Glue, McCormick & Co.—	
No. 5	.40
No. 10	.75
Tube V	.75
McCormick & Co., Bee Brand—	
Insect Powder	.85
Root Beer	.80
Talcum Powder	.75
Triangular Quinine	.80
Quinine Capsules	.80

## Druggists' Sundries.

Acid Phosphate, Horsford's	per doz. 4.15
Bath Brick, box 25 bricks	per box .60
Sealing Wax	" .03
Silver Sand	per bbl. 1.25
Tar, pints	per doz. .75
" quarts	per doz. 1.00
" gallons	each .30
" 1/2 bbls.	3.50
" bbls.	6.00
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. packages and premiums	per case 3.75
U. S. Nerve and Bone Liniment, 25c. size	2.00
McCord's Magic Medicine, 25c. size	2.00
" 50c. size	4.00
McCormick's Tasteless Chill Tonic, 25c. size	2.00
" 50c. size	4.00
McCormick's Watermelon Syrup, 50c. size	4.00
Reliable Brand Headache Powders, roc. size	.75

## Extracts and Essences.

McCormick & Co., Bee Brand—	
Vanilla, Rose, Pistachio, No. 2 size	per doz. .90
" No. 3 size	2.00
" No. 4 size	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size	
" No. 3 size	1.75
" No. 4 size	2.00
Lemon, No. 2 size	.90
Orange, No. 2 size	.90



Sauer's Flavoring Extracts—	
No. 1, Lemon and Vanilla	.45
No. 2, Vanilla and Rose	.90
No. 3, Lemon and assorted	.85
No. 4, " "	2.00
No. 4, Vanilla	2.25
Assorted cases, Nos. 1 and 2	10.80
" Nos. 1, 2 and 4	11.80
Bulk.	
XXX Vanilla	1.50 3.00 6.00 12.00
XX Vanilla	1.25 2.50 5.00 10.00
X Vanilla	1.00 2.00 4.00 8.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery	1.00 1.50 3.00 6.00
Peach, Rose, Apricot, Violet	1.50 2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit	1.25 2.25 4.00 7.50
Tea	7.00
Kitchen Queen—	
Extract Vanilla, No. 25	per doz. 2.00
" No. 1X	.80
" No. X	.45
Extract Lemon, No. 25	1.75
" No. 1X	.80
" No. X	.45
Ingersoll's Flavoring Extracts—	
High Grade Vanilla	1.75
" Lemon	1.75
Select Vanilla	.85
" Lemon	.85
" assorted	.85
" small size	.45

## Mapleine.

Crescent Brand—	
2 oz. bottle	retail .35 3.00
4 oz. bottle	" .60 5.25
8 oz. bottle	" 1.15 9.50
16 oz. bottle	" 2.25 18.00
32 oz. bottle	" 4.00 35.00

## Liquid Rennet and Tablets.

Blair's Liquid Rennet	
" Rennet Tablets, 3 doz.	per doz. 1.10
Shinn & Kirk's Liquid Rennet	1.50
Hanson's Janket Tablets, 3 doz.	.75
Union Tablets, 3 doz.	.45

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## CIDER.

Corson's—	
Barrels, 28 gals.	per gal. .16
1/2 barrels, 28 gals.	per bbl. 5.00
Kegs, 14 gals.	3.00
Bottled Cider—	
Duffy's 184s Apple Juice, 1 doz. qts.	Per case 3.50
" 2 doz. pts.	4.00
Anchor brand Golden Russet, 1 doz. qts.	3.75
" 2 doz. pts.	4.25
Mott's brand Golden Russet, 1 doz. qts.	3.75
" 2 doz. pts.	4.25

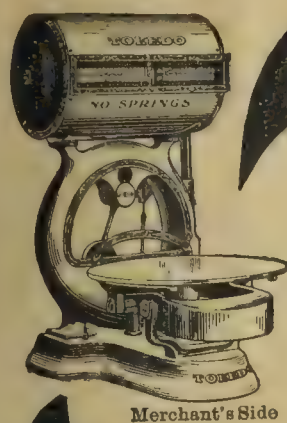
## CHEWING GUM.

Adams', counter jars, 100 5c. packages	2.75
" boxes, 20 packages	.55
Gee Whizz, 72 packs	.47
Fleer's Chiclets, 3 lbs., bulk	1.25
Spearmint, 20 packs, 100 pieces	.55

## RICE.

	Per lb.
Extra Fancy Head, XXXX, 100-lb. bags.....	.07 1/2
Fancy Head, 100-lb. bags.....	.06
Extra choice, 100-lb. bags.....	.05 1/2
Choice, 100-lb. bags.....	.04 1/2
Prime, 100-lb. bags.....	.03 1/2
Japan, fancy, 100-lb. bags.....	.05 1/2
“ choice, 100-lb. bags.....	.04 1/2
Java, fancy, polished, 100-lb. bags.....	.05 1/2
B. Fischer & Co.—	



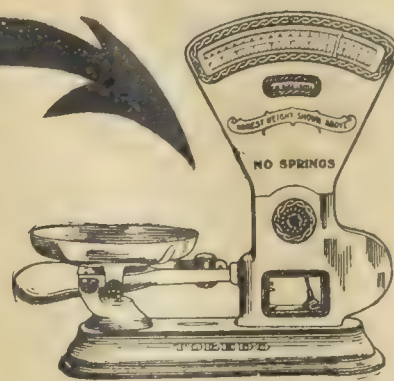


Merchant's Side

NO SPRINGS

## Our Guarantee

We guarantee to give you a better computing scale for less money than you can get from any other source in the world.



Customer's Side

# 102 STYLES AND SIZES

Prices as low as **\$37.50** Scales adapted to all kinds of business

Because they contain no springs and because of their superior construction Toledo scales are the most sensitive, the most reliable and the most durable scales made. They are not affected by changes in temperature, therefore always give correct weight and values and never get out of balance.

These tremendous money-saving advantages are now available to even the smallest store-keeper.

The Toledo is the *original* Springless Automatic Computing Scale—any others are only imitations—and do not contain many of the valuable features of the Toledo.

## Toledo Computing Scale Co.

MAKERS OF HONEST SCALES

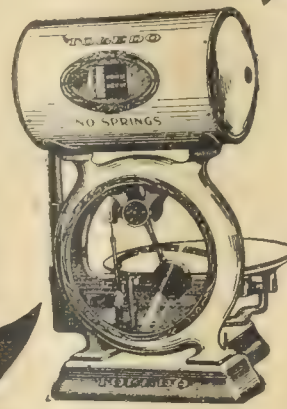
Toledo, O., U. S. A.

Philadelphia Office, 1219 Filbert St.  
New York Office, 251 West 42nd St.



Merchant's Side

NO SPRINGS



Customer's Side

Coffee appearances are deceptive, some that look good may not taste good in the cup and vice versa.

We guarantee to give you the exact goods you buy, not only once but all the time, and assure you when quality is considered our price will be the lowest.

Our reputation has been acquired through nearly one hundred years of fair business dealings.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## Does Both of These



First, pays you a good profit; second, pleases your customers. That's why you ought to PUSH

## Swift's Pride Washing Powder

Another reason is our heavy advertising makes it sell FAST. Last but not least, we're giving a Special Profit at this season that you will find interesting if you write and ask the nearest SWIFT BRANCH HOUSE about it.

## Swift & Company

CHICAGO, U. S. A.





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## SAUCES.

Lea & Perrins'—	Per doz.
Worcestershire, quarts.....	7.50
“ pints.....	4.50
“ ½ pints.....	2.50
Slader's—	
Chili, No. 16, 1 doz.....	2.35
“ No. 8, 2 doz.....	1.35
Oyster Cocktail, No. 16, 2 doz.....	2.35
“ No. 8, 2 doz.....	1.40
Worcester, Campbell's, No. 8, 2 doz.....	.87
North of England, No. 8, 2 doz.....	.82½
Chef, 2 doz.....	.75
Campbell's, Chili, 10c. size, bottles.....	.90

## SEEDS.

	Per lb.
Canary.....	.05
“ bush, 60-lb.....	2.40
Caraway.....	.09
Celery.....	.17
Coriander, bleached.....	.05
Hemp.....	.04
“ bush, 40 lb.....	1.65
Mustard, Brown.....	.06½
Mustard, Yellow.....	.06½
Poppy.....	.07
Rape.....	.06
“ bush.....	2.50
Sunflower, per lb.....	.05½

## SODA.

Bi-Carb., 212 lbs., kegs.....	1.50
Bi-Carb., bulk, less quantity.....	.02½
Babbitt's Soda, ¼-lb. pkgs., 25 lbs.....	.05½
Arm & Hammer bd., ¼s, 36 lbs.....	.05½
“ “ “ lbs., 36 lbs.....	.04½
“ “ “ ¼, ½, 36 lbs.....	.05½
Saleratus, Babbitt's bd., ¼s, 25-lb. bxs.....	.05½

## MINERAL WATER.

Sheboygan—	Per case
Large, 50 in case.....	5.00
Small, 100 in case.....	7.50
Nips, 100 in case.....	6.50
Rebate of 50 cents per case on five-case lots.	

## SOFT DRINKS.

Clequot Club Co.—	Per doz.	Per case
Ginger Ale, extra dry, pints, 2 doz.....	2.10	
Sarsaparilla, extra quality, pints, 2 doz.....	2.10	
Blood Orange, extra quality, pints, 2 doz.....	2.10	
Bird Beer, extra quality, pints, 2 doz.....	2.10	
Lemon Soda, extra quality, 2 doz.....	2.10	
Root Beer, extra quality, pints, 2 doz.....	2.10	
Sheboygan Ginger Ale, 10 doz. crates or bbls.....	9.00	
Sheboygan Ginger Ale, 2 doz. in crate, per crate.....	1.80	
Root Beer Extract, Hires', 1 doz.....	1.50	
Hires' Root Beer, Carbonated, 2 doz.....	.87½	
Hires' Ginger Ale, Carbonated, 2 doz.....	.87½	
Welch's Grape Juice, case quarts, 1 doz.....	4.25	
“ “ “ pints, 2 doz.....	4.75	
“ “ “ ½-pints, 3 doz.....	4.50	
“ “ “ 4-ounce, 6 doz.....	5.00	
“ “ “ ½-gallons, 8 bottles.....	5.00	
5 per cent. discount on 5 case lots.		

## POLISHING AND CLEANING COMPOUNDS.

Kleanatub, ¼ gross.....	2.50
Bon Ami, 10-cent size.....	¼ gross 2.50
Electro Silicon, 1 doz.....	.75
Putz Liquid, large, 3 doz.....	per gross 16.50
“ “ “ 3 doz.....	per doz. 1.45
“ “ “ small.....	per gross 7.00
“ “ “ “.....	per doz. .65
Putz Paste, large.....	per doz. .55

## SOAP—Laundry.

	Less than	Bars.	5 bxs.
Acme.....	100	3.35	
Acorn.....	120	2.50	
Ark.....	100	1.80	
America.....	72	2.85	
Bee.....	100		
Best, Babbitt.....	100		
Babbitt's New York City.....	60	2.85	
Big Master.....	70	2.85	
Brown.....	60	2.40	
Borax, Dreydoppel.....	40	2.60	
“ Pearl, Young & Co.....	40	2.80	
“ Day & Frick, Novelty.....	40	2.80	
“ Handsome.....	60	2.60	
“ Eavenson, large.....	100	4.75	
“ “ “ small.....	100	3.75	
“ Kirkman's.....	100	3.75	
“ Red Seal.....	100	3.75	
“ Swift's.....	100	3.75	
“ Climax.....	100	2.10	
Circus.....	100	3.35	
Cotton Oil, White.....	100	6.00	
Coal Oil Johnny.....	100	3.57½	
Cygnat.....	100		
Dobbins' Electric.....	100		
Dewey.....	100		
Fairy.....	100	4.00	
Fels-Naptha.....	100	4.00	
“ Five case lots.....	100	3.85	
German Mottled.....	100	3.00	
Good Morning.....	100		
Glycerine Tar.....	100		
Gloss.....	100	3.35	

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Grand Pa's, large.....	50
“ “ “ “.....	100
Ivory.....	7.00
“ small.....	4.00
Lenox.....	3.35
Life Buoy.....	1.95
“ “ “ “.....	100
Lautz's Naptha.....	3.90
Magic Cleaner.....	3.85
Marselles, laundry size.....	3.00
“ 5-cent size.....	6.00
“ toilet size.....	100
Master.....	4.00
Mayer's.....	100
“ “ “ “.....	100
Miller's Naptha.....	50
Naptha, Swift's.....	100
“ P. & G.....	3.50
Octagon.....	3.85
Old Mill.....	3.90
Ozone.....	2.90
Oleone, Conway's.....	100
“ Golden.....	60
“ “ “ “.....	50
“ “ “ “.....	2.15
“ “ “ “.....	2.35
“ “ “ “.....	2.07½
“ “ “ “.....	3.00
“ “ “ “.....	1.60
“ “ “ “.....	72
“ “ “ “.....	3.00
“ “ “ “.....	2.80
Pride, Swift's.....	100
Polo.....	120
Quaker City, boxes.....	100
“ “ “ “.....	3.17½
Sunlight, oval.....	150
“ “ “ “.....	100
“ “ “ “.....	3.85
Santa Claus.....	100
Saratoga.....	100
Star.....	100
Sunny Monday.....	100
White Cloud.....	100
Wool Soap, large.....	100
“ “ “ “.....	6.75
“ “ “ “.....	4.00

## Toilet Soaps.

Buttermilk Cosmo.....	gross 6.60
“ “ “ “.....	doz. .60
“ “ “ “.....	doz. 4.30
Castile, El Almada, 9 4s, mottled, green or white.....	per box 3.25
Castile, El Almada, 50 1s, mottled, green or white.....	per box 4.35
Castile, Lexard, floating.....	100 4.00
Castile, Lexard, floating.....	50 2.00
Castile, Imported, Conti.....	lb. 13½
“ Conti, original boxes.....	lb. 11½
Cutaneous, Dr. Raub's.....	doz. .70
Elderflower, large cake.....	gross 4.40
Fleur-de-lis.....	doz. 4.50
“ “ “ “.....	doz. .45
Hearts and Flowers.....	gross 9.25
Maxine Elliott.....	doz. 8.10
Oatmeal, 3 cakes in box.....	“ 3.25
Olive Oil Castile, white, green or mottled, 9 ¼-lb. bars to box.....	lb. .09
Turkish Bath.....	doz. .40
Sweetheart, 50 cakes.....	box 1.90
“ “ “ “.....	box 3.75
Swift's, Pumice.....	100 4.50
“ “ “ “.....	50 4.15
“ “ “ “.....	100 4.60
Witch Hazel, 3 cakes, ½ gross.....	gross 3.25
“ “ “ “.....	gross 3.90
“ “ “ “.....	gross 3.50

## Scouring Soap.

Day & Frick's Flint, 36 bars.....	1.84
Young's, 48 bars.....	1.80
Brooks' Crystal, 100 bars.....	3.20
Philadelphia Standard, 60 bars.....	
Sapolio, 36 bars.....	2.25
“ “ “ “.....	2.25
Wrigley's, 100 bars.....	3.75
(50 bars free and 25 Universal Coupons with each box)	
Kitchen Crystal, 36 bars.....	2.35

## Soap Powder.

	Per case
Pearline, 36 packages.....	2.70
“ “ “ “.....	2.70
“ “ “ “.....	2.65
Soapine, No. 9, 100 packs.....	3.37½
“ No. 12, 100 “.....	3.90
“ No. 17, 36 “.....	2.42½
Babbitt's 1776 Powder, 100 6-oz.....	2.25
Finola, 100 packages.....	3.25
Gold Dust, Fairbank's, 100 12-oz. packages.....	4.00
“ “ “ “.....	4.50
Naptha Borax, 100 packages, large.....	4.75
“ “ “ “.....	4.75
Kirkoline, white, 24 large packs.....	3.75
“ “ “ “.....	3.55
“ “ “ “.....	3.35
Young's Pearl Borax, 60 1-lb packages.....	3.55
Snow Boy Washing Powder, 24 4s.....	4.00
“ “ “ “.....	4.00
“ “ “ “.....	2.40
Nine O'clock Tea, 100 packages.....	3.15
I-V Washing Tablets, 3 doz.....	per doz. .43
Swift's Washing Powder, 100 1s.....	4.00
“ “ “ “.....	4.00
Pennywash, 1 gross and 144 1-cent cakes free.....	10.25
Powerline, 100 packages.....	3.75
Old Dutch Cleanser, 48 packages.....	3.25

## SPECIALTIES.

Anker's Bouillon Capsules.....	3.00
PURE GROUND SPICES.	
Colburn's Philadelphia Mustard, D. S. F.—	
5-cent tins, 2 and 4 doz.....	per doz. .45
Time size, 2 and 4 doz.....	“ .85
¼-lb. net, tins, 2 and 4 doz.....	“ 1.00
½-lb. net, tins, 2 doz.....	“ 1.90
1-lb. net, tins, 1 doz.....	“ 3.70
6 lb. cans, full weight.....	per lb. .23
10-lb. cans, full weight.....	“ .22

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Coleman's Mustard, D. S. F.—	
1-lb. tins.....	per doz. 5.40
¼-lb. “.....	“ 2.70
½-lb. “.....	“ 1.45
1½-lb. “.....	“ .90
18-lb. kegs.....	“ .43
Pepper—	Bbls. Boxes. Cans.
Black, High Grade.....	.14 .15 .17
Black, Low Grade.....	.10 .11 .13
White, High Grade.....	.28 .30 .32
White, Low Grade.....	.17 .19 .21
Red, High Grade.....	.21 .23 .25
Red, Low Grade.....	.16 .18 .20
Cinnamon—	
High Grade.....	.22 .23 .25
Low Grade.....	.13 .14 .16
Cloves—	
High Grade.....	.22 .23 .25
Low Grade.....	.17 .18 .20
Allspice—	
High Grade.....	.11½ .12½ .14½
Ginger—	
High Grade.....	.25½ .26½ .28½
Low Grade.....	.12 .13 .15
Mace—	
High Grade.....	.75 .77
Nutmegs—	
High Grade.....	.30 .32
Mustard—	
Yellow, High Grade.....	.19 .20 .22
Yellow, Low Grade.....	.14 .15 .17
Brown, High Grade.....	.14 .15 .17
McCormick & Co.—	Per doz.
Bee Brand—Pepper, Cinnamon, Mustard, Cloves, Ginger, Allspice.....	¼-lb. cartons .40
“ “ “ “.....	½-lb. cartons .75
Banquet Brand—Mustard, Cinnamon, Pepper, Cloves, Ginger, Allspice.....	¼-lb. cartons .35
“ “ “ “.....	½-lb. cartons .70
Bee Brand, in canisters, above assortment, No. 45 size.....	.45
“ “ “ “.....	No. 90 size .85

## Mustard—Prepared.

	Per doz.
Campbell's, Jar, 2 doz.....	.90
Campbell's, with spoon, new.....	.90
Gulden's, No. 6, with spoon, 2 doz.....	.95
“ “ “ “.....	.88
Bear Mug, fancy, large size, 2 doz.....	.65
Lemonade Glass, tall, 2 doz.....	.75
Homestead and Mustard, No. 8, with spoon, 2 doz.....	.90
Milk Jar, glass top, 2 doz.....	.85
Water Tumblers, glass, No. 10, 4 doz.....	.42½

## WHOLE SPICES.

	Per lb.
Pepper, Black.....	.07
Allspice.....	.04½
Cloves.....	.13
Mace.....	.48
Nutmegs, large.....	.16
“ medium.....	.12½
Cinnamon Bark, Canton.....	.12
“ “ “ “.....	.30
“ “ “ “.....	.30
Whole Mixed Spices, bulk, 6-lb. boxes.....	.55
Green Ginger Root.....	.10

## CORN STARCH.

Davis, 48 5-cent packages.....	per case 1.80
“ “ “ “.....	“ 2.70
Duryea's, 40-lb., 1-lb. packages.....	.07½
“ “ “ “.....	.07½
Niagara, 40-lb., “.....	.05
Cream, 40-lb., “.....	3.45
Kingsford's, 40-lb., “.....	.07½
“ “ “ “.....	.07½
Rex, 40 lb., 1 lb. packages.....	.03½

## LAUNDRY STARCH.

Argo, Gloss, 24 5-cent packages.....	.98
Gilbert's Laundry, 40-lb boxes.....	.03½
“ “ “ “.....	.06
“ “ “ “.....	.05
Kingsford's, Pure, 3-lb. cartons.....	.06½
“ “ “ “.....	.06½
“ “ “ “.....	.07½
Duryea's, Superior, 3-lb. cartons.....	.06½
“ “ “ “.....	.07½
“ “ “ “.....	.04½
“ “ “ “.....	.08½
Niagara, laundry, 50-lb. bulk.....	.03½
“ “ “ “.....	.05
“ “ “ “.....	.05
“ “ “ “.....	.06
Celluloid, 64 10-cent packages.....	4.30
“ “ “ “.....	2.00
Elastic, 64 10-cent packages.....	5.00
“ “ “ “.....	2.50
Dreydoppel's Mourning Starch for black goods, 36 packages.....	per package .08
Starch Polish, 20 cakes.....	per box .50
Rex Gloss, 50 lb. bulk.....	.03

## STOVE POLISH.

	Per gro.
Enameline Paste, small, ¼-gross.....	4.00
“ “ “ “.....	7.00
“ “ “ “.....	6.65
“ “ “ “.....	4.90

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Mason's Stove Polish, large.....	doz. .75
“ “ “ “.....	“ 1.15
Electric Paste, ¼-gross boxes.....	4.20
Magic Paste, ¼-gross boxes.....	4.75
Parlor Pride, large size.....	per doz. .87½
“ “ “ “.....	per gross 10.25
“ “ “ “.....	per doz. .70
Climax Enamel, ¼-gross.....	per gross 9.40
Black Jack, ¼-gross.....	per gross 7.00
Rising Sun.....	“ 5.75
Sun Paste, 5-cent size.....	“ 4.50
“ “ “ “.....	“ 7.20
X-Ray Stove Polish—	
5-cent size, No. 5, per box of ¼-gross.....	1.25
“ “ “ “.....	2.50
“ “ “ “.....	5.00
“ “ “ “.....	2.25
“ “ “ “.....	4.50
“ “ “ “.....	9.00
F. F. Dalley Co.—	
2-in-1, smaller size.....	per doz. .75
2-in-1, large size.....	“ 1.75

## SUNDRIES.

Bird Food—	
Crystal, 40 packs, round.....	per pkg. .24½
Excelsior, 24 packs.....	“ .03½
McAllister, 36 packs.....	“ .06
Gold Medal, 24 packs.....	“ .03½
Bird Gravel—	
Red or White, small, pkgs.....	per doz. .25
Red, large, 36 pkgs.....	“ .70
Silver, small, 36 pkgs.....	“ .35
“ “ “ “.....	“ .70
Bath Brick, 25 bricks.....	per box .60
Toothpicks, Eureka, 100 boxes.....	case 1.85
“ “ “ “.....	“ .42½
Royal Glue, 1 doz.....	per doz. .60
Paist's Glue, 1 doz.....	“ .40
Carpet Tacks, Wooden Keg, ¼-gross case, assorted, 6, 8, 10s.....	per case .90
Carpet Tacks, Silver Steel, 4-oz.....	per doz. .06
6-oz.....	“ .06½
8-oz.....	“ .07½
12-oz.....	“ .08½
18-oz.....	“ .09½
Mating Tacks—	
No. 10, steel.....	per doz. .10
No. 11, “.....	“ .12
No. 12, “.....	“ .14
Flu-Stickon, Fly Ribbon.....	per gross 4.80
Flu-Stickon, ¼ gross display carton.....	1.20
Ely Paper, Tanglefoot.....	per case 2.15
“ “ “ “.....	“ 3.00
Stickette Fly Paper, 100.....	per case 2.35
“ “ “ “.....	“ .30
Wax, White and Yellow.....	per lb. .30

## ROPE, TIE YARN, ETC.

Emory Cotton Rope, 20 yds. to lb.....	per lb.	.08 1/2
“ “ “ “.....	doz.	.75
Cleveland, extra fine cotton twine.....	per lb.	.10
Orange Brand, fine cotton twine.....	“	.18
Texas Medium, cotton twine.....	“	.16
Cotton Candle Wick.....	“	.25
Colored Twine, 8 balls to box. lb. to box.	“	.25
Fine Hemp Twine, 8 balls to lb. in 5-lb. bunches.....	“	.20
Coarse Hemp Twine, 8 balls to lb., in 5-lb. bunches.....	per lb.	.16
Best Jute Rope, 16 yds. to lb.....	“	.07
Best Jute Plow Line, 8 yds. to lb.....	“	.07
Jute Clotheslines, 90 ft. to hank.....	per doz.	1.60
“ “ “ “.....	ro 8 ft. to hank.	1.70



## Be Careful to Say What You Want

¶ We still receive requests for "samples of tea and coffee." We can't possibly do it. We would almost surely go wrong if we tried to guess the grades wanted, and it wouldn't be practicable to send samples of everything.

¶ Say what you want samples of, and we come back at you within twenty-four hours. Not only with the samples, but with prices reasonably sure to be lower than any price you pay if you buy from salesmen.

¶ We sell through the mails, which charge no salaries.

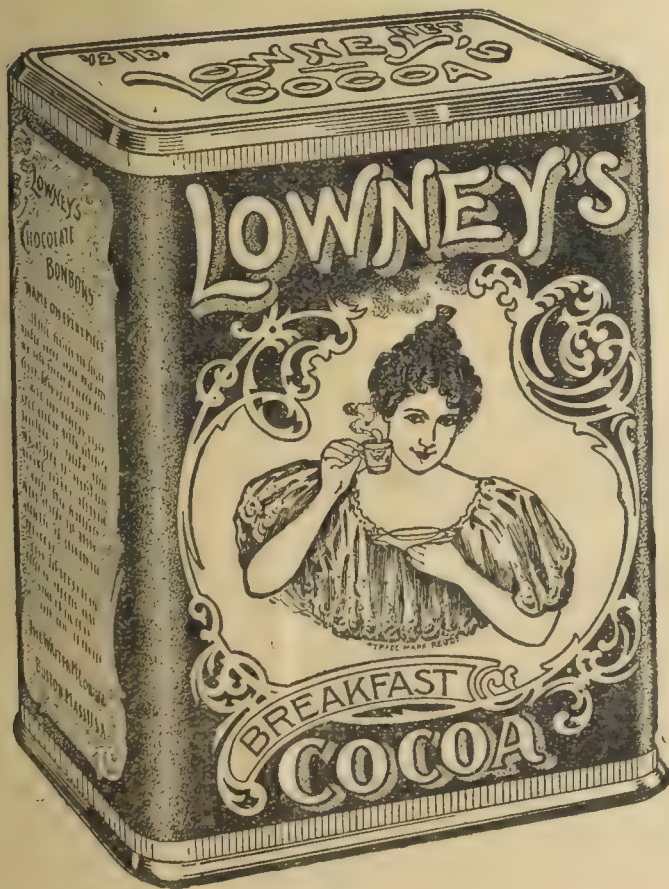
**DURYEE & BARWISE** Roasters and Packers TEAS and COFFEES  
89 FRONT ST. - NEW YORK  
ESTABLISHED 1897

## What Other Breakfast Food Pays You —40 PER CENT.—

Does a cereal food that pays 40 per cent. profit interest you? If you aren't quite sure, figure up what you make on other breakfast foods.

• Our **Gluten Cereal** costs you \$1.20 a dozen and brings back \$1.80; that's 40 per cent. And its a substantial, honest product that has won every inch of its way not by advertising, but by merit.

**A. C. Godshall & Co., Incorporated, Lansdale, Pa.**



Reckon Up the Profit on LOWNEY'S COCOA and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

# SOAPS

Young's Scouring  
Soap  
Cygnet Soap

**CHAS. W. YOUNG & CO.**

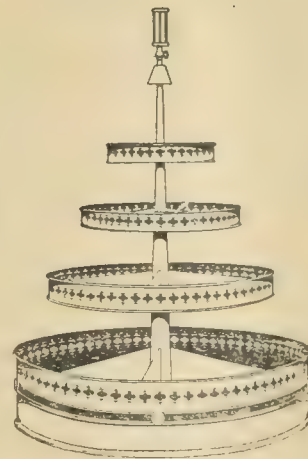
ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

## Vegetable Display Stands

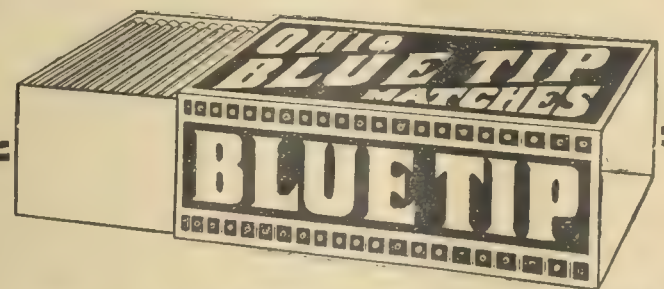
They keep green truck fresh, crisp and attractive. They prevent waste and increase sales and profits.



They are used by Retail Grocers and in markets where there are city water systems.

If you have no city water write us anyway, we have something interesting to show you.

**Galesburg Cornice Works**  
81 Cox Street  
Galesburg, Illinois



## TRY THE MATCH, THEN JUDGE

Try the **Ohio Blue Tip Match** (independent) side by side with others. If you'll do that we need say no more. The match is our strongest advertisement, and if you can't admit that we don't want your business.

This match pays you 81 per cent. profit.

**OHIO MATCH SALES CO., NEW YORK, N. Y.**  
Philadelphia Office and Warehouse, 411 Marshall Street







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, February 7, 1910.

No. 6.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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Advertising Manager.

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# Campaign of Resentment Against High Food Prices Still On

**Cold Storage Comes in for Much Attention, Notably in New Jersey and Pennsylvania. Congress Begins Widespread Investigation. Cannerymen Protest to Secretary of Agriculture.**

The campaign of resentment against the present high food prices has continued in various parts of the country during the week, though it has brought out practically nothing as yet which is useful in fixing the blame, or rather, in locating the cause of the trouble. The organized efforts at boycott which appeared earlier in the campaign seems to have collapsed, although the general demand for certain particularly high-priced articles is still reduced on account of the public agitation.

Events which transpired in Congress during the week show an apparent sincere intention to make an investigation into food prices which will cover the entire country. The following resolution was adopted in the House during the week:—

Resolved, That the Committee on Ways and Means is hereby empowered and directed to make a thorough and complete investigation into the cost of living in the United States and any alleged increase thereof, and the cost of the necessities of life, including clothing, fuel, furniture, meats, breadstuffs and provisions generally, and implements, the cost of production, wholesale and retail prices thereof, and the rate of profit to those who sell and distribute the same, and the cause of such increased cost and prices, and whether and in what manner such cost and prices are affected, increased or otherwise, by any laws of the United States and to investigate, recommend and report such legislation as will, in its judgment, contribute to restore such prices to their normal level; that said committee is further authorized to investigate and report, during the same period, the cost of living and of the necessities of life as aforesaid in foreign countries and if such cost has increased, the cause thereof.

Said committee and any subcommittees thereof shall have power to sit in Washington or elsewhere in the United States during the sessions of the House or otherwise, to subpoena and examine witnesses under oath, to administer oaths to witnesses, to employ experts and such other assistants, including counsel, as it shall deem necessary, and to send for records, papers and all other evidence that may be necessary to make the investigation full and complete.

All the costs and expenses of such investigation, including all necessary printing, shall be paid from the contingent fund of the House of Representatives.

The hearings of the committee shall be open to the public and the committee is directed to include in their report the evidence taken.

Another resolution was also introduced in the same body, though not as yet adopted, authorizing an investigation of the so-called "Beef Trust" and appropriating \$30,000 for that purpose. A unique feature of this resolution is a provision imposing \$5,000 fine and imprisonment for five years upon witnesses who refuse to give information.

The United States Senate also adopted a resolution of investigation into the food situation generally.

Cold storage and the alleged abuse of it has come in for much attention during the week. An investigation of cold storage conditions that promises to be particularly searching was begun by the Hudson County, N. J., Grand Jury. This body claims to have learned that the 36,000,000 eggs in the one storage house had been there since last March, and beside them were more than 100,000 pounds of poultry stored since last April. These are all in the warehouse of the Union Terminal Cold Storage Co. Officers of other large refrigerating companies will also appear before the Grand Jury, including witnesses from Swift & Co's. branch.

Legislation aimed at cold storage warehouses is also being considered in Pennsylvania. In Pittsburg State Senator James L. Adams is said to be preparing a bill to be presented to the next Legislature. Features of this are provisions for weekly reports of their receipts of eggs, butter, meat and poultry to the national and also to the State Pure Food Commission. The Commissioners would retain charts showing exactly the amount of food products withheld in these warehouses from distribution; and in times of stringency, like the present, the commissions could order the cold storage houses to place their wares on the market, thus making a more equitable distribution than under the present laws.

One of the week's incidents has

been the sending of a letter to United States Secretary of Agriculture Wilson by the National Cannerymen's Association, whose members contend that the Government should mention, when discussing and investigating high food prices, that canned goods are not included, because they are not only not high, but in many cases unusually low. The letter follows:—

Baltimore, Md., February 3, 1910.  
Hon. James Wilson, Secretary,  
Department of Agriculture,  
Washington, D. C.

Sir:—I address you as a member of the Executive Committee of the National Cannerymen's Association, whose president instructs me to direct your attention to a serious misapprehension which likely is in the mind of the consuming public, occasioned by the investigation being made through your department of the high cost of "food products."

It is more in the nature of a defense than in protest that this matter is brought to your notice during this time of great public excitement caused by boycotts, protests, etc.

Meat, butter, eggs and other dietary articles are being censured and condemned because of their steady advance in price, until now the consumers are in open revolt. These articles are all embraced in the term "food products."

The food prepared by the canning industry, better known as canned goods, is also embraced in the term "food products." A great injury may be done to a thriving, though an entirely innocent business, unless it is specifically known that fruits and vegetables in tins are not included, nor is there reason they should be included in the term "food products," against which there is a righteous protest on account of the unreasonable and unjustifiable price.

The fact is noted that during a given period the price of meat has steadily advanced. It is charged a Trust regulates this. Other articles of food upon which an ever increasing price is made is said to be due to combines, mergers, syndicates and the like.

Canned goods prices on the other hand fluctuate but slightly, and in most instances they steadily decline. At this time canned goods are being sold at lower prices than was ever before known, and millions of tins of tomatoes, peas and other vegetables and fruits have been marketed at less figures than the cost of production.

As against the high prices of other kinds of food a comparison of a few lines of canned goods are given:—

	1905	1909
Tomatoes, per doz. tins..	\$.85	\$.60
Peas, per doz. tins.....	.90	.75
Oysters, per doz. tins..	.80	.65
Peaches, per doz. tins..	1.85	1.55
Spinach, per doz. tins..	1.00	.80

These prices have not in any way "been made," or are they "controlled"; nor is there any agreement to maintain or to advance, or to lower them. Each firm or corporation engaged in business, being free and independent, responsible only to themselves for any prices they may issue.

You are, therefore, respectfully requested to advise the public, as far as it is in the power of your department so to do, against an impression which may have been gathered from the information coming from your department, that the prices of canned goods are not in-

cluded in the public investigation now being made.

The people are refusing to buy the food which is said to be controlled. The canners of the United States knowing their business is conducted entirely free and independent and always within the pale of the law, invite the most rigid scrutiny and investigation on the part of the Government as to their methods and their prices; the public having long since satisfied itself as to the purity and wholesomeness of its products.

Respectfully,

HUGH S. OREM,  
Of the Executive Committee  
National Cannerymen's Association.

During the week the "Anti-Trust Food League," which is the national boycott movement, was incorporated under the laws of the District of Columbia.

The Government's action against the big Western packers has been in statu quo during the week.

## Mr. Padberg's Attack on St. Louis Jobbers.

**Criticises Them Bitterly for Competing with Retailers for Groceries for St. Louis Institutions.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio, Feb. 3, 1910.

Mr. Lorenzo Padberg, of St. Louis, Mo., a member of the National Retail Grocers' Committee on Manufacturers and Retailers, has sent the following communication to this office:—

As a member on the Committee on Manufacturers and Wholesalers for the retail grocers of the United States, I would respectfully call the attention of the retailers to the attitude of the jobbers of St. Louis. It is fair to presume that what takes place in one part of the country, that the same conditions exist in nearly all other parts of the country.

We, as the retailers, are often criticised severely for resisting the intrusions of the jobber into the business of the retailer, but that should not discourage us.

While the retailer seems to be the under dog in the game, despised and ridiculed and charged with incompetency by the men who depend on him for their support, it seems that Providence is with us retailers and we are given an opportunity to turn the light on to the jobbers and prove to all that our fight and our attitude is a just one.

There never was a more opportune time to do this than now.

## ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



# First Blood for the Free Employment Bureau.

Every day new registrations are coming in from employers who want managers and clerks, and from managers and clerks who want improved positions. The "Grocery World and General Merchant Free Employment Bureau" is going to be one of the most useful enterprises open to the trade. And certainly one of the most inexpensive, since it costs nothing.

Here is a letter from a clerk who registered with the Bureau only a few weeks ago:—

652 West Clearfield St.,  
Philadelphia,  
Pa.

Grocery World Pub. Co.,  
Employment Bureau,  
Phila., Pa.

Gentlemen:—

I have gotten a situation in Wilmington through one of your letters, for which I am much obliged to you.

Yours sincerely,

*R A Mulholland*

No doubt about it, we have the ideal plan of getting employer and employee together. The man in position to use it who doesn't use it is an exceedingly foolish individual, since it doesn't cost him a penny from beginning to end.

**The Grocery World and General Merchant Employment Bureau**  
927 Arch Street, Philadelphia, Pa.



On January 12th a contract was let in St. Louis for goods to be consumed by the city institutions, namely, the City Hospital, City Female Hospital, City Insane Asylum, City Workhouse, City Industrial School and City Quarantine. If any concerns should be classed as consumers, these surely come under that head.

We found, however, that wholesalers and retailers were both bidding for this business.

I want to give you the names of the successful bidders, together with price at which the goods are furnished:—

Evaporated apples, per pound, 8 cents, awarded to Teasdale Co., jobbers.

Apples, green, per barrel, \$5, awarded to Hartman, wholesale produce merchant.

Apricots, evaporated, per pound, 11½ cents, awarded to Teasdale, jobber.

Bacon, sugar cured, per pound, 16.98, awarded to St. Louis Dressed Beef Co., packer.

Pearl barley, per pound, 3¼ cents, awarded to Meyer-Schmid Grocery Co. (a jobber who just purchased the stock of Peterson Co., Chicago—the tenth purchased by them up to date).

Lima beans, per pound, 5½ cents, awarded to Meyer-Schmid, wholesale grocers.

Navy beans, per bushel, \$2.40, awarded to Teasdale & Co., jobbers.

String beans, "Our Pride," per dozen, 95 cents, awarded to Meyer-Schmid Grocery Co.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

#### Gigantic Cereal Merger Announced.

The reported consolidation of all cereal manufacturing concerns of Minneapolis, one in Battle Creek, Mich., two in Chicago and some in Iowa, in a new million dollar corporation to handle the output of the breakfast food concerns, was partly confirmed during the week. The Minneapolis companies absorbed in the merger are: The Northwestern Cereal Corporation, Minneapolis Cereal Co., Inc., Fruen Wheat Food and Milling Co., and the Minne-Paul Cereal and Milling Co. Other companies already included, it is said, are the Malta-Vita Food Co., of Battle Creek, Mich.; the Pettijohn Pure Food Co. and the Iowa plants of the United Cereal Co., of Chicago. In addition to the above, seven white flour mills in towns adjacent to Minneapolis will be merged into the new company. Their names are not announced. The assenting companies, it is said, will receive stock in the new corporation, dollar for dollar of preferred stock on the appraised valuation and bonus of common stock for established business, trade-marks, etc.

## Professional Ad-writer Libelled Canned Goods to Make a Point for Stomach Tablets

**More Proof of this Journal's Suggestion that Offensive Advertising Statements are Not Made by the Advertiser, but by His Professional Ad-writer. The National Canners' Association Brings Stuart Dyspepsia Tablets Co. to Time and Gets this Excuse.**

The "Grocery World and General Merchant" has repeatedly suggested that the offensive insinuations which some proprietary food manufacturers make in their advertising against competitors were not at all the work of the manufacturers themselves, but emanated from the professional advertisement writers who wrote the copy, and who cared nothing for the mutual relations between manufacturers. Several instances of this have recently been published in this journal.

During the week the National Canners' Association has supplied the "Grocery World and General Merchant" with the details of a more specific instance of this same abuse. It seemed that F. A. Stuart & Co., of Marshall, Mich., manufacturers of Stuart's Dyspepsia Tablets, inserted in a large number of papers recently an advertisement referring offensively to the purity and wholesomeness of food, particularly canned foods. The advertisement is too long to reproduce in full, but typical paragraphs from it are here presented:—

Last year there were reported in the newspapers of the United States no less than 13,708 cases of ptomaine poisoning, and these resulted in more than 5,000 deaths, which occurred as a direct result of the poison within twenty-four hours after the beginning of the attack.

Ptomaine poisoning results from putrefaction taking place in canned goods, such as canned lobster, preserved fish, sardines and nearly all canned goods, but it may also occur in the alimentary canal as the result of eating deviled crabs and ice cream, and other such incongruous combinations of food, at one meal.

Everyone of the 13,000 cases of ptomaine poisoning could have been avoided if the persons who unknowingly ate contaminated food had used freely Stuart's Charcoal Lozenges during or immediately after their meals. They are entirely harmless and can be used liberally with only good effects, and anyone who uses canned goods of any sort, especially those foods rich in protein, should keep a box of Stuart's Charcoal Lozenges on hand all the time and use them

after each meal, as they may be the means of saving life.

They should also be used in case of eating poisonous mushrooms or "toadstool fungi" by mistake, though the better plan would be to adopt preventive measures and use them with or soon after each meal where such foods as mushrooms, canned lobster, sardines, hard, soft and deviled crabs, Bologna sausage, canned fish, Sweitzer, limburger and Roquefort cheese are eaten.

The National Canners' Association at once wrote to the Stuart people. In their letter the following statements were made:—

The objectionable matter in your advertisement is the statement that ptomaine poison is caused from putrefaction taking place in nearly all canned goods. This office has recently consulted some learned chemists and they assure us that such is not the case. The scare over ptomaine poison is, we understand, being much magnified because of certain interests which are opposing the enforcement of the Pure Food Law because it prohibits the use of preservatives. We presume that you have no part in this controversy, and, therefore, do not care, even disinterestedly, to aid a campaign which the majority of the people of this country are not in sympathy with.

The canning interests of this country represent 2,000 factories and thousands and thousands of employees. They are antagonizing no other business, nor do they care to be attacked in any such way as set forth in the advertisement referred to.

The F. A. Stuart Co's. reply was extremely significant. It was embodied in the following letter:—

Marshall, Mich., Jan. 20, 1910.  
Mr. Frank E. Gorrell,  
Bel Air, Md.

Dear Sir:—We are in receipt of your recent communication in regard to the objectionable statements in our advertising matter in regard to ptomaine poison taking place through the use of canned goods. We appreciate that this is an offensive statement and also that it is quite unnecessary.

This advertisement was written by a professional ad. writer and in approving of the same we failed to notice this statement, and we assure you that it is directly against our policy to make statements that reflect in any way upon other business interests.

While our literature is completed for this season, we shall make a very careful examination and eliminate anything of this kind before starting another season of advertising.

You will please accept our thanks for calling our attention to the matter and it shall have proper attention.

Yours truly,  
F. A. STUART CO.

The "Grocery World and General Merchant" has reason to believe that in very many cases these advertising statements which offend against competitors or an entire trade are framed by professional advertising writers who apparently care nothing for general conditions so long as they make a point for the product they are writing about.

#### Borden Co. Wins Injunction Suit.

The suit brought by Borden's Condensed Milk Co. against Margulies & Schuchman, of Jersey City, formerly known as the Boston Chocolate Co., and again as the Boston Cocoa Manufacturing Co., an accounting has been ordered and a permanent injunction granted, restraining said Margulies & Schuchman from using the word "Boston," and the packing and manufacturing of their chocolate or milk chocolate in imitation of those manufactured by Borden's Condensed Milk Co.

#### High Food Argument in Troy (N. Y.)

Local Paper Draws Out Consumers' Views. Various Schemes to Beat High Prices. A Retired Jobber's Views.

Special Correspondence of "Grocery World and General Merchant."

Troy, N. Y., Feb. 3, 1910.

From time to time letters have been appearing in one of the local daily papers here on the subject of the high cost of living. Perhaps nearly a dozen persons, including storekeepers, wage earners and ambitious salesmen are taking part in the discussion which has to do with the prices of foodstuffs. One man in the Watervliet arsenal writes that the way his folks beat the high prices for food is to club in with others and buy at wholesale. He writes that his club gets 35-cent coffee at 17 cents per pound and 50-cent tea at 25 cents per pound, which, of course, is very silly; no dealer in any city in the country begins to get such profits as these. Another chap writes that the way to beat the high prices for food is to form a club of ten men, each put in \$20 and buy their groceries at



wholesale. A retired wholesale merchant took "The Telegram" into his confidence, saying:—

This whole discussion is based on a wrong conception of the profits of the retail and wholesale grocery business. If this co-operative buying for a club of ten is so very, very good, why would it not be better to start a co-operative store and 500 men each put in \$100 and buy the stock and run the store and let the 500 men buy all their goods of this store and they would be buying at low prices, besides getting a profit for themselves on the business transacted. The fact is, co-operative stores have been tried again and again and failed.

\*\*\*

Suppose ten men each put in \$20 to buy at wholesale. See the time they would waste, perhaps some of it from their daily work, preparing the list of goods needed, taking orders around to the different wholesale dealers to get the best prices, seeing that the goods were properly delivered, not to mention all of the bother about some mistakes of the goods, dividing up the different articles among the different buyers, for if the goods were bought at wholesale they would come in original packages and not done up in pounds or two pounds, and the weighing out would have to be done by the buyers.

\*\*\*

And how much do you suppose the consumers would save on an order for \$200 worth of assorted groceries? The saving to each of the ten members of the club might be between 80 cents and \$1, and out of this they would have to stand the freight and cartage and if there was anything wrong, any bad goods, any goods sent by mistake for some other article, all this would entail extra expense for return cartage. I venture to say that if ten men would each contribute \$20 to buy their groceries at wholesale they could get better satisfaction, better terms, more prompt and efficient delivery and better satisfaction in every particular if they would take their order direct to some nearby retail storekeeper, who would see to it that the goods were done up separately for each of the ten buyers and the retail merchant would stand by his goods and would accept their return if anything was wrong, without loss of time or cartage for the buyer.

And then this entire controversy goes right back to the same old argument in regard to cash versus credit. If every consumer would pay cash for his groceries, instead of having them charged, they would be able to buy cheaper. Every storekeeper in the city who does a credit business loses every year on bad bills a certain percentage, perhaps 10 per cent. or 20 per cent., perhaps more. But whatever the losses on bad bills, they must be paid by the people who are honest and pay their just debts. So if there is an advantage in men clubbing together to buy their goods, the advantage is due mostly from the fact that they are able to pay spot cash for their goods, instead of having the same charged.

The trouble arises in the minds of illy informed persons that there is an immense profit in groceries. They enter a store and see around on the shelves, counters and floors, large stocks of foodstuffs; they see the busy clerks and the cashier taking in the money and the goods going out in wagonloads and the

## Buy a Fortune on Instalments!

Name a sum of money you would like to be *absolutely sure* to have in cash at the end of twenty years or leave to your family if you don't live that long. Suppose you say \$5,000? You can secure it positively, definitely, systematically, if you

### Take Out a Twenty-year Endowment Policy With This Company

Maybe you never thought of life insurance as a way of *saving money*, but that's what it *is*, and it beats all the other ways. For instance, suppose you tried to save \$5,000 for your family by putting aside \$250 each year for twenty years; you would have to live twenty years to get it, and if you failed to live that long your family would get only part of the \$5,000. But, add a few dollars and secure an endowment contract with this Company, and even if you live only a couple of years or so, your family gets the full amount. If you live out the twenty years you get the \$5,000 yourself, so you succeed in your plan. One way you are certain of only a small amount; our way you get it all.

THE PENN MUTUAL LIFE INSURANCE COMPANY,  
925 Chestnut St., Philadelphia, Pa.

Please send your booklet which tells me how to save money by a 20 year Endowment Contract with your Company.

Name .....

Address .....

Date of birth .....

It is understood that I am not placed under any obligation by making this inquiry.  
H. O. A.

This contract has other advantages that we will gladly explain if you ask us.

THE  
PENN MUTUAL LIFE  
INSURANCE COMPANY  
925 Chestnut St., Philadelphia, Pa.

visitor imagines that they see the proprietor rolling in wealth. They forget the rent, the light, the fuel, insurance, the losses on bad bills, the clerk hire, the horse hire, the repairs and the hundred and one expenses. There are a number of articles in a grocery store that the proprietor does not expect to make a profit on and other articles on which there is a loss. Vegetables and fruits are often kept on hand as an accommodation, and if the dealer shows a fair balance at the end of the year on these goods, he is satisfied. Sugar offers no profit at all, on crackers the profit is very, very small. What do you suppose is the profit to a retail dealer on a barrel of flour? A barrel of flour sells at retail for \$6.75 to \$6.90, and one might imagine the profit should be not less than a dollar a barrel. The fact is, the wholesale price this week on a barrel of flour is \$6.40. The "Telegram" secured these figures from the merchants themselves and they are correct. Out of the 40 cents profit or so on a barrel of flour, the retail merchant has to pay his rent, the cost of delivery, the loss on bad bills and the other expenses. If the consumer wants to find out the reason for high prices, he must look higher up than the modest retail dealer.

J. E. WILLIAMS,  
280 River street.

#### No Added Tax on German Food Products.

The German and American Governments have reached an agreement which eliminates the prospect of a tariff war between the two countries. In the following statement issued at the State Department on Thursday the details of the final agreement are given:—

A satisfactory settlement of the tariff negotiations with Germany, which have been going on for some months under the President's direction, has been reached. By the understanding arrived at there will be no tariff war and no interruption of the enormous commerce passing between the two countries. The magnitude of this business appears from the statement that in the calendar year just closed, the direct interchange of commodities between Germany and the United States exceeded \$409,000,000, and, allowance being made for the German importations through other countries, the actual volume is probably in excess of \$500,000,000.

The products of the United States will be assured the fullest opportunity to participate in the constantly growing business of the German Empire. This will be done on a complete equality with the competing products of other countries.

#### PERSONAL.

Mr. W. S. Harrison, sales manager of the Commercial Register Co., of Buffalo, N. Y., has resigned his position and will return to his home city, Rochester, N. Y., to promote the business of the Star Egg Carrier and Tray Manufacturing Co.



# WITH THE EDITOR

Discussion and investigation as to the abnormal cost of living continue, but up

## A New Theory of High Food Prices.

to the present time have elicited nothing except a general tendency on the part of all the parties concerned to blame the cause on somebody else. It ought to be a comparatively easy thing to find out why a given food product is above normal. What is the current price of the raw material? Is it above normal? If so, why? If the raw material is normal, is the manufactured product? In this event also, why? If the manufactured product costs in first hands about what it should cost, is the selling price too high at any stage of its passage from manufacturer to consumer? If so, it should be easy to find the explanation. In other words, the factors which govern the production of a food product are few, simple and easily examined. Under the clear searchlight of an independent examiner, there could hardly be successful concealment at any point.

Albert Kaiser, president of the Philadelphia Retail Grocers' Association, a successful grocer and a particularly close student of grocery conditions, advanced a theory to the writer recently which has not come forward in the discussion up to the present time, but which seems more pregnant the more it is examined. Mr. Kaiser's theory is that the present excessive cost of a long list of products is because they are now bought almost exclusively in packages. There are various reasons for this. One is sanitary, but the main reason is the urgency of the manufacturer, both through advertising and direct solicitation. In almost every grocery store the same product stands to-day in two forms—in bulk and in packages. There will probably be fifty calls for it in packages to one in bulk, and yet in bulk it sometimes costs not over a third its price in packages, and in every case costs considerably less. It is idle for anyone to say that the products are

not the same; in most cases they are packed by the same manufacturer.

Mr. Kaiser contends that if every consumer were to buy her goods in bulk instead of in packages the general cost of living would be considerably decreased. Naturally it is not incumbent on the retailer to set himself against the trend of the times, and against the entire weight of all manufacturers' efforts at the present time, in an attempt to support a reform of this nature. The sale of goods in packages is in the main entirely satisfactory to the retailer from every standpoint, and must naturally be continued as long as demanded by the public. Nevertheless it is a most interesting and vital contribution to the literature of the subject.

The "Grocery World and General Merchant" cannot agree with Mr. Padberg, of St. Louis, Mo., in his biting criticism of the wholesale grocers of St. Louis for bidding on grocery supplies for the institutions of their city. In a statement published elsewhere Mr. Padberg says he found both retailers and wholesalers competing for this business. "If any concerns should be classed as consumers," he said, "these surely should come under that head," and upon this fact he builds his charge that the jobber went after—and got—the retailer's natural business.

The "Grocery World and General Merchant" believes that the jobber had a perfect right to go after business that comprehended the sale of groceries in wholesale quantities. One reason for that is that such business is alone within his facilities. Business that falls naturally within the facilities of a certain class of dealer belongs to him by every principle of common sense, and if we concede, for argument's sake, that it may not belong to him exclusively, it surely follows that he should have the right to it if he can get it. Mr. Padberg denies that the jobber has any right to it

at all; he would give such business exclusively to a class of dealers who even if they got it would probably have to go to all sorts of extraordinary trouble to handle it. This is narrow and unfair; it is such views that keep turmoiled the relations between jobber and retailer.

The paint and allied trades of the country have in part arrayed themselves against the parcels post scheme now before Congress. The secretary of the St. Louis Paint, Oil and Drug Club sends the "Grocery World and General Merchant" a copy of a set of resolutions adopted at the last meeting:—

Be It Resolved, 1. That we condemn the agitation for a domestic parcels post as a movement fraught with special danger to retail dealers, calculated to increase the competition of the mail order houses to the detriment of the home dealer and the local community everywhere, and to demoralize all the channels of recognized legitimate merchandising, through the manufacturer, the jobber and the local dealer; and that we recognize the several pending so-called "R. F. D. substitutes," especially the Bennett Bill, H. R. 10,762, as mere entering wedges for a complete domestic parcels post system, and openly urged as such by the advocates of mail order merchandising.

2. That the imminence of such legislation by Congress this winter and the earnestness and unanimity of the retail dealers in their opposition to parcels post in any form whatever, as expressed for years in their various conventions, fairly demand this earnest and emphatic expression of our convictions; and that believing also that these are the convictions of the trade at large, and of the members of the National Paint, Oil and Varnish Association, we respectfully but earnestly recommend and request that the association, through its Board of Control, by the postal vote of the entire association (as provided in Article 17 of the By-Laws) take immediate and proper action whereby, thus formally and regularly, the association will promptly and unmistakably declare its unequivocal opposition to the extension of the domestic parcels post in any guise whatever; pledge its co-operation with the other National organizations of manufacturers, jobbers and dealers who are the declared opponents of parcels post.

The parcels post controversy is a conflict between the united retail merchants of the country, aided secretly by the express companies; and the consuming interests,

abetted by the mail-order houses. It is not being fought with entire unselfishness on either side. The retail interests with reason fear that the opening of the mails to packages will be of decided advantage to the mail-order house in enlarging the channel through which too much of the local trade is already slipping away from the local merchant. The express companies are of course against parcels post because under it the mails would get much business that now goes by express at a much higher rate.

Consumers, on the other hand, are crying for parcels post because it would afford relief from the arbitrary extortions of the express companies. — And the mail-order houses want it because it would give them a horse on which to ride into every nook and corner of the land.

The fact is that if the interests of retail merchants were out of the case there wouldn't be one argument worth calling an argument against parcels post. The retailer's interests are in the case, however, and must be considered.

The principle of loyalty to home merchants has always been fairly well developed among the organized labor interests, who probably recognize that retail grocers and other local merchants have repeatedly favored and aided them in times of need.

The following is taken from the "Labor Leader":—

## JUST THINK OF IT.

When your church gives an entertainment who buys a ticket from you?

Your Home Merchant.

When your union gives a dance, who buys a ticket from you?

Your Home Merchant.

When you raise a subscription for a sick or needy brother, who heads the list?

Your Home Merchant.

When you yourself or some one of your family is sick, and your payday envelope won't reach around, who gives you credit?

Your Home Merchant.

Did you ask the Mail Order Man to help your church, buy a ticket for your dance, subscribe for your sick brother's benefit or give you credit until next payday?

Of course you didn't



Just think of that the next time you get a mail order house circular and imagine you see a bargain. Thinking of it may do you good. —"Labor Leader."

This is all true and very pointed—every word. The writer suggests that every reader hereof ask his own local paper to reproduce it with such comments as loyalty to the home principle may inspire.

The "Grocery World and General Merchant" has received a poster from a St. Louis, Mo., chemical concern which is greatly

Right!

incensed at a statement recently credited to Dr. Wiley, chief Government chemist, regarding the misuse of tea and coffee. All over the United States this poster is going, with the object, as the sender expresses it, of inspiring the coffee interests to "get together and act."

The remarks of Dr. Wiley to which objection is taken are as follows:—

WASHINGTON, Dec. 17.—"Coffee drunkenness is a commoner failing than the whisky habit. The misuse of tea as a stimulant and as

a beverage is more prevalent than the use of alcohol," said Dr. Harvey W. Wiley, chief of the Bureau of Chemistry of the Department of Agriculture, before the Reformers' Conclave.

There isn't a shadow of doubt that Dr. Wiley is right. Coffee is a delightfully soothing and invigorating beverage, and tea is the cup that "cheers but not inebriates," but the fact remains that both of them have their habits, as tightly chained to them as the morphine or whisky habitue is to his form of enslavement. Thousands of men and women will carelessly admit, without the slightest realization of the seriousness of what they say, that they are good for nothing until they get their morning coffee, and the women who fly to tea as a panacea for all ills would make an army. The effect of both beverages upon some human organisms is without doubt disastrous. Together they have probably accentuated more nervous troubles than all other similar products combined.

Nevertheless, probably the majority of persons can drink tea and coffee in moderation without the slightest ill effects.

## A Word to Retailers Who Make Claims

I want a little heart-to-heart talk with the retailers who make unfair and ill-considered claims on their wholesale grocers. "Unfair" and "ill-considered" are terms milder than some of these claims deserve. Occasionally they are downright fraudulent.

I am very sure that the average retailer, if asked the direct question, would say most positively that he wished to give his jobber the same square deal that he himself expected. And when he says that he means it in absolute sincerity. Yet every day some retailer is making claims on jobbers that not only deny the jobber a square deal, but directly or indirectly practice a fraud upon him.

Of course there are just claims against jobbers—lots of them. Claims that a retailer owes it to himself to make, and to force if resisted. But these, I verily be-

lieve, constitute the minority. The major part of claims that are made by retailers against jobbers are unfair, unfounded, or wholly dishonest. This is strong language, but it is gospel truth.

Hundreds of times retailers charge claims against jobbers that really belong to some railroad. Now, I admit that prosecuting claims against railroads is a thankless business, particularly for the country merchant who has everything against him. The retailer argues "I have a claim against *somebody*, it rests between the jobber and the railroad. The jobber is in my power and the railroad isn't. I'll take it out of the jobber."

In cases where the claim is rightly against the railroad—and it is against it in the majority of cases—the above process is literally taking money from the job-

## Build Up a Trade on Butter Color

If you have any buttermaking customers, you can easily build up a good-paying trade on butter color with Dandelion Brand.

For over 90% of the buttermakers in the country insist on Dandelion Brand Butter Color. They won't use any other kind. Because they know it's the best—the only safe, reliable, purely vegetable butter color.

And it's the easiest thing on earth, too, to build up a profitable trade. All you have to do is to let your customers know you're selling Dandelion Brand Butter Color. It means a steady stream of profits—just as dependable and reliable as your sales on sugar, coffee or flour.

Send us, or your jobber, a trial order to-day.

Dandelion Brand Butter Color is endorsed  
by all authorities

**Dandelion Brand**  
PURELY



Dandelion Brand is the safe and sure  
Vegetable Butter Color

**Butter Color**  
VEGETABLE

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

**Wells & Richardson Company, :: Burlington, Vermont**  
Manufacturers of DANDELION BRAND BUTTER COLOR



ber's pocket. Yet it is done a hundred times a day.

When I say that the jobber is in the retailer's power I mean that. Take the case of a Philadelphia jobber who sells goods to a retailer several hundred miles away. One day he gets a claim for shortage. He puts it up to the shipping clerk; he is sure the goods were intact when they were delivered to the railroad. That puts it up to the railroad, since the goods were sold f. o. b., and any claim for shortage should be made by the retailer against the railroad.

The jobber writes back something to this effect, but it doesn't satisfy. The correspondence eventuates in the retailer deducting the amount of the shortage from his next check.

In many cases of this sort business conditions and his own special conditions put the jobber almost completely at the retailer's mercy. Often the shortage claimed is trifling; far less than it would pay the jobber even to investigate, not to speak of a contest. Possibly the claimant is a large buyer; he does not wish to lose his trade to competitors, as he argues he would do if he turned the claim down. So in many, many cases he allows a claim which had no basis in fairness, and which in some cases has no basis in truth.

The retailer who uses the disadvantage which the jobber invariably labors under regarding small claims, as a weapon to force claims which are not of the cleanest and most absolute honesty, is doing a mean and despicable thing.

There has never been any better standard for judging these things than the Golden Rule. Let a retailer who has a claim against somebody ask himself this question: "Is this claim perfectly clear and does it belong to the man against whom I am thinking of arbitrarily enforcing it? Would I consider myself fairly dealt with if I were in the jobber's place and had such a claim enforced against me?" If the answer to that comes slow and hesitating, or doesn't come at all the way the retailer wants it to, he should think a long while, for he is in danger of placing himself in a position where no honest man, if he thinks, can content himself to be.

E. J. B.

## The New York Letter

**Cold Storage Object of New York Attack. Jobbers Resent Publicity Feature of Federal Corporation Law. Coffee and Chicory Blends Must be Marked Until They Reach the Consumer. Small Items of Trade News and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, January 4, 1910.

Cold storage interests are becoming chief points of attack on the part of the food investigators. Legislators, aldermen, district attorneys and grand juries have all been giving their attention in the last week to the cold storage business.

The Sixty-Day Bill, presented last week at the session of the State Legislature in Albany by Senator Alt, was not strong enough for all the legislators, so a new bill has been introduced this week making thirty days the limit for storing food in warehouses. The new bill says:—

A person, firm, association or corporation, who shall sell, offer, expose for sale or have in his or her possession, meat of any kind whatsoever, fish, butter, eggs or cheese, or other articles or produce, which has been kept in cold storage for a longer period than 30 days, shall be guilty of a misdemeanor and upon conviction therefor, shall be imprisoned for a period not less than ten days nor more than six months, or pay a fine of \$250 or both such fine and imprisonment.

The new bill also has a dating provision, as follows:—

Every person, firm, association or corporation, who shall receive and place in cold storage any meat, fish, butter, eggs, cheese or other article or produce, shall plainly mark upon the box, or package containing the same, the date when such meats, fish, butter, eggs, cheese or other article or produce was placed in cold storage, and also on all bills of sale or statements referring to the sale thereof, and any such person, firm, association or corporation neglecting or refusing to do so, shall be convicted of a misdemeanor and upon conviction thereof, shall be imprisoned for a period not more than 30 days, or a fine of \$100 or both such fine and imprisonment.

The city's Board of Aldermen tackled the subject Monday when Alderman Frank Dowling introduced an ordinance providing that warehouse food must be dated and must not remain in cold storage longer than sixty days.

Across the river in Jersey City, where most of the cold storage warehouses are located, they have been placed under the surveillance of detectives acting under the orders of P. P. Garven, the District Attorney.

The Grand Jury in Jersey City is considering data, it is said, as to the system of keeping food products in the New Jersey warehouses and distributing these products in New York and adjacent markets as required.

The New Jersey authorities state that all accounts of the packers with cold storage warehouses will be demanded and all correspondence between the New Jersey agents and Chicago headquarters. Prosecutor Garven says that he believes indictments can be brought on a charge of conspiracy and all information which he obtains will be placed at the disposal of the Federal authorities.

The cold storage companies are clearly having the fight of their lives this time. They have at prior sessions of the Legislature defeated dating bills and other measures designed to restrict their business, but never before so many blows have been aimed at them at the same time.

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Resolutions protesting against the publicity feature of the Corporation Tax Law have been drafted by the Executive Committee of the National Association of Wholesale Grocers and copies have been sent under date of February 1st to the officials at Washington. An extension of thirty days in the time for filing reports is requested, in the hope that the law may be amended before the expiration of such period. The resolutions follow:—

Resolved, That whereas the Federal income tax on corporations is discriminating, in that it places a tax on individuals doing business as corporations that is not placed on competitors doing business as individuals or partners; and

Whereas, It is most unjust in that the private affairs of individuals doing business as corporations are made a part of public record and exposed as such to their competitors who, as individuals or partners, are doing business of the same kind, at the same place and under the same conditions, and not subject to the said tax or publicity of private affairs.

Therefore, We earnestly protest against the publicity feature of said Federal income tax and respectfully request the members of Congress and the United States Senate to give

us some relief by repeal or amendment from this unjust discrimination.

In addition to the above we now request your favorable consideration of an extension of 30 days from March 1, in which to file reports.

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Federal inspectors are visiting grocers this week warning them that they must not sell coffee mixed with chicory unless the mixture is properly labeled. It has been a common thing, the inspectors claim, for some grocers to sell the ground mixture from large cans, which are properly labeled, but without labeling the individual packages of one or two pounds. Sometimes the ground coffee and chicory are put up in pound packages ready for customers and the label does not show the presence of chicory. These practices, the inspectors say, must stop.

No charge is made that chicory is used when coffee is freshly ground for the individual customers.

The manager of the coffee department of a large jobbing house told your correspondent this week that while there probably have been some violations of this law, there could not have been many, as the majority of the grocers are aware of the label regulations.

"The food law," he said, "has diminished the use of chicory considerably. Formerly, when labels did not show that coffee was mixed with chicory, we had a large demand for it, but now when the mixture is labeled, few people will buy it. The sale of cereal substitutes for coffee is also injured, as the word 'coffee' must be left out of the name and the name must denote just what the product is."

The Government has also stopped the use of mats marked "Mocha" or "Java," or "Mocha and Java," as receptacles for South American coffee. It is said that wholesalers are in part to blame, as they deliver Brazilian coffee in the mats with the Java and Mocha titles. The retailers, in some instances, have allowed the coffee to remain in the mats, which were naturally kept in view of the customers. Orders were filled by scooping coffee from the mats. It is said that several retailers did this carelessly without intending to deceive customers, but the inspectors said that the practice was likely to deceive the people.

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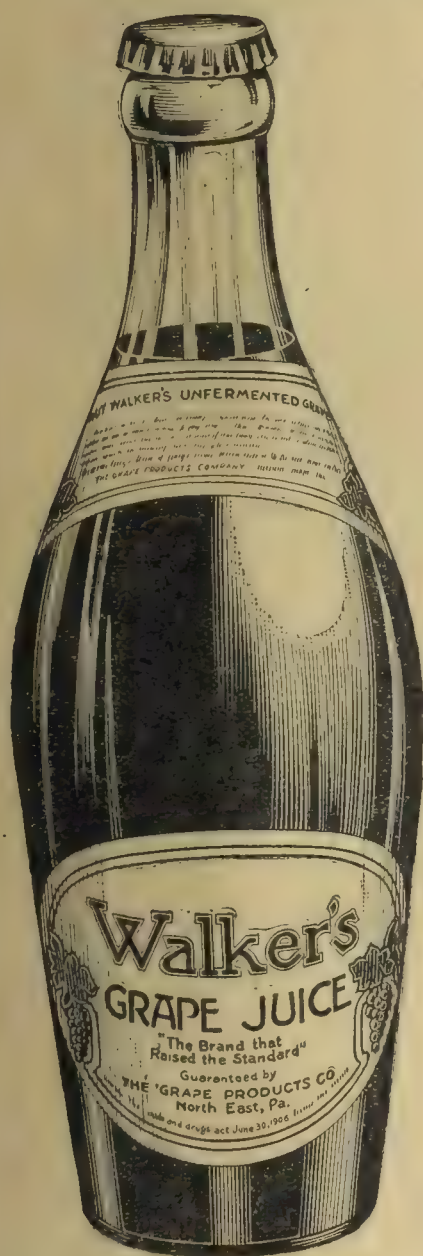
A letter sent by the New York Dock Co., which controls most of



# Walker's GRAPE JUICE

"It's Clear Because It's Pure"

It is by far the best and by far  
the best advertised grape juice



In the  
"Ten-Pin" Bottle

In the "Saturday Evening Post" for January 8th appeared the opening gun of our \$200,000 Advertising Campaign to the consumer to sell Walker's Grape Juice for you. This advertisement occupied the center double-page spread of the "Post"—the biggest and most valuable magazine advertising space in the world. Occupying nearly two square feet, this advertisement was a veritable poster placed in over a million and a quarter homes.

Yet this advertisement represented only a very small fraction of our total advertising appropriation for the season. Other large spaces in all leading magazines are appearing. This means a tremendous demand for Walker's Grape Juice. It means a new and profitable staple for the grocer. It means quick, easily-made, and so doubly profitable sales—for the advertising will sell the goods for you. The quality of Walker's Grape Juice will make repeat sales—also the doubly profitable kind.

Walker's Grape Juice is a new kind of grape juice without tannin and without sediment; it's a new proposition for you throughout. The quality of the product and the extent and strength of the advertising will make it the biggest seller of any non-alcoholic beverage on the market.



The 3,000,000 Gallon Walker's Plant

We have two of the best and most original propositions for grocers ever put out. Particulars on request. Your jobber can supply Walker's Grape Juice now.

**The Grape Products Co.**  
NORTH EAST, PA.



the so-called private docks in New York, to the steamship lines bringing sugar from Java, West Indian and other points, notifying them of a change in rates, has agitated the sugar trade this week.

The present charge for unloading a cargo of sugar at the private wharves is 2 cents for the first 200 tons and  $\frac{1}{2}$  cent per ton on the vessel's net registered tonnage. On a vessel of 2,000 tons, this charge would amount to \$13. This rate, which is the same as the legal rate fixed by the charter of the city of New York, has been effective for over twenty years.

The company now proposes to charge \$75 for every day during which a cargo is being unloaded. On a vessel of 2,000 tons, the shipping people say, this would be an increase in cost of \$62. Such an increase the steamship companies say, would wipe away completely their margin of profit.

The various steamship lines engaged in the sugar trade on receiving the notice of the coming advance, held several conferences and later sent a protest to the shippers, consignors and the men in business here, notifying them that while the steamship men are willing to unload cargoes at any wharves designated by the sugar interests, any charges over the legal rate will be placed on the cargo. The letter was signed by representatives of nine of the largest shipping companies.

On hearing of the protest, President F. S. Landstreet, of the New York Dock Co., sent a letter to the steamship companies pointing out to them that sugar was the only cargo which could be unloaded at so cheap a rate, all other shipments being charged at the rate of \$75 a day.

The present rates, Mr. Landstreet wrote, were adopted many years ago and conditions have so changed since then that a raise is necessary. The dock interests, he says, are losing money on every cargo of sugar unloaded at their docks. The taxes alone per day, he states, are in excess of the daily wharfage paid by sugar vessels.

Mr. Landstreet proposes that in order to settle the dispute, the steamship people shall appoint a committee to inspect the books of the dock company and satisfy themselves that the change is necessary.

The investigation of the Consolidated Milk Exchange by the Supreme Court's Grand Jury was continued this week. C. H. Beakes and William B. Conklin, directors, and Joseph Laenmele, secretary of the Exchange, were examined. Assistant District Attorney De Ford, who is in charge of this investigation, will use the information gained in the action brought before Referee Brown by the State Attorney-General.

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The delay in inspecting tea at this port is causing New York importers considerable worry. Some of them seriously contemplate having their tea shipped to the Pacific coast and brought here from Western ports, as they think that there will then be less delay in inspection.

"The slowness in releasing shipments of tea at this port," said one dealer, "is a cause of great expense to dealers. We must pay the additional storage and insurance and we never know when we can obtain possession of our consignments. I have just received one after thirty days' delay."

There seems to be a feeling among New York dealers that the inspectors and the board which fixes the standards have overstepped the law in its rulings as to qualities. The too close examination of the teas, they believe, is responsible for the delay.

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J. R. H. Fledge has purchased the retail grocery store of D. M. Bothwell, 16 Clinton street, Brooklyn. This makes two stores on the Brooklyn Heights owned by Mr. Fledge. He has conducted one at 156 Henry street for many years.

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The Wallabout Market Merchants' Association, composed of wholesale grocers, commission merchants and marketmen in Brooklyn, held its annual election this week. The regular ticket was unanimously elected. George Dressler was elected president for the sixth consecutive term, and F. S. Vreeland was chosen secretary.

A committee was appointed to lay plans before the city officials for cutting Park avenue through to Hudson avenue, making a continuous roadway from the market across the new Manhattan Bridge to New York. Resolutions were adopted complimenting the city officials on the repaving of the streets,

the removal of snow during the recent storms and the work of the traffic squad in regulating the traffic about the market.

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Daniel D. Whitney, a wholesale grocer at 20 Fulton street, Brooklyn, celebrated his ninety-first birthday this week. He spent the day at his office, where he put in a hard day's work. Mr. Whitney, who was at one time Mayor of Brooklyn, is enjoying the best of health and attends to his duties as manager of his business. He has been in the grocery business since 1837.

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Oliver Spitzer, former dock superintendent of the Williamsburgh dock of the Havemeyer & Elder refineries, who was convicted last December in connection with the sugar frauds, will be sentenced on Saturday. He had not recovered sufficiently from a recent operation to undergo sentence Tuesday.

#### SUMMARIZED MARKET CONDITIONS.

The coffee market is firm, with a good jobbing inquiry. The country, however, is not buying heavily. The sale of 125,000 bags of valorization coffee during the week has not stimulated the interior as was expected, possibly because there is further Government coffee likely to come out. This sale has tended to make roasters more independent of spot stocks and they are buying little. The high price of Maracabos for shipment checks business in this grade.

There has been a fair jobbing demand for teas this week, especially from distributors in line lots. The prices of green teas are firm, although they form the larger proportion of tea arrivals they are being rejected freely by the examiners. Brokers complain of delay in the examination of consignments. In some cases the delay in examination is said to hold the tea in warehouses for six weeks.

Difficulty is experienced by jobbers in matching lines of rice, the supplies being moderate and assortments broken. Prices are steady, the South continuing to hold up the prices. A good demand in other sections causes many New York offers to be turned down.

Less flour is offered for resale, so the volume of business is not large. In the opinion of many dealers, speculative lots are about

cleaned out, but some offerings of Kansas flour are made. The difference between the spot and mill prices is narrowing, the difference now amounting to 25 cents.

Refiners are buying heavily of raw sugar, many large sales being reported during the week. The firm cables from Europe keep prices firm, although the shipments received here have been heavy.

There was a fair volume of withdrawal orders from distributors in refined sugar this week, but new business is light. The most of the new business is coming from south of the Ohio.

A good inquiry for grocery grades of molasses was the feature of the molasses market, prices being steady at previous quotations. Blackstrap is firm and in good demand.

Canned vegetables are quiet this week, the jobbers buying only enough for immediate demands. The dullness is accounted for by the inventories which many of the big buyers are taking and also by the fact that many dealers are waiting for an opportunity to exchange views with others at the Atlantic City convention next week. Maryland tomatoes are freely offered, but the prices asked are generally above the ideas of buyers. Corn is firm, but most buyers cannot agree as to prices. Some sales of Maine corn are being made, however. Peas attract considerable attention, but sales are mostly in small lots.

Eggs are still declining, the price of fresh eggs having dropped between 8 and 10 cents during the week. The best fresh gathered eggs can now be bought at 35 to 37 cents. The shipments from South and West are increasing and reports indicate that this will continue. Storage eggs are not in much demand. They fell another cent this week. They are now selling at 26 to 26 $\frac{1}{2}$  cents.

Butter is not in great demand. Considering its reduced price of 30 $\frac{1}{2}$  cents for specials, buyers seem to think that still further reductions will be made. The reports from producing sections indicate that good-sized shipments are being made. Storage butter has also fallen a cent, selling now at 29 $\frac{1}{2}$  cents for firsts.

FRED. A. MCGILL.

Florida peppers are wanted at \$2.50 per crate. The quality is good.

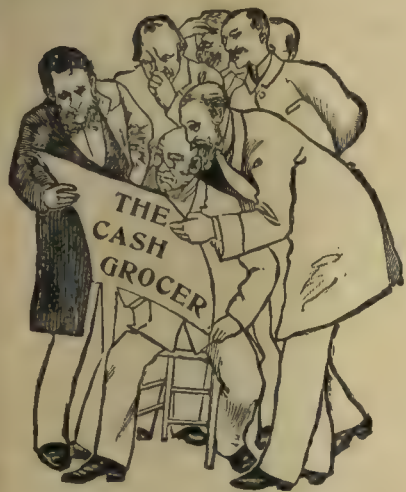


## LIVING! LIVING!! LIVING!!!

We have been fighting the High Cost of "LIVING" these many years by making Low Prices for CASH.

"The Cash Grocer," our weekly price list, quotes a very large line of Fancy and Staple Groceries, and will solve the problem of the High Cost of Living.

Write for "The Cash Grocer" and send us a trial order.



Looking in the Right Place for the Lowest Cost of Living

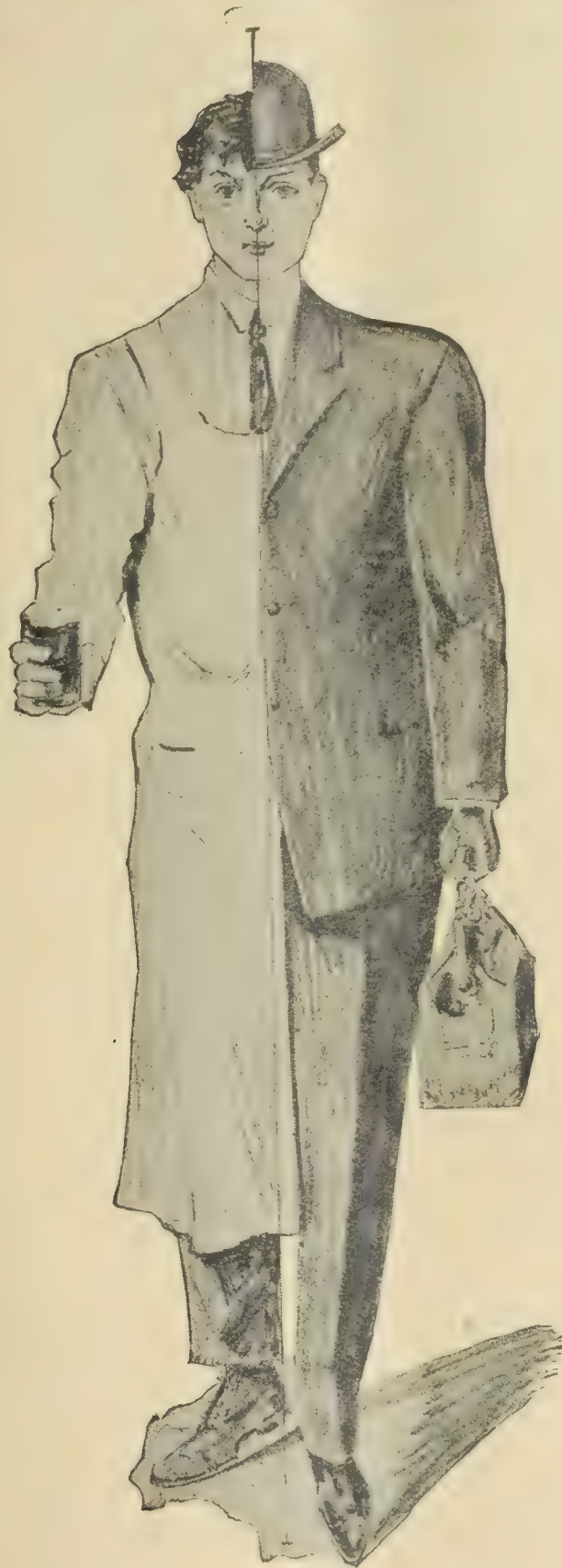
Salmon, Lucky Brand, Pink Alaska, No. 1 tall cans, 4 doz. . . . .	per doz., \$0.75
A particular bargain in fine quality Pink Alaska Salmon.	
Cornmeal, best quality yellow granulated, 100-lb. bags . . . . .	per bag, 1.77½
Best Quality Yellow Table Cornmeal, fine, 100-lb. bags . . . . .	per bag, 1.72½
5 or 10-bag lots, either kind or assorted, at 2½c. per bag less.	
Hominy, Best Quality Western Pearl, 100-lb. bags . . . . .	per bag, 1.82½
Hominy Grits, best quality, 100-lb. bags . . . . .	per bag, 1.82½
Beans, Fancy New York State, medium, grain bags about 2½ bushel . . . . .	per bush., 2.45
Fancy New York State Pea Beans, grain bags about 2½ bushel . . . . .	per bush., 2.45
5 or 10-bag lots, either kind or assorted, at 2½c. per bushel less.	
These are particularly fine quality Beans, very white and very clean. Beauties.	
Peaches, Prize Medal Brand, Extra Standard California Lemon Cling, No. 2½ cans, 2 doz. . . . .	per doz., 1.45
Santa Clara Brand California Lemon Clings, No. 2½ cans, 2 doz. . . . .	per doz., 1.27½
5 or 10-case lots, either kind or assorted, 2½c. per dozen less.	
These are an unusual bargain in California Lemon Cling Peaches, one of the best that we have ever offered. Quality guaranteed.	
California Asparagus Tips, Pratt-Low Preserve Co's No. 1 square cans, 2 doz. . . . .	per doz., 2.30
5 or 10-case lots . . . . .	per doz., 2.27½
Pears, Capital Brand, No. 3 cans, large white fruit, in good syrup, 2 doz. . . . .	per doz., .87½
5 or 10-case lots . . . . .	per doz., .86
Pickles, 10-gallon kegs, 600s . . . . .	per keg, 2.40
10-gallon kegs, 300s . . . . .	per keg, 2.30
5-gallon kegs, 1000s, sweet . . . . .	per keg, 3.35
5-gallon kegs, 700s, sweet . . . . .	per keg, 3.10
Raisins, Fancy New California Seedless Sultana, bright and clean, 50-lb. boxes . . . . .	per lb., .03¾
5 or 10-box lots . . . . .	per lb., .03¾
You will not always buy these Raisins at these figures, they are cheap.	
Sulphur, Best Quality Domestic Sublimed Flowers' Sulphur, U. S. P., barrels 155 lbs. . . . .	per lb., .02½
5 or 10-barrel lots . . . . .	per lb., .02½
Flour Sulphur, 100-lb. bags . . . . .	per bag, 1.77½
5 or 10-bag lots . . . . .	per bag, 1.75
Size up to these prices on Sulphur, they are low.	
Salts, Epsom, U. S. P., barrels about 350 lbs . . . . .	per 100 lbs, 1.10
50-lb. boxes . . . . .	per lb., .01½
Glauber Salts, U. S. P., barrels about 300 lbs. . . . .	per 100 lbs., .95
50-lb. boxes . . . . .	per lb., .01½
Tea, Choice Oolong, black, ¼ chests about 30 lbs. . . . .	per lb., .25
Here's where we show you a saving of 5 to 7 cents per lb. This is elegant value.	
Roll Paper, glazed, silk fibre, 12, 15, 18, 20 and 24-inch, single rolls . . . . .	per lb., .03
5 or 10-roll lots . . . . .	per lb., .02½
Apple Butter, 30-lb. pails . . . . .	per pail, .95
Toy pails, ¼ doz. in crate . . . . .	per crate, 1.17½
Babbitts' 1776 Washing Powder, 100 6-oz. packs . . . . .	per box, 2.05

These Prices for This Week Only—Feb. 7th to Feb. 12th, inclusive.

WRITE FOR THE "CASH GROCER," CONTAINING OUR QUOTATIONS ON A FULL LINE OF GROCERIES

**BARBER & PERKINS**  
WHOLESALE CASH GROCERS  
29, 31, 33 N. Water Street      28 N. Delaware Avenue  
PHILADELPHIA, PENNA.

There are two sides to every man. Which side are YOU developing?



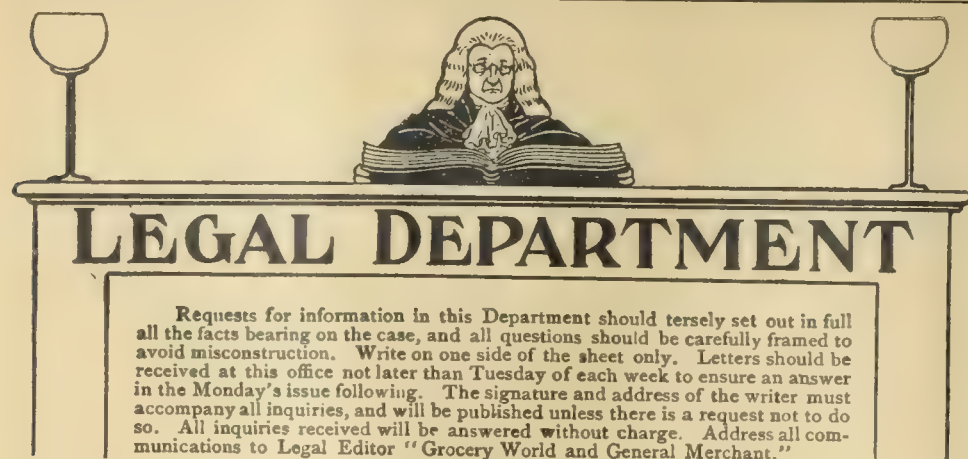
Develop the *profitable* side of yourself. You can't make money doing work that *doesn't pay* a good salary. Get trained for the work that *does pay*. Learn to be a salesman. Many of them who used to be clerks but weren't satisfied to grub all their lives have taken the Sheldon Course in Scientific Salesmanship and are making from \$1,000 to \$10,000 a year.

WRITE FOR OUR CATALOGUE

**SHELDON SCHOOL**

504 Republic Building - - Chicago





### XXXVI.—The Law of the Purchase and Sale of Merchandise Continued.

In the last article we considered some of the principles which govern the making of a contract for the purchase and sale of merchandise, the question of what sort of acceptance would bind the buyer or seller, as the case may be, and some of the phases of the question when title passes from seller to buyer, this being vitally important in deciding who shall bear the loss in case of destruction by fire or other cause, also the rights of creditors.

One or two more thoughts regarding the passage of title and then I will pass on to other phases of the subject. An extremely important part of the question of title concerns sales for cash or for credit. Where an article is sold for cash, the title is not supposed to pass until payment is made; otherwise, however, when the sale is made for credit, in which case title passes when the article is delivered.

A clearer understanding of this principle may save some reader loss. Take the case of a man who buys a chair from a furniture store. He has no account there and agrees to pay for it cash on delivery. The chair is taken to the purchaser's house, but nobody is home but the servant, who has no money. The driver thereupon leaves the chair, with the statement that he will return that evening to collect. During the afternoon, before the driver has returned, a constable levies on all the furniture in the house. Here the furniture dealer can reclaim the chair, on the ground that the purchase was for cash, which had not been paid, and therefore no title had passed.

Of course the seller of an article for cash can waive the cash requirements and pass title if he chooses. For instance, in the chair case, had the driver not said

he would return, and as a matter of fact had not returned for a week, and several days after the delivery the constable levied, the chair could probably not have been reclaimed, for the law would hold that the seller had waived the cash requirement and title had passed.

Where an article, supposed to be sold for cash, is delivered without the cash, it is always safer, in order to guard against such contingencies as I have described above, to make some statement at the time of delivery which will clearly show an intention to retain title; in other words, that the goods are not delivered absolutely, but only provisionally.

In cases where goods purchased are delivered to a transportation company to be carried to the buyer, the rule is different, though its application is practically neutralized by a custom of the trade. Ordinarily if a seller of goods delivers them to a railroad company and parts with all control and possession, title passes at that moment to the buyer even though the sale is made C. O. D. In order to guard themselves from loss through the application of this rule, most shippers of goods not sold on credit ship goods to themselves as consignees, with instructions to the railroad company to notify the buyer when they reach their destination. Usually these are goods which are to be paid for by sight draft, which is attached to the bill of lading. When the goods arrive, and the buyer is notified, he pays the sight draft and then, and not till then, gets an order for the goods. This process keeps title in the seller until the goods are paid for.

Something now about what is a good delivery under contracts for the sale of goods. The question

of delivery arises repeatedly in controversies and lawsuits over broken contracts, and it is of exceeding importance.

All contracts covering the purchase and sale of merchandise should distinctly name the place and conditions of delivery. Nothing whatever should be left to verbal understanding. Just one of many reasons why this is so, particularly for the protection of the buyer, is that courts have held, in enforcing contracts that contained no provision as to delivery, that the seller could sue for his money when he has done no more than simply place the goods at the disposition of the buyer, and so notified him.

Where no place of delivery is named in the contract, the court will usually hold that the place of delivery is the place where the goods are sold or produced. This is usually the store or factory of the seller, in which case the buyer would be obliged to pay the cost of transportation. And very often by failing to see that the contract named the place, a buyer who thought he was buying goods delivered has been mulcted with express or freight that he had no expectation of paying.

In one State only, so far as I know—Iowa—it has been held that where the contract does not state it, the place of delivery is the residence of the buyer.

When goods are bought from a distant seller, and the seller delivers them to the railroad company to be transported, the law holds that delivery to the railroad is delivery to the buyer, especially when the buyer has selected the railroad company. And this is so even where the seller pays the freight, but only in cases where the goods were sold f. o. b. and not delivered. This bears again on the question of damage en route. When goods are shipped in this way from seller to buyer, and are lost or damaged, the very first question to arise is—whose goods were they? And this can only be answered by an examination of the conditions under which they were sold and shipped; in other words, where was the title when the loss or damage occurred?

Where goods are sold delivered, delivery to the railroad is not delivery to the buyer, because here the seller is simply using the

railroad as his own agent to carry the goods the rest of the way. Only when the goods are actually landed at the buyer's door, so to speak, is there delivery, and title passes.

Speaking still of delivery, the seller cannot force delivery upon the buyer before the latter has had a reasonable chance to inspect the goods. Whether the contract expressly gives the buyer the right of inspection or not, he has it, although he must exercise it within a reasonable time. For instance, A, a wholesale grocer, buys one hundred boxes of prunes from B. They were to meet certain specific requirements as to quality. The prunes are delivered to A's city by the railroad company and unloaded in the railroad's warehouse, notice being sent to A of their arrival. Before he can move them or inspect them a heavy snowstorm appears and delays hauling for several days. When the prunes are finally hauled into A's own warehouse, he inspects them and finds them not equal to sample, whereupon he rejects them. B sues for the price, on the ground that A should have inspected at once, and that his delay had cost him his right. In such a case it is reasonably sure that the court would decide in A's favor, on the ground that under the circumstances he inspected the goods within a reasonable time. Had there been actual negligence or avoidable delay, however, the decision would have been different. Where an inspection discloses cause for rejection, it is enough for the buyer to send the seller prompt notice to that effect, with a statement that the goods were held subject to the seller's order. He need not actually return them or make other disposition of them, and if the seller permits them to

Bell Phone  
Spruce 65-66

Keystone Phone  
Race 6-33

Cable Address, "Enyap"

**Payne Detective Agency**  
LICENSED. BONDED

THEO. E. PAYNE, PRINCIPAL  
Legitimate Work Only  
Male and Female Operators  
Highest Legal Connections

Main Offices (Open all night)  
WOOD BUILDING

34 and 36 S. 16th Street, Philadelphia, Pa.  
New York Office, Longacre Building, Times Square,  
New York City.



remain an unreasonable time the buyer can charge storage.

A seller who is being attacked for non-delivery of goods will win if he can establish any of five defenses: 1, delivery was prevented by some act of God, such as flood or storm; 2, delivery was prevented by some unavoidable accident not his fault; 3, the buyer repudiated the contract before delivery, therefore making delivery useless; 4, the buyer consented that delivery should not take place; 5, it was the buyer's fault that the goods were not delivered.

In the next article something about the buyer's and the seller's remedy in case of the other's default.

To be continued.)

(Copyright, February, 1910, by Elton J. Buckley.)

Question: C. E. Sites, Chambersburg, Pa.—Would I be safe from the law to sell boys or girls tobacco, cigars or cigarettes under the age of 21 years if they had an order to get it signed by parents or older persons? I want to be on the safe side.

Answer.—The Pennsylvania act covering the sale of cigarettes to minors does not cover anything but cigarettes. There is an earlier act forbidding selling or giving tobacco in any form to minors under sixteen. As to whether the law is violated when tobacco is delivered to a minor who tenders an order from a person legally qualified to buy has never been decided, but in my judgment it would not be. Particularly if the merchant knew the writer of the order had possibly sold him tobacco before, and had every reason to believe the child was simply his messenger.

Question: \* \* \*, Washington, D. C.—I bought stock and fixtures of a grocery store of which there is a Kolb's bread case in. It was not put in by Kolb's Co. or any of its employees, but was brought to the store by a former tenant from another store. I knew nothing of the conditions as to how Kolb's Co. placed these bread cases in the stores. I took it for granted that it was in the valuation when I bought. Now the Kolb Co. say that we are not doing the business to warrant them to leave a bread case in our store and would I kindly return it to the driver. I am still holding on to the case, saying that it is mine. Will you let me know whether they can force me to give it up or not?

Answer.—If the bread case belonged in the beginning to the bread company and was simply loaned to the store, of course you cannot claim even though it was included in your bill of sale. No man can convey good title to property of this sort if he has no title. If it is really the fact that the case is the company's property, you must give it up, but you have an action against the man who sold you the store, if he included it in the sale and charged you for it.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.

#### What the Pennsylvania Food Department Did in 1909.

Took in \$86,000 from Licenses and Fines and Spent Only About \$84,000. Figures Covering these Items and Cases Brought and Ended Under Various Old and New Laws.

During the week Dairy and Food Commissioner Foust issued the following statement of the work of his bureau for the year 1909, which shows a high degree of activity and successful enforcement of the laws committed to his care, and furthermore, that the receipts of the office were such that it was more than self-sustaining:—

RECEIPTS.	
Oleomargarine licenses	\$45,235 68
Oleomargarine fines	23,399 35
Pure food fines, Act of 1909	6,014 38
Non-alcoholic drink fines	3,127 75
Vinegar fines	2,197 92
Milk fines, Act of 1909	1,905 74
Lard fines	1,100 00
Pure food fines, Act of 1907	1,094 00
Ice cream fines	826 00
Renovated butter licenses	708 33
Milk fines, Act of 1901	497 00
Renovated butter fines	391 00
Meat fines	97 00
	\$86,594 15

DISBURSEMENTS.	
Attorneys, detectives and assistants	\$25,025 96
Chemists and laboratory	20,005 26
Special agents' salaries	17,724 00
Traveling and agents' expenses	15,056 71
Clerical and stenographers	5,888 75
	\$83,700 68

Those figures that relate to receipts from fines for violation of the oleomargarine act are of especial interest. The receipts from this source were nearly double those received therefrom in every single year preceding.

The fines collected as penalties for violations of the general food

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

We guarantee this plan to sell **Skipper Sardines**. Isn't that worth investigating?

**Angus Watson & Company**

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

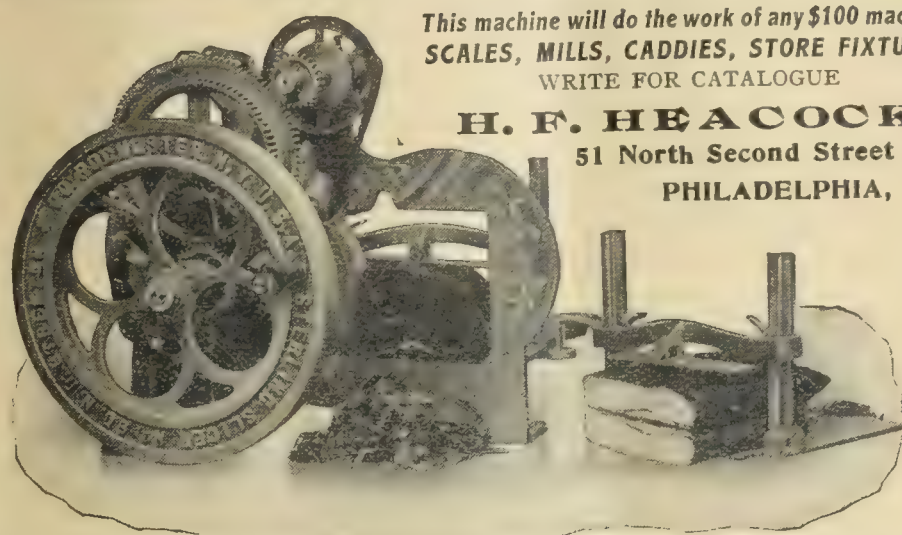
## Dried Beef and Bacon Slicer

This machine will do the work of any \$100 machine  
SCALES, MILLS, CADDIES, STORE FIXTURES  
WRITE FOR CATALOGUE

**H. F. HEACOCK**

51 North Second Street

PHILADELPHIA, PA.



YOU CAN GET

# Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



law represent little more than half a year's enforcement of the Act of May 13, 1909.

The receipts of the office shown were nearly \$3,000 in excess of the expenditures.

The Commissioner reports also cases terminated during the year for violations of the several food laws:—

Under the Oleomargarine Act ..	273
Under the Renovated Butter Act,	6
Under the Meat Act .....	2
Under the Food Act .....	129
Under the Milk Act, 1901 .....	14
Under the Milk Act, 1909 .....	112
Under the Lard Act .....	29
Under the Vinegar Act .....	45
Under the Non-Alcoholic Drink Act .....	148
Under the Ice Cream Act .....	39

Total .....

Of the 797 cases terminated, 273, or 35 per cent., were for violations of the oleomargarine act.

There were 148 cases successfully prosecuted for violations of the non-alcoholic drink act, chiefly because of the use of saccharin, benzoic acid, coal-tar dyes and artificial flavoring essences in the manufacture of these widely used, but heretofore fearfully compounded beverages.

Under the lard act, 29 cases

were pushed to a successful conclusion. This act is intended to bar against the introduction into the pure fat of swine, of the grease obtained from the waste portions of the beef carcass and used as a food product under the name "beef stearin"; and also to prevent the substitution in whole or in part of other cheap fats for lard.

The prosecutions under the vinegar act were, the Commissioner says, almost exclusively due to the sale as cider vinegar of material composed only in part of the product from cider, sometimes indeed products that had never made the acquaintance of that delicious temperate zone fruit, the apple.

The general food law of May 13, 1909, commonly known as the Murphy food law, under which come condiments and confectionery as well as the staple foods, led to the institution of many cases, conspicuous among which were those due to catsup overladen with benzoate of soda, mushrooms bleached with that deadly chemical known as sulphurous acid, French peas beauti-

fied, but not improved by the vivid green of copper salts, and the withered pickle plumped and refreshed by the liberal use of that powerful astringent, alum.

#### ASSOCIATION NEWS.

##### Jonesboro, Ark.

The Jonesboro (Ark.) Retail Merchants' Association, which is working strenuously for home trade, recently inserted the following unique advertisement in the local papers:—

##### SUBPOENA.

County of Craighead

vs.

The People.

Know all men or women by these presents: That you are hereby commanded to appear before the merchants of Jonesboro, Ark., at any time between 7 o'clock A. M. and 6.30 P. M. (except Saturday, the legal hours for that day being until 10 P. M.) in the year of 1909, and give just cause, if any you can, why you cannot be in Jonesboro to attend your regular shopping for the purpose of finding best goods, best service, best treatment, at lowest prices, within the hours named. If you fail to do this, you will be taken before the high tribunal and sentenced for six months' hard labor for trying to find just as good a town at which to trade, which you can never find. If you trade here in 1909, the judge will commute the sentence to 365 happy and prosperous days.

Given under our hand and seal this year of our Lord, 1909.  
RETAIL MERCHANTS' ASSOCIATION,  
Clerk of Court.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

Washington, January 25, 1910.

947,405. Machine for molding chocolate and the like. George S. Baker and George W. Perkes, London, England.

947,498. Cracker box. Albert L. Plotner, Boston, Mass.

947,500. Dough molding machine. Frank Streich, St. Louis, Mo.

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 44,315. "Penoko and Konoko" for candy. Dreyfus Bros., Montgomery Ala.

Ser. No. 44,874. "Imperial" for tea, spices, etc. Spokane Extract and Spice Co., Spokane, Wash.

Ser. No. 45,311. "Deacon" for roasted coffee. Chas. E. Brown & Co., Springfield, Mass.

Ser. No. 46,129. "Polaris" for roasted coffee and chicory. Sherman Bros. & Co., Chicago, Ill.

Southern salad keeps rather high—\$2 to \$3 per crate—but the demand is good.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.

ESTABLISHED 1808

# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

### No. 927 Arch Street, Philadelphia



BURK'S

**"Butternut" Bacon**

(Trade-Mark Reg. U. S. Pat. Off.)

Among the many brands on the market, this Bacon is a distinct favorite, being selected from prime corn-fed pigs, and is mild, sweet and of exquisite flavor, specially cured with granulated sugar.

It is not sold sliced or in jars, but is put up in narrow strips cut absolutely square, strung with white cord, making any waste impossible; wrapped in high glazed and parchment paper and embellished on two sides with an attractive label of alternate blue and white diagonal bars bearing the words Burk's Butternut Boneless Breakfast Bacon. A red seal is also attached to the cord, stating the specific merits of this product.

The package makes an attractive window display and because of its distinctive label is readily recognized at a distance.

"Butternut" Bacon is the best for family use.

**Burk's Lard**

(KETTLE RENDERED)

is guaranteed to be absolutely pure and to contain nothing but what results from the rendering of good, wholesome hog fat, and to contain all its original properties, none of which has been extracted.

Many brands of Lard are "pure," but the rich oils have been extracted so that manufacturers can make a larger profit.

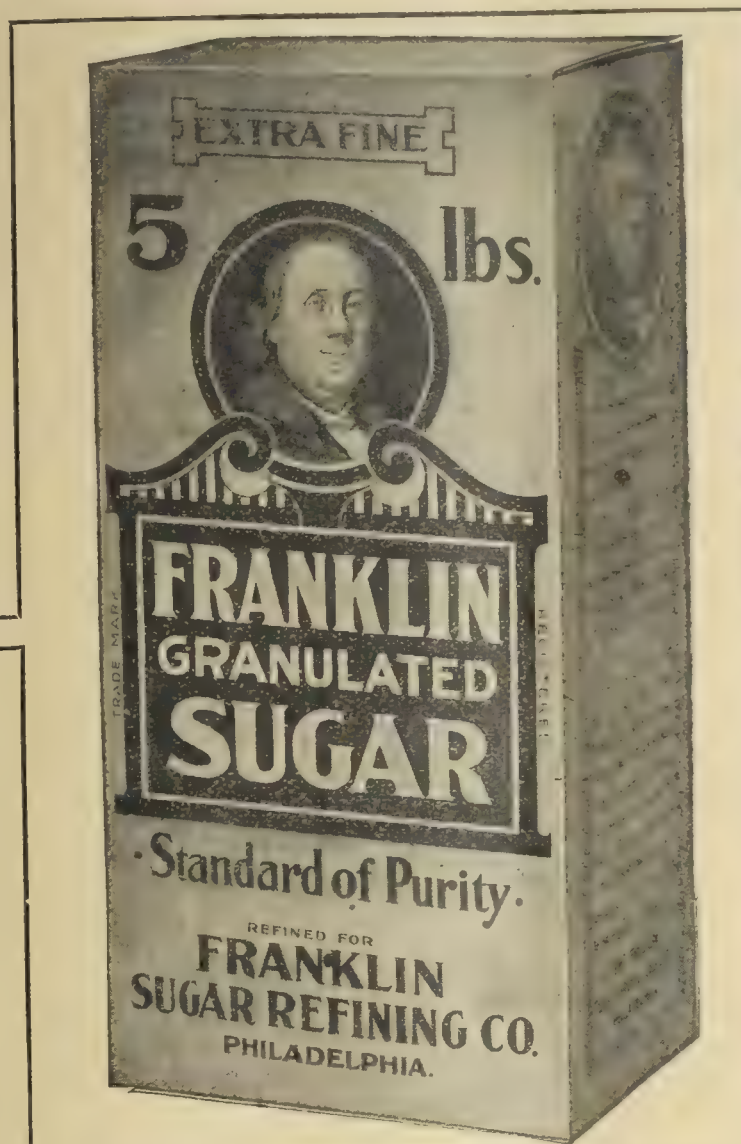
Others are Steam (or Tank) Rendered and as a result of the condensation of the steam used in this process, contain a large percentage of moisture, which not only reduces the quality of the Lard, but causes it to sputter and splash when it is used for frying.

**Burk's Lard contains no Stearine**

Notwithstanding the Government permits the use of 5% of Stearine in "Pure Lard" we do not avail ourselves of this privilege, having shipped Lard for years without the use of any stiffening, because it would reduce the natural richness of our product.

**LOUIS BURK**

**Girard Avenue and Third Street  
PHILADELPHIA**



PACKED ALSO IN 2-POUND CARTONS

**Begin Now to Make  
a Profit on Sugar**

This is a fine year to begin to make some sugar profit in. If you don't begin pretty soon you may get so used to selling sugar at little or no profit that you'll like it.

When you get ready you can make the change over one night—simply sell **Franklin Carton Sugar** instead of sugar in bulk, and that minute your sugar trade steps up on a profitable platform. There's no miracle about it—it's as plain as a b c why this *must* be so. There's no weighing or wrapping, which cuts the cost of selling to a minimum, and there's no overweight, which prevents waste of profit.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**

PHILADELPHIA, PENNA.



# THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

—, Va., Jan. 21, 1910.  
Editor "Science of Advertising."

Dear Sir:—I so enjoy your weekly lectures in the "Grocery World and General Merchant" that I am tempted to place before you a problem of my own which has just presented itself. I have just come into possession, through the will of my father, of this general store. It has been in my family for about forty years, and is an old-established stand, doing a comfortable business of about \$35,000 per year. I consider it one of the best stands in the county, but it looks like it could do better with advertising. The store has never advertised, so far as I know, to the extent of 1 cent's worth. My father did not believe in advertising and always refused to do any, arguing that he had always succeeded without it and saw no reason to spend the money. I am of a different opinion, and believe that the business could be increased if the right sort of advertising were done. Naturally, not having been trained to it, I have no idea what the right sort would be to a store in this position. This is largely a farming country. I am located in the county seat, a small town of ordinary size. We have a good trade in the town, but the bulk of the trade is with the farmers who come in. There are two county papers, neither of which amounts to much. I am not of the opinion that an advertisement in either one would succeed in getting much results, but outside of them there are no other advertising mediums.

I know it is hard for a man not familiar with local conditions to advise, but I am hopeful that you may be able to make some practical suggestions. Please omit my name, for personal reasons.

Yours truly,  
\* \* \* \*

So far as I can remember I have never seen a business that couldn't be advertised with profit. What is advertising? Nothing more than telling people about your store—what you have to sell. Is it conceivable that there is any one in business who wouldn't find it profitable to do that? I admit it is often difficult to tell what sort of advertising is needed for a given proposition, but somewhere there is a kind that fits, and once it is found and used the thing is done.

\*\*\*

In my mind there isn't the slightest doubt that advertising will pay this Virginia storekeeper. There are dozens of

stores situated just about as his is which are advertising with profit. One thing in favor of whatever advertising he does—he cultivates a virgin soil. His store has never been advertised before, consequently advertising that he does now ought to get unusual attention. I should do a little, I think, in the local papers; in one, anyway. Possibly these poor sheets are down at the heel because the local merchants, like this correspondent, don't support them. If this correspondent will patronize one or both, and keep right after the publisher to see that he makes his paper a worthy advertising medium, he may infuse some life into it. A good way to test the pulling power of the paper is to take a good-sized space in it and offer, for one day only, a real bargain. The day should be set far enough beyond the day of publication to make sure that every subscriber receives his copy and has a day or two of grace in order to arrange to come to the store. I should also accept orders by mail. Make the local newspaper man understand that the continuance of your advertising depends on whether this advertisement pulls or not, and suggest that he help it out by some reading notices. A county paper, circulating to all parts of the county, which wouldn't pull something with an advertisement like this, is an almost inconceivably poor proposition. If it is read at all it should certainly get some orders.

\*\*\*

If I were this correspondent, however, I should not depend wholly on the local paper, although that will probably reach the people of the county town fairly well. For the outside trade, I should compile a list of all the farmers I sell to now, together with those that I could sell to, and to those I should keep a stream of printed matter going

regularly. I don't mean every day—that would overdo it, but at least once a week. It is probably possible to form some idea about when they come to town to do their shopping, and the advertising matter should reach them as near the time as possible, so that its nudge to buy will still be fresh when they come in. As to the form which this advertising should take, I can hardly be very specific as to that. Good, bright little store papers can almost always be depended on to get results circulated in such a way, or a four-page, or even a two-page folder.

## Some Brands of Compressed Yeast Illegally Branded.

Federal Food and Drug Board Makes New Ruling With Which Some Brands on Market do Not Now Conform. Compressed Yeast Means Only Distiller's Yeast Without Starch.

During the week the Federal Food and Drug Board has announced a ruling as to the proper labeling for compressed yeast. It is as follows:—

### FOOD INSPECTION DECISION III.

#### The Labeling of Yeast.

On August 3, 1909, a hearing was held before the Board of Food and Drug Inspection on the application of the Food and Drugs Act of June 30, 1906, to the sale in interstate commerce of compressed yeast. Other investigations along the same line have been made by the Department, and as a result of the hearing and of these investigations the position of the Department is:—

1. That the term "compressed yeast," without qualification, means distillers' yeast without admixture of starch.

2. That if starch and distillers' yeast be mixed and compressed such product is misbranded if labeled or sold simply under the name "compressed yeast." Such a mixture or compound should be labeled "compressed yeast and starch."

3. That it is unlawful to sell decomposed yeast under any label.

H. W. WILEY,

F. L. DUNLAP,

GEO. P. MCCABE,

Board of Food and Drug Inspection.  
Approved:  
JAMES WILSON,  
Secretary of Agriculture.  
Washington, D. C., January 7, 1910.

This ruling is against the contentions of some of the manufacturers who appeared before the Board and who use starch in their yeast. Therefore some of the compressed yeast on the market is labeled in violation of the law as now declared. Both retailers and wholesalers should take this

subject up with their manufacturers and see that they are protected by proper guarantees.

## The Essays on Increasing Canned Goods Consumption Come from Twenty-two States.

The competition for the prizes on the four best essays on "How to Increase the Consumption of Canned Goods," offered by the Canning Machinery and Supplies' Association, closed on Tuesday, January 25th. Twenty-two States are represented in the contest, including the Province of Ontario. The States and the numbers of essays submitted by each are as follows: Maryland, 26; New York, 11; California, 6; Michigan, 6; Indiana, 4; Minnesota, 3; Iowa, 3; Pennsylvania, 3; Maine, 2; Missouri, 2; Delaware, 2; New Jersey, 2; Kentucky, 2; Tennessee, 2; Ohio, 2; Illinois, 2; Wisconsin, 1; Virginia, 1; Alabama, 1; Connecticut, 1; Nebraska, 1; Massachusetts, 1; Ontario, 1. The essays when received at the office of the secretary were given a number and forwarded to S. F. Haserot, chairman of the Bureau of Publicity for the National Canners' Association, who will judge the same. The announcement of the prize winners will be made at the Atlantic City convention and their essays will also be read.

## HIGHEST IN HONORS

# Baker's Cocoa & CHOCOLATE



Registered,  
U. S. Pat. Off.

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# PATENTS

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## Flavoring Extracts, Canned Corn, Buckwheat and Rye Flours and Olive Oil Are Found Wanting Under Federal Food Law

United States Agricultural Department Supplies Details of  
Eleven More Prosecutions Brought Under National Act.  
Three Confiscations, Balance Criminal Prosecutions. Fines  
Light in All.

The "Grocery World and General Merchant" has received from the United States Department of Agriculture during the week the details of eleven more prosecutions under the Federal food law, the actions being directed against vanilla extract, wheat flour, milk (2), canned corn (2), syrup, buckwheat flour, lemon extract, rye flour and olive oil. The canned corn and syrup cases were confiscations, the balance ordinary criminal prosecutions.

The facts of the vanilla extract case were as follows:—

On August 13, 1907, an inspector of the Department of Agriculture purchased from Price & Kimball, Rosedale, Kan., a sample of an article of food labeled: "2-oz. full measure Paddock's Vanilla Flavor. This flavor is made from vanilla beans, vanillin, coumarin, alcohol and water and is colored with caramel. Guaranteed under Food and Drugs Act June 30, 1906. Guarantee No. 92, Paddock Coffee and Spice Co., K. C., Mo." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

Vanillin (per cent.)	.....0.158
Coumarin (per cent.)	.....0.08
Resins	.....Very small amount.
Coloring matter	Caramel.
Amyl alcohol	Trace natural color.

Vanilla extract, or flavor, as recognized by reliable manufacturers and dealers, is the flavoring extract prepared from vanilla bean and contains the soluble matters from not less than 10 grams of the vanilla bean to each 100 cc.

The analysis of the aforesaid sample disclosed practically the total absence of extract of the vanilla bean and the presence of artificial coloring matter, hence the article was adulterated within

the meaning of Section 7 of the act, in that a mixture of substances lacking the essential ingredient had been substituted wholly for a vanilla flavor which it purported to be, and had been artificially colored with caramel in order to conceal inferiority, and was misbranded within the meaning of Section 8 of the act, in that it was labeled "Vanilla Flavor" and bore the statement that it was made from vanilla bean, which said statements were false, misleading and deceptive, because it was not vanilla flavor and did not contain extract of vanilla bean.

It appearing from the aforesaid analysis that the article was adulterated and misbranded, the Secretary of Agriculture gave notice to Price & Kimball, the dealers from whom the sample was purchased, as well also as to the manufacturer and shipper, Paddock Coffee and Spice Co., and gave them an opportunity to be heard. Paddock Coffee and Spice Co. being the party solely responsible for the adulteration and misbranding of the article, and failing to show any fault or error in the result of the aforesaid analysis, March 25, 1908, the said Secretary reported the facts and evidence to the Attorney-General, by whom they were referred to the United States Attorney for the western district of Missouri, who filed an information against the said Paddock Coffee and Spice Co., the latter being fined \$25.

The following were the facts of the buckwheat flour case. Here the fine was \$10 and costs:—

On December 21, 1907, an inspector of the Department of Agriculture purchased from the Mercer Merchandise Co., Bluefield, W. Va., a sample of flour labeled "Marion Roller Mills Old Virginia Water Ground Buck-

wheat Flour Manufactured by Hull & Staley Co., Marion, Va. Twelve pounds buckwheat." The flour had been manufactured by H. B. Staley & Co. at Marion, Va., and by this firm shipped to the Mercer Merchandising Co. on or about December 11, 1907. The sample was subjected to analysis in the Bureau of Chemistry, United States Department of Agriculture, and was found to contain approximately 25 per cent. of wheat flour.

It was evident that the article was both adulterated and misbranded within the meaning of Sections 7 and 8 of the aforesaid act: adulterated because wheat flour had been mixed and packed with buckwheat flour, thereby reducing and lowering its quality and strength; and misbranded because labeled "Buckwheat Flour," whereas it was not buckwheat flour, but a mixture of one-fourth wheat flour and three-fourths buckwheat flour, and because it purported to have been manufactured by the Hull & Staley Co., whereas it was manufactured by H. B. Staley & Co.

The Secretary of Agriculture having afforded the manufacturers an opportunity to show any fault or error in the aforesaid analysis, and they having failed to do so, the facts were duly reported to the Attorney-General and the case referred to the United States Attorney for the western district of Virginia, who filed an information against the said H. B. Staley and T. F. Staley, with the result hereinbefore stated.

The other buckwheat flour was much the same, and the same fine was imposed. Here are the facts:—

On January 17, 1908, an inspector of the Department of Agriculture purchased from Spittler & Morris, Yuma, Arizona, a sample of flour labeled on the principal label "Self-Raising Buckwheat Flour. Ready for immediate use. Manufactured by Sunset Pure Food Co., Los Angeles, Cal." This sample was examined in the Bureau of Chemistry of the United States Department of Agriculture and found to contain an abundance of wheat flour mixed with buckwheat. It was apparent that the product was both adulterated and misbranded within the meaning of Sections 7 and 8 of the act; adulterated, in

that wheat flour had been substituted in part for the buckwheat flour, thereby reducing and lowering its quality and strength; and misbranded, in that it was labeled "Self-Raising Buckwheat Flour," whereas it was not buckwheat flour, but a mixture of buckwheat and wheat flours.

The Secretary of Agriculture afforded the parties an opportunity to show any fault or error in the findings of the analyst. Spittler & Morris established a guaranty from M. A. Newmark & Co., which company received the goods from the manufacturers, the Capital Milling Co. (The Sunset Pure Food Co., Los Angeles, Cal.), but failed to establish a guaranty or show any fault or error in the findings of the analyst. The facts were accordingly reported by the Secretary of Agriculture to the Attorney-General and the case referred to the United States Attorney for the southern district of California, who filed an information against the said M. A. Newmark & Co., with the result hereinbefore stated.

Both of the milk cases were against shippers of fresh milk and were based on the presence of water. In one case the defendants were fined \$15 and in the other \$25.

Both the canned corn cases were confiscations for underweight. The facts of the first case were as follows:—

On or about October 13, 1908, an inspector of the Department of Agriculture found in the possession of the Brady-Neely Grocer Co., Amarillo, Texas, 688 cases (each containing 24 cans) of corn, 472 of which were labeled and branded "2 dozen 2 pounds Otoe Cream Sugar Corn. Nebraska City Canning Co., Nebraska City, Neb." and 216 of which were labeled "2 dozen 2 pounds Pioneer Brand Corn, Packed by Nebraska City Canning Co., Nebraska City, Neb." These goods had been shipped to the Brady-Neely Grocer Co. on or about June 11, 1908, and August 6, 1908, by the Otoe Preserving Co. from Nebraska City, Neb. A number of the cans of both brands were weighed by the inspector, and it was found that the average gross weights varied from 1 pound 7 ounces to 1 pound 10 ounces. The goods were misbranded within the meaning of Section 8



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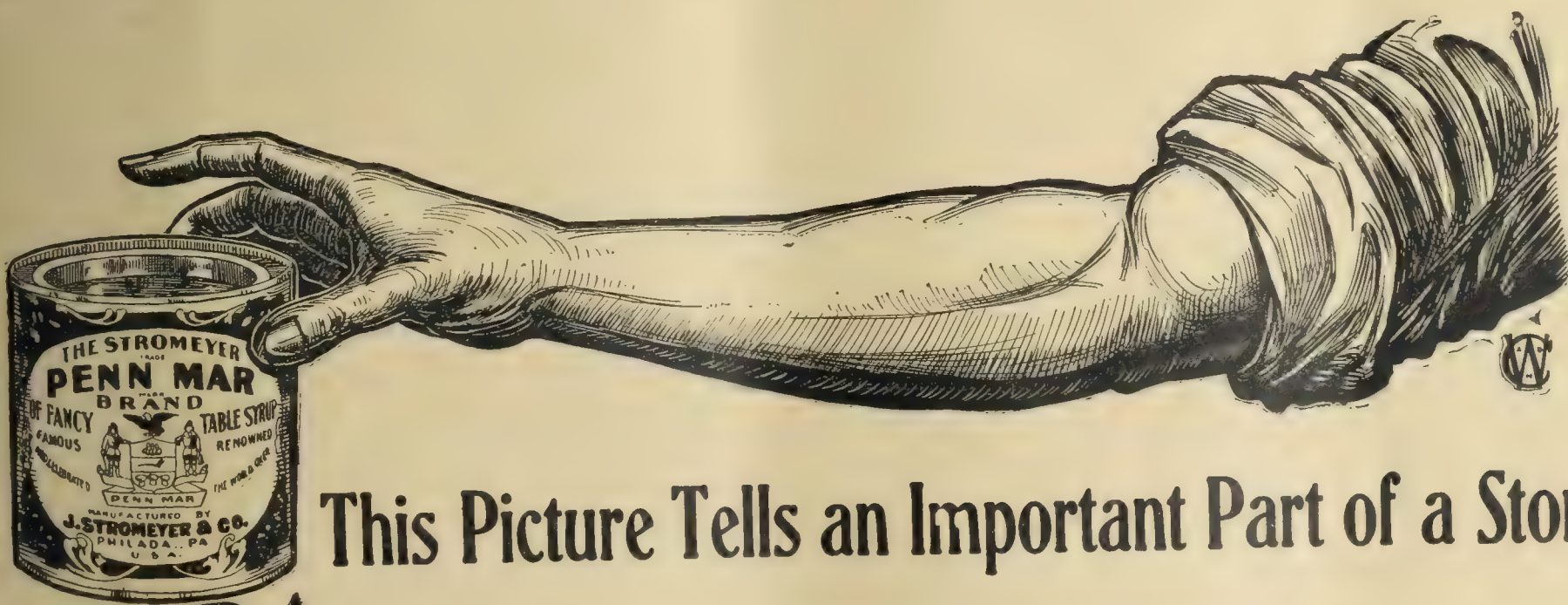
If you don't know about our special importations, why not? You won't leave us when you find out.

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33 South Water Street

PHILADELPHIA, PA.



of the act, in that the contents of the cans were stated in terms of weight, but incorrectly so, and on October 14, 1909, the Secretary of Agriculture reported the facts to the United States Attorney for the northern district of Texas, by whom libel for seizure and condemnation of the goods was duly filed and 480 of the aforesaid cases seized by the marshal, with the result hereinbefore stated.

The second canned corn case had different defendants, but the facts were about the same. They were as follows:—

On or about February 2, 1909, an inspector of the Department of Agriculture found in the possession of Caffarelli Brothers, San Antonio, Texas, 430 cases (each containing 24 cans) of corn, labeled and branded, "2 dozen 2 pound Ben Hur Brand Sugar Corn, Packed by Atlantic Canning Co., Atlantic, Iowa. Guaranteed absolutely pure and to comply with National Pure Food Laws." These goods were shipped to Caffarelli Brothers by the Atlantic Canning Co. from Atlantic, Iowa, on or about November 14, 1908. A number of cans were weighed by the inspector, and the average weight per can was found to be 1½ pounds. On February 2, 1909, the facts were reported by the Secretary of Agriculture to the United States Attorney for the western district of Texas, and libel for seizure and condemnation was duly filed, with the result hereinbefore stated.

In both of the above the goods were reclaimed upon filing a bond and paying costs.

In the syrup case, which was also a confiscation, the charge was selling, apparently as a sugar syrup, a compound containing glucose. Here are the facts:—

On or about June 25, 1909, an inspector of the Department of Agriculture found in the possession of the Oliver-Finnie Co., Memphis, Tenn., 427 cases of a syrup labeled "Alaga Syrup, Alabama-Georgia Syrup Co., Montgomery, Ala.," together with a pictorial design of a bundle of sugar cane tied with streamers of ribbon bearing the words "Alabama-Georgia," and a scene showing the gathering of sugar cane from a field, together with the following legend: "Alaga—contents of this can is put up direct from the evaporator while

hot. Guaranteed to retain its natural sweet flavor indefinitely," while upon the sides of the label in small type was the following legend: "Alaga Brand Syrup is a blend of Pure Ribbon Cane Syrup, with just enough corn syrup to keep the same from sugaring or souring. Its merit is what tells." This syrup had been shipped by the Alabama-Georgia Syrup Co. from Montgomery, Ala., to the Oliver-Finnie Co., Memphis, Tenn., on February 6, 1909; April 7, 1909; May 5, 1909, and June 2, 1909. A sample of the syrup was subjected to analysis in the Bureau of Chemistry, United States Department of Agriculture, and the results showed the product to be composed of cane syrup and 28 per cent. of glucose. It was evident that the product was adulterated and misbranded; adulterated, in that glucose had been mixed and packed with the cane syrup and substituted in part therefore, thereby reducing and lowering its quality and strength; and misbranded, in this, that the labels were so worded and bore such pictures and devices as to lead the purchaser to believe that he was purchasing a product made entirely from sugar cane, whereas it was a mixture of glucose and cane syrup. Accordingly, on June 26, 1909, the facts were reported by the Secretary of Agriculture to the United States Attorney for the western district of Tennessee, who duly filed a libel for seizure and condemnation of the goods. The owners were allowed to reclaim by filing a bond.

The lemon extract prosecution was based on the fact that the extract was an imitation lemon. The defendant was fined \$10 and costs. Here are the facts:—

On April 7, 1908, an inspector of the United States Department of Agriculture purchased from N. B. Whalen, McComb City, Miss., a sample of lemon extract labeled "McE. Brand Flavoring Extract of Lemon. Albert Mackie Grocer Co., Ltd., New Orleans, La.," which had been manufactured and shipped by the Albert Mackie Grocer Co. (Ltd.) from New Orleans, La., to the said dealer on or about August 15, 1907. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

Specific gravity (15.5 degrees C.)	0.9614
Alcohol by volume (per cent.)	34.35
Solids (grams per 100 cc.)	0.46
Lemon oil (by polarization) (per cent.)	0.5
Lemon oil (by precipitation)	None.
Color	Coal tar.

Lemon extract, as recognized by the Department of Agriculture and reputable manufacturers in the United States, is the flavoring extract prepared from oil of lemon or from lemon peel, or both, and contains not less than 5 per cent. by volume of lemon oil.

It was evident that the product was both adulterated and misbranded within the meaning of Sections 7 and 8 of the act; adulterated, because a substance had been substituted in whole or in part for oil of lemon, and because it was an imitation extract colored with a coal-tar dye to give it the color of genuine lemon extract, thereby concealing inferiority; and misbranded, because labeled "Extract of Lemon," whereas it was not lemon extract.

The Secretary of Agriculture having, on September 30, 1908, afforded the manufacturers an opportunity to show any fault or error in the aforesaid analysis, and they having failed to do so, the facts were reported to the Attorney-General and the case referred to the United States Attorney for the eastern district of Louisiana, who filed an information against the Albert Mackie Grocer Co. (Ltd.), with the result hereinbefore stated.

In the rye flour case the charge was the presence of wheat flour, and the fine was \$10. The facts are as follows:—

On October 31, 1907, an inspector of the Department of Agriculture purchased from F. Jacobs, Forest City, Iowa, a sample of a food labeled and branded "Hastings Milling Co. Perfecta Rye Flour, Owatonna, Minn.," and "Rye Flour Compound." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture, and was found to be a mixture of rye flour and wheat flour.

It was evident that the product was both adulterated and misbranded within the meaning of Sections 7 and 8 of the act; adulterated because wheat flour had been mixed and packed with the rye flour, thereby reducing and

lowering its quality and strength; and misbranded in that the sacks labeled "Perfecta Rye Flour" and "Rye Flour Compound" did not contain rye flour, but a mixture of rye and wheat flours.

The Secretary of Agriculture having, on May 20, 1908, afforded the manufacturers an opportunity to show any fault or error in the findings of the analyst, and they having failed to do so, the facts were reported to the Attorney-General on August 22, 1908, and the case referred to the United States Attorney for the district of Minnesota, who presented the facts to the Grand Jury, by whom an indictment was duly returned against the said Hastings Milling Co., with the result hereinbefore stated.

In the final case, that against olive oil, the sample was found to be a mixture of cottonseed and olive oil. The fine was \$10. Here are the facts:—

On January 28, 1908, an inspector of the Department of Agriculture purchased from Ullman, Stern & Krausse, Galveston, Texas, a sample of oil contained in bottles, upon the principal label of which was printed "Balbiani & Cie. Huile d'Olive Superfine Raffine," and upon a supplemental label, "This product is a compound of salad oil and imported olive oil, packed by King Bros., Shilstone & Saint, Ltd., New Orleans, La." On the back of each bottle was a label printed in Italian, French and English to the effect that the oil of the new firm of Balbiani & Cie was guaranteed free from mixture. This sample was a part of a shipment made on or about October 29, 1907, by the manufacturers, King Brothers, Shilstone & Saint (Ltd.), from New Orleans, La., to said Ullman, Stern & Krausse. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture, and the following results obtained and stated:—

Specific gravity (15.5 degrees C.)	.92207
Index refraction (15.5 degrees C.)	1.4731
Iodin number	104.89
Halphen test	Positive.
Villavecchia test	Negative.
Renard test	Negative.
Adulterant	Cottonseed oil.

It was evident from this analysis that the article was a mixture of cottonseed oil and olive oil, the former predominating. It was therefore adulterated within the



meaning of Section 7 of the act, in that cottonseed oil had been substituted in part for olive oil, which it purported to be, and cottonseed oil had been mixed with olive oil so as to reduce its quality and strength, and was misbranded within the meaning of Section 8 of the act, in that the statements and representations on the labels that it was olive oil and a foreign and imported article produced by a foreign company, Balbiani & Cie, and guaranteed free from mixture, were false, misleading and deceptive. The statement on the supplemental label that the product was packed by King Brothers, Shilstone & Saint (Ltd.) did not cure the false, misleading and deceptive character of the principal and secondary labels, since the packing of the oil by King Brothers, Shilstone & Saint could not be inconsistent with the representation that the oil was produced in a foreign country by a foreign company, nor was the statement on the label that it was a compound of salad oil and imported olive oil true, because the usual acceptance of the term "salad oil" does not include cottonseed oil.

It appearing from the aforesaid analysis that the article was adulterated and misbranded, the Secretary of Agriculture gave notice to Ullman, Stern & Krausse, the dealer from whom the sample was purchased, as well also as to the manufacturer and shipper, King Brothers, Shilstone & Saint (Ltd.), and gave them an opportunity to be heard. King Brothers, Shilstone & Saint being the party solely responsible for the adulteration and misbranding of the article and failing to show any fault or error in the result of the aforesaid analysis, and it being determined that the article was adulterated and misbranded, on December 30, 1908, the said Secretary reported the facts and evidence to the Attorney-General, by whom they were referred to the United States Attorney for the eastern district of Louisiana, who filed an information against the said King Brothers, Shilstone & Saint, with the result hereinbefore stated.

Florida grapefruit has advanced on account of scarcity. The range is \$2.75 to \$5, and the demand good.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**"Start A Tea Week."**—You know good things are catching. If I were you I'd start a "Tea Week." Some of you will say, "Oh, that's the boss's work or the manager's work." I'm aware that some of you men cannot put into operation tea week, however capable you may be, on account of the hard and fast chain-store system. But this suggestion applies particularly to the clerk with a free hand. And in writing to you I want to emphasize the importance of keeping ahead of the boss. The man that owns a store doesn't always do the best thinking as far as detail goes. He has other troublesome things that keep him busy. But the alert planning clerk comes to his relief and switches out of the old way and shows himself a boy of action. Now then. Get at the tea. Cover six feet of your counter with tea matting. Let the fringe hang over loosely and show up on this eight or ten kinds. Also in matting cup-like shape. Get your tickets on and—TALK TEA. Talk about the flowery flavor of the Ceylon. The strength of the English Breakfast. The nice delicate aroma of the Oolong, and the purity and the remarkably agreeable taste of your popular 60-cent Mixed. Get a lot of signs printed for the windows, doors and store to read "TEA WEEK." Stick them around everywhere and be glad to sell  $\frac{1}{4}$  pound to a new buyer. Make a lot of it. "It's catching."

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**Don't Be A Dead One.**—"We never did it that way before." If you feel that way keep it to yourself. All the slow ones are saying every day, "We never did it that way before." What if you didn't? If "that way" is better than yours, forget yours. It's a great thing to be able to see the good points in the other man. The smart fellow is the fellow that says to himself—"I've a lot to learn and I'm going to pick up

some good ideas every day if possible." Anyway, don't be a dead one—don't stick to the old way of doing things when it's dead open and shut that the new way is better. That very thing keeps thousands of grocery clerks on the \$10 list. The more you are willing to learn; the more responsive you are to quick, clean, common sense modern methods, the better you'll get along, because your brain is alert and your whole life is open to the go-ahead spirit.

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**Dream Talk.**—I want to say that what I write to you here isn't dream talk. I have lived it all. I simply tell you my personal experience. I have handled men for the past twenty years and I have studied their good and bad points, and both have been a wonderful education to me. Dream talk I don't deal in. Straight talk plucked from the thick of the fight I like.

\*\*\*

**More About Signs.**—Bring out your goods and put a sign on them. That's good merchandising. Make your store look full. Make it cheerful looking. If you're running tomatoes at three cans for 25 cents, for the love of goodness let people know it. Let the big sign stick out. If you've got a tea for 35 cents a pound, sing out—"Tell it by card." Whatever you show up stick a sign on it.

\*\*\*

**Bring Up The Sales.**—It won't do to let your sales keep "just the same." That isn't going ahead. The "new thought" people embody in their philosophy this thought—"Divine Discontent." In other words, it's good for you to be discontented when it makes for your uplift. Not one of you can progress without this wholesome, well regulated, discontent. So it's a good thing to aim to make your sales better this week than last—not a whole lot ahead, you understand—but just ahead,

and it's surprising what an inspiration comes from this increase of sales.

Florida oranges of fancy quality are scarce. The finest fruit ranges from \$5 to \$5.50. These are 26s, which are very scarce. Ordinary sizes run from \$1.75 to \$2.25, and the choicer grades \$3 to \$4.25. The demand is good.

### New Premium Scheme in Town.

Supposed to Come from "Rogers Premium Co., of Albany, N. Y.," a Concern Nobody Knows Anything About. Details of the Scheme, Which Needs Watching.

A new premium scheme has appeared in Philadelphia which for various reasons will bear watching. It is supposed to be worked by solicitors for the "Rogers Premium Co., of 80 West street, Albany, N. Y.," a concern which seems not to be rated in the books of the mercantile agencies.

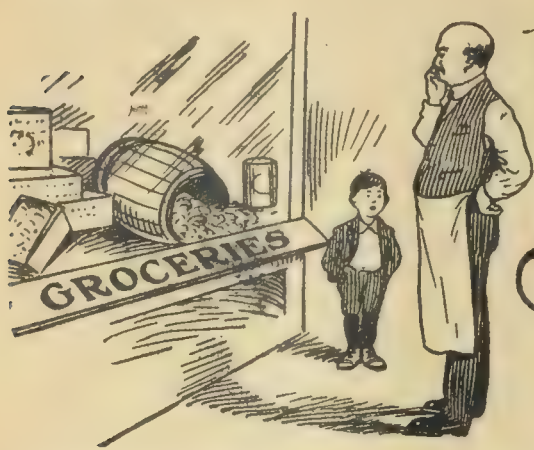
The scheme is a punch card proposition. The dealer is charged 5 cents a card and must buy fifty cards. This he is supposed to get back. Cards are provided which the dealer punches for his customers until the cards are full. The customer then sends the card to the Albany concern with sums of money varying from 65 cents to \$10, and gets silverware.

The scheme needs watching because nobody knows or can find out anything about the Rogers Premium Co., and also because the solicitors lie about the scheme. A solicitor told one Philadelphia retailer that on the Sunday after he subscribed to the scheme a full-page advertisement would appear in the Philadelphia "North American" and immediately following that four women canvassers would go into this grocer's territory to see consumers. In order to see whether these promises were authorized the retailer wrote the concern at Albany and got back a circular on which the following paragraph was marked:—

N. B.—We wish dealers to read this circular carefully, as we only do as we agree according to this circular, no matter what salesman may tell you, so please do not ask us to do otherwise.

Other people who have written to Albany got no reply at all.





# WINDOW DRESSING IDEAS

In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

## A Lenten Window.

A little boy in school was once asked by his teacher how many days had a year, and he said: "Please, m'm, 325."

"Why, Johnny!" exclaimed the teacher, "how's that?"

"The rest are Lent, mum," explained Johnny.

The "rest" will soon be here and I think a fish window would be appropriate.

Use green cheesecloth or paper to represent water. In the front of the right of the window build a pier. Get some boards and rest them on soap boxes (that will also serve as steps to the water) and canned salmon cans. On the boards place a row or two of the oblong lobster cans. Above these place sardine tins and cover the surface of the pier with a layer of same. In corner place a couple of salt mackerel pails, the upper

one open to show contents. Beside these pails lay some salt cod and herring. On the left hand back corner of your pier build a lighthouse of, say, four or five salmon cans (in drawing the back columns cannot be shown, but are supposed to be there and will be needed to support top of lighthouse) built to a height of, say, eight or ten cans. On this pillar place as a top piece a pumpkin. What would be better if possible would be a transparency with an electric light inside it; or, take a box without a lid, place it on end, the back towards the store, put a lamp with reflector in it and cover the front with a lid of thin paper—yellow or red.

Well, now you have your pier. Cover the soap box steps to the water with anything almost that will hide the lettering. Close to steps put lid of some tub and

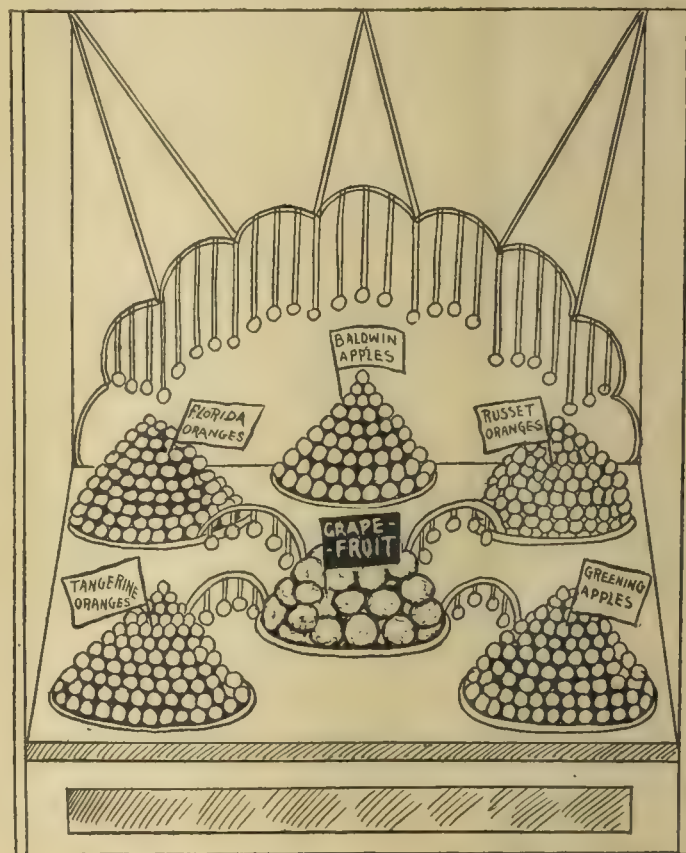


fasten a piece of stick to it in an upright position. Tack on stick a sign something like the one in design. This represents a buoy, if anyone should ask you.

Beyond the buoy build a ship. Put box without lid in centre, then another with lid, or upside down, to have the bottom take the place of a deck of a ship. Make the bows of two boards and a deck piece of a third board or covering of some kind. Cover

bons the reddest apples you can find. Pick out those with stalks and tie the ribbons to them. Cut ribbons in lengths to get the effect as in design.

Cover the floor with white crepe paper. Place a half-barrel hoop covered with green crepe paper in centre of back window and fill with Baldwin apples. At the four corners place whole hoops covered like the others and fill with the Florida oranges, an-



boxes with cloth to hide boxes. Make two masts of broomsticks if you like. The booms of the same, or anything that will answer the purpose, and a short bowsprit.

Make sails of paper and string and put a few prices on them if you like. Make the three fenders of small pieces of rope and fasten with string. In the open box or "hold" place cod and herring in sight of public. As a background build some cliffs of shredded cod-fish boxes or any similar appropriate article. On top of cliff you might put some clods of earth and tufts of grass to make it look more CLIFFY.

## Fresh Fruit Window.

This is a suggestion for fruit and designed with an eye to an attractive color effect.

Get nine, or more if necessary, half-barrel hoops. Cover them with green crepe paper and fasten the ends together as in picture. Hang these by green ribbons to back of window. From these semi-hoops hang by green rib-

other with russet oranges, a third with tangerines, and fourth with greening apples. In centre place a whole hoop filled with grapefruit. Connect the four corner pieces with the centre by means of half hoops, from which hang red apples by green ribbons. The red of the apples, light yellow of the grapefruit, deep orange of the tangerines, golden brown of the russets, bright yellow of the Floridas, and light green of the greenings, surrounded by circles of green and on a background of white will make a pleasing color effect, to which the ribbons will add a touch of daintiness.

The little flags stuck in the piles of fruit should have the prices on as well as what the goods are called.

## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents





Old Money Drawers.

I don't want any of you clerks to get sore now on what I'm going to say. I feel sure you'll take it as I mean it.

I think there's too much looseness in the way the average retailer keeps track of the money that comes in.

I know myself where hundreds of dollars have been lost that way. No, I didn't lose any of it and I didn't take any of it. I've always had enough hard work to get what belonged to me. But I get around a good bit, and these fellows tell me things.

I don't suppose one clerk out of five hundred is crooked or would let himself get crooked under any circumstances. It seems like a darned hard thing to say that the whole five hundred ought to be watched to catch the one, but when I say watched I don't mean suspected. They ought all to be fixed so that none of 'em can go wrong without leaving a mark somewhere.

I know a fellow who has a good clean store up in a New York State town of about 8,000. Keeps six clerks working hard and works himself as hard as any of 'em.

I've sold him goods for years, and know him pretty well. Like him, too—he's a good, straight fellow.

He complained to me about a year ago that he wasn't making any money.

"I'm doing a good business," he said, "keeping busy all the time, and a big proportion of it is cash, but I never seem to have much ready money."

I began to get nosy; I've seen a lot of these cases.

"How do you keep your money?" I asked him.

Well, he kept it in any old way. He had two of those old jokes—money drawers that open with two fingers and a thumb. Maybe a six months' old baby, if it was

especially dumb, couldn't open it, but I'll gamble our cat could.

"All the clerks know the combination?" I asked him.

They all did.

"There isn't much of a combination," he said, "one of the drawers opens for anybody all the time and the other does half the time."

I ought to tell you about the clerks. One was the proprietor's brother, another was his cousin, the third was the cousin's son, and the fourth was a fellow that was engaged to marry the brother's daughter, and the proprietor's niece. (That ain't bigamy, if you figure it out.)

The other two clerks weren't any relation, but outside of them it was sort of all in the family.

Well, I left then after finding out this much, and I didn't know any more about the case until about three months ago, when I was up there again. After I had got rid of the business I went there to do we had a little talk.

"Did you ever find out whether you had any leak in your cash?" I asked him.

"Oh, I must tell you about that," he replied. "Yes, I did find out; I had a leak all right."

"Didn't the old cash drawers have something to do with it?" I asked him, with that marvelous shrewdness that has made me such an authority on other people's business.

"They did," he said. "They were the whole thing. No stealing, though," he said. "It was simply looseness, that's all."

"You see," he went on, "all the clerks I have except Jim and Frank (the outsiders) are my own family, and they sort of feel a good bit freer about the place than a stranger would. When I took it up I found they'd been using the cash drawers as a sort of treasury of their own. Sometimes when they couldn't make

change out of the drawers they'd make it out of their own pockets, and remember that the drawer owed them so much. Other times when they wanted some change themselves and didn't have it, they'd borrow it out of the drawer. If they thought of it or had time they'd stick in an I. O. U. If they didn't they'd just remember that they owed the drawer so much."

"Had a running account with the drawer with the record in their mind," I observed.

"Sure," he said. "All as straight as a string, understand—I'd trust any one of 'em with anything I've got. I asked 'em whether the drawer owed them, or they owed the drawer, and they didn't know. Every one of 'em's been doing it for years; chance is they owe me hundreds of dollars. I'll never get it."

"But it's fixed now, all right," he said emphatically. "They felt pretty sore when I got in a cash register, but they weren't just in shape to kick, I thought, and I told 'em so, too."

"Well, how is it since you've got the register?" I asked.

"As different as could be," he said. "Have plenty of money, and, if anything, I'm doing a little less business. Oh, that was the trouble; no doubt about it. You can easy see how a fellow with a money drawer to go to would forget himself without meaning a thing. That's the way it happened."

Now, don't you see? If that could happen without any crookedness at all—only carelessness—there's no end to what could happen if somebody really set out to take stuff.

I've always thought that the employer who leaves money around loose where his clerks can see it and smell it is a good deal to blame if the smell gets too strong for the clerk to stand.

Why, I knew another dealer out in Ohio. For all I know he's running his store out there yet. Little store—only had one clerk, his brother. He never had even a cash drawer. He and Ed. (the brother) put all the cash that came in in their pants' pockets, and at night they'd empty out into the old safe. I don't know whether Ed. ever got anything or not—guess he didn't; his last name was Bryan—but if he didn't it wasn't his brother's fault. If he had

taken anything the brother would have been to blame as sure as you're born.

It's a great mistake, fellows, Why, it's all we're working for—money. What a darned fool thing to do to let any of it escape.

Why, I believe if I were in business I'd even sweep the floor every night for rubbings off the copper pennies.

THE STROLLER.

#### How Our Exports of Food Products Have Grown in Fifty Years.

Exports of packing house products, a third leading group, have increased in the last fifty years—from 1851—much more rapidly in the last half century than cotton or cereals. The average value of packing house products exported in 1851-1855 was \$10,000,000 a year, and in 1901-1905 it was \$183,000,000, while in 1908 the value was \$196,000,000. The principal items of this group are pork, lard, beef and oleo oil. As in the case of grain, the greatest exports of lard and pork were in the five-year period, 1896-1900. The exports of lard have increased nearly eight times as fast as the population of the United States. The average per capita in 1851-1855 was 1.2 pound a year, while fifty years later, in 1901-1905, the average reached 8.6 pounds per capita. Another great increase occurred in per capita exports of pork. The average for 1866-1870 was 1.8 pounds per capita; in 1876-1880, 13.6 pounds per capita; and in 1901-1905, 8.4 pounds per capita. The largest exports of beef, those in 1901-1905, amounted to 408,000,000 pounds a year. Since 1905 there has been a marked decline in exports of beef, the average for 1906-1908 being only 349,000,000 pounds a year, or less than for any five-year period since 1886-1890. Exports of fruits increased from \$71,000 in 1851 to \$20,000,000 in 1904, and subsequently they ranged from \$14,000,000 to \$17,000,000. Exports of vegetables, which were considerably less than \$1,000,000 in the years prior to 1864, ranged from \$1,000,000 to \$2,400,000 in the years subsequent to 1895.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.



# THE GROCERY MARKETS

## Tea.

The degree of activity now prevailing in the tea market is hardly satisfactory to sellers. There is a little business doing every day, but the aggregate is not much over half what holders would like to see it. Prices are unchanged and steady to firm. Rejections of cheap tea under the pure tea law have been rather larger than usual, owing to the fact that the season is drawing to a close.

## Coffee.

The market for Rio and Santos options has been draggy during the week, with little or no change. Actual Rio and Santos coffee has been steady, but with very little activity. Some of the large packers of Brazil coffee have announced an advance of 1 cent per pound, which has considerably aroused the trade, some of whom have gone to the papers with talk of a coffee trust. Mild coffees are quiet, partly by reason of the high prices. Java and Mocha unchanged and quiet.

## Sugar.

Raw sugar has shown no fluctuation of any moment during the week. Sales have been made at ruling prices, and the general situation is about unchanged. Refined sugar has made no change for the week, but almost all refiners are now willing to sell 10 points under list. The demand for refined sugar is dull.

## Syrup and Molasses.

Glucose shows no change for the week, and compound syrup is likewise unchanged. The demand is fair. Sugar syrup is wanted as fast as made, at prices which show no change, but which are still strong. Molasses is in fair demand at unchanged prices.

## Fish.

Mackerel of all grades continues steady and in very fair demand. No change of moment has occurred during the week. Cod, hake and haddock are selling seasonably at steady prices. Domestic sardines are practically unchanged. One of the large holders has shown some disposition to ask an advance of 15 cents per

case, but the other packers have not followed, and all the stock wanted can be bought at ruling prices. The demand is light. Imported sardines are unchanged, in moderate demand at unchanged prices. Salmon shows continued scarcity and firmness, especially red Alaska and sock-eye, and the demand is fair.

## Canned Goods.

Tomatoes are more or less firm. Most packers ask 65 cents for Maryland 3s f. o. b., which is equivalent to a further advance of  $2\frac{1}{2}$  cents. Here and there, however, a packer will take orders at  $62\frac{1}{2}$ . A few sales have been made on a basis of 65 cents county, though generally packers refuse to sell at such a figure. Probably a very large business could be done at that if all packers would take it. Spot corn is firm and unchanged. The demand is good. Some authorities predict a further advance in New York State corn of 10 to 15 cents, with other grades in proportion. Future corn is still being booked for, at a maintained advance over last year. No general future price on Maine corn has been named, and it is quite uncertain just now what it will be. Peas on spot could be sold at a price, but buyers and sellers are a little apart. Future peas are in continued good demand at about unchanged prices. Eastern peaches show no change and very little demand. Apples are perhaps a little firmer, New York State gallons now nominally ruling at \$2.75, though they can be bought at \$2.65. The demand is only fair, and some authorities predict that when the spring movement opens the price will advance materially. California canned goods are unchanged and in light demand. Small Maryland canned goods show no change and a light demand.

## Dried Fruits.

Prunes are quite dull at unchanged prices. When the spring demand opens the price may show some advance. Peaches are steady to firm and in only moderate demand. Apricots are quiet, scarce and firm. Raisins

are dull and weak. Currants are in very fair demand at unchanged prices. Dates are fairly active at unchanged prices. Citron and figs dull at ruling prices.

## Beans and Peas.

Domestic pea beans are still strong on a basis of \$2.35, though some sales have been made during the week at 5 cents less. Imported are quoted up to \$2.20 and in active demand. Domestic marrows are strong at \$2.95. Imported still unavailable. California limas are inclined to be easy to come forward, though well maintained on spot. The demand is only fair. Dried and split peas are unchanged and in good demand.

## Butter.

The butter market is firm at 1 cent decline from one week ago. The decline includes all grades, both solid pack and print. The receipts of butter are about normal and the quality very good. We look for continued firm supply and steady market at unchanged prices the coming week.

## Eggs.

The receipts of eggs being large this past week, it reduced the price 3 cents per dozen. The quality is very good. Future prices depend entirely upon weather conditions. At the present time we look for a firm market at unchanged prices.

## Cheese.

The prices on all makes of cheese remain firm. The stock of full cream cheese is light and the make is about what it was one year ago. The consumptive demand is moderate and we look for a firm market at unchanged prices the coming week.

## Provisions.

Everything in the provision line is quiet, and the consumptive demand is very dull. Smoked meats are firm at unchanged prices. Pure lard is steady at  $\frac{1}{4}$  cent decline. Compound is steady at unchanged prices. The market on dried beef, barreled pork and canned meats is dull at unchanged prices.

## Produce.

Potatoes, white, New York State, 55 to 60 cents per bushel;

Pennsylvania, 75 to 85 cents per bushel; New Jersey, 60 to 65 cents per bushel, demand good; sweets, prime, 35 to 40 cents per basket; culls, 20 to 30 cents per basket, demand fair; onions, 50 cents per basket, demand poor; York State cabbage, \$6 to \$7 per hundred, \$25 to \$29 per ton, demand fair; bunch beets, \$3 to \$4 per hundred bunches, demand fair; string beans, Florida, \$2 to \$3.50 per hamper, demand fair; Florida cauliflower, \$1.50 to \$2.25 per hamper; carrots, \$1.50 to \$2 per barrel, demand poor; Florida lettuce \$1.30 to \$1.75 per basket, demand good; white turnips, \$1.50 per barrel, 35 cents per basket, demand fair; eggplants, \$1.25 to \$2 per box, demand poor; lettuce, \$1.25 to \$2.25 per hamper, demand good.

## Green Fruit.

Apples, Hulberson, \$3.20 to \$3.60 per barrel; fancy, \$3.50 to \$4; Kings, \$4 to \$5.25; Baldwins, New York State, No. 2, \$2.20; No. 1, \$3.50 to \$4.50; Eastern fruit, \$3.50 to \$4.50, according to grade; Greenings, New York State, No. 2, \$2.25 to \$2.60; No. 1, \$3.50 to \$4; fancy, \$5; Northern Spy, No. 2, \$2.25 to \$2.50; No. 1, \$3.25 to \$4.25, demand good; bananas, large, \$1.15 to \$1.50 per bunch; 8-hands, 80 cents to \$1.10; 7-hands, 50 to 80 cents; 6-hands, 40 to 50 cents, demand fair; Florida grapefruit, \$3.50 to \$4.50 per crate, demand fair; oranges, Florida, \$1.50 to \$2 per box; California, \$2.25 to \$2.50 per box, demand fair; tangerines, strap, \$2.75 to \$3.50 per box; lemons, Messina, \$3.75 to \$4.50 per box; California, \$3.75 to \$4, demand fair; pineapples, Florida, \$2.75 to \$3 per crate, demand fair; limes, \$1 per hundred.

## Nuts.

Peanuts, green, choice, 5 cents per pound; fancy, 6 cents per pound; jumbo, 8 cents per pound; roasted, choice, \$1.20 per bushel; fancy, \$1.45 per bushel; jumbo, \$1.85 per bushel, demand fair; almonds, paper shell,  $18\frac{1}{2}$  cents per pound; Brazils, 7 cents per pound; pecans, 12 cents per pound; filberts,  $11\frac{1}{4}$  cents per pound; walnuts,  $12\frac{1}{2}$



## "Lustre" Wide Mouth Fruit Jar



**WIDE MOUTH**—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

**MACHINE MADE**—Insuring uniform thickness and smooth edges.

**LIGHTNING TRIMMINGS**—Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.

The **"LUSTRE" RED JAR RING** made from the finest rubber, extra thick and sure to seal. All our **"LUSTRE"** Jars are equipped with the **"LUSTRE"** Ring.

**CAUTION.**—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

**REMEDY.**—Buy nothing but the **"LUSTRE"** trade mark Jar and your customers will be satisfied.

Write for prices on the **"LUSTRE"** Jar, and the thick red **"LUSTRE"** Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the **"SANICAP"** Jar Top.

### R. E. TONGUE & BROS.

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

One of Nature's Best Pure Food Products

## SALT MACKEREL

They are of very good quality this season, are appetizing, wholesome, brain producing, and really make a welcome change in diet from meat.

### Here are a Few Thoughts that will help TO INCREASE YOUR SALES

1. **Mackerel** well kept are more likely to bring repeat-orders than **mackerel** poorly kept. He is an expert hint: Always keep **mackerel** under pickle except when displaying for sale. If you sell from barrels, put a board across the top and lay a few fish on the board each day so they can drain into the barrel.

2. Give your customers the best plan of preparing and cooking **mackerel**—soak from afternoon until the following morning, and always soak with the skin side up. In cooking, a preferable way to broiling is to boil in a covered pan almost full of water. When done, put butter on the **mackerel** and place in the oven for a few minutes to brown.

3. Should part of the pickle leak off any package, never put fresh water on, but make new brine (or pickle) by dissolving salt in water until the solution is strong enough to float an egg, potato, or a **mackerel**.

\$ "There is money in the Mackerel Barrel for you" \$

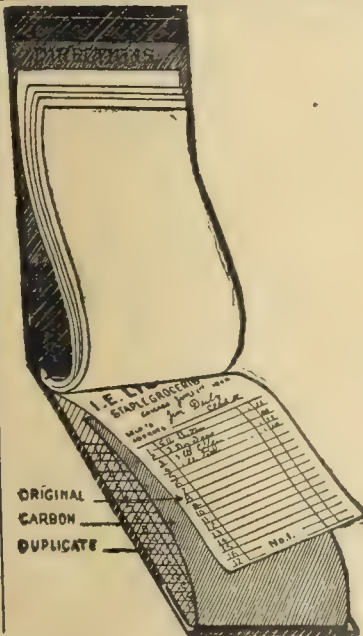
## 8 Out of 10 Aren't Buying Right

Probably eight out of every ten grocers are not buying Teas and Coffees right. It is certain, if they are buying through salesmen, that they are not buying as cheap as they can buy of us by mail. Never forget this—you and not the jobber pays the salesman's salary.

We will match the grades you are getting now, or we will send you samples. The two points in both cases are, of course, price and quality. Do what you like to investigate both.

### DURYEE & BARWISE

Roasters and Packers TEAS and COFFEES  
89 FRONT ST. - NEW YORK  
ESTABLISHED 1897



## BUSINESS BUILDING 1910

### MR. PROPRIETOR:

This has attracted your attention—because it is a subject of most vital interest to you.

You desire to increase your volume of profitable trade.

You wish to increase the number of your profitable patrons.

There is one best way to do this—"improve your service" by using Duplicate Salesbooks, thereby giving your customers an itemized bill with each purchase, and giving you the exact duplicate of same.

This will mean your bookkeeping done in one-half the time and save you many dollars in errors, disputes and forgotten charges.

For sample sheets and prices, write

**E. C. Fell Manufacturing Company**  
1112-1114 SANSOM STREET :: PHILADELPHIA



## We Are Going To Show You How To Pull The Trade Into Your Store

Very few people in your locality can get **real** Java and Mocha Coffee, yet no coffees make as perfect a drink. We put up a Java and Mocha Coffee in 1-pound cartons, which we sell you for 28c., you get 35c. for it, and you hold the coffee trade of every one who buys it. The Java actually comes from the Island of Java and the Mocha from Arabia.

Sell the real thing and build up your coffee business. No matter what coffee you may want in bulk we have the best at the right price.

### L. H. PARKE & COMPANY

232-234 Market Street

PHILADELPHIA, PA.



cents per pound; mixed nuts, 10 cents per pound.

# INDIVIDUAL MARKET REPORTS.

## Imported Fish Specialties.

**Holland Herring.**—The market continues unusually good. Stocks here are very small; demand good and prices tending higher and very firm.

**Scotch herring,** on the contrary, are not selling as freely, particularly not large fulls, while selected fulls and good mediums are in very good demand just now.

**Norway herring** continue to sell in a regular hand-to-mouth way.

**Mackerel.**—Market is entirely unchanged and rather quiet.

**Imported oil sardines** are moving quite freely and the demand is particularly good for dingley  $\frac{1}{4}$ s Portuguese sardines, also for  $\frac{1}{2}$  boneless Portuguese.

**Sprats.**—The packing is now in full swing and promises to yield about the same result as last year. There has been quite a good demand of late and quite a good many round lots have changed hands. Prices are practically unchanged.

**Norwegian smoked sardines** continue in good demand and supplies are just about equal to the demand at the present time. We just had a cable from Norway advising that fishing of sardines is closing, and our opinion is that prices will soon show a hardening tendency.

STROHMEYER & ARPE Co.  
New York, N. Y.

## Evaporated Apples, Etc.

The evaporated apple market here is quiet, with no change in prices and a good steady demand from the domestic trade. The export business, however, seems to be demoralized, although conservative reports are to the effect that stocks in Europe are not heavy. The dullness there is caused more on account of efforts of a few parties to unload export grades.

**Cores and skins and chops** are meeting with a steady demand, although prices are low. At \$1.20 to \$1.25 f. o. b. buyers' bags, good quality is obtainable.

**Apples for shipment** in small quantities are quotable as follows: Prime,  $7\frac{1}{2}$  to  $7\frac{3}{4}$  cents; choice,  $7\frac{1}{4}$  to 8 cents; fancy,  $9\frac{1}{2}$  to 10 cents f. o. b. in 50-pound boxes; cartons,  $\frac{1}{2}$  cent per pound higher.

**Raspberries** are in a little better demand and a little firmer. They are now being held at 22 to 24 cents per pound f. o. b. in barrels.

C. C. HALL.  
Rochester, N. Y.

## Rice.

A good inquiry is reported, but volume of transactions hardly up to last week. Assortments are

broken and buyers find it difficult to match up previous purchases except at higher prices, and even then there is no large amount offering. This applies to all grades, both Honduras and Japan.

Advices from the South note better demand on the Atlantic Coast, but at the close inquiry is less active. At New Orleans market is strong, and a fair amount of sales is reported to dealers for assortment, although general apathy seems to have been in control of the distributing forces the past week.

In the interior, southwest Louisiana and Texas, a good demand is reported; offers on large lines based on values of thirty days ago have been turned down and higher prices insisted upon and obtained. The main supply of rough rice is in planters' hands, and their effort to restore prices to at least normal value seems likely to be successful.

Cables and correspondence from abroad note steady markets with firmer tone on Burma styles.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

## Baltimore Canned Goods.

### No. 1.

Developments during the week in the tomato market were of an encouraging character, and the outlook for that article during the next six months is considered to be excellent. It is not surprising that the improvement in the market prices, which began immediately after the opening of the new year, was promptly followed up with liberal buying orders from the jobbers in nearly all sections, for so many of them had allowed their stocks to run down to the minimum and for some time had been buying them in a hand-to-mouth fashion of weak holders whose pressing financial necessities gave them no alternative but to sell, that they sought to protect themselves against their actual requirements when they found that their sources of sup-

ply were sold out, and that the long overdue reaction in the market had arrived. That the buying orders from those jobbers must steadily continue and gradually increase as the spring trade opens up is reasonably certain. There is an axiom of the trade that tomatoes do not go out of fashion, and the present agitation throughout the country concerning the prevailing high prices of other food products is likely to direct attention to them as a cheap article of daily food for the masses, and thereby cause a large increase in the consumption. It is difficult, perhaps, for a jobber to disregard altogether the abnormally low prices for tomatoes that prevailed during the last three or four months, but if he will cut them out of the calculation and view the situation and the general outlook from the present point of view he will, we believe, become a liberal buyer of spot goods. Trading in future tomatoes increased during the week, and those buyers who made purchases of reliable brands for delivery in the canning season of 1910 feel content with their position. From now on the buying of "futures" will be a feature in the market for that article.

The market is stronger on corn for both spot and future deliveries. The constant flow of small orders has worn away the stocks in the hands of the canners and that fact forms the chief basis of the strength of the spot goods. The present selling prices do not put canned corn beyond reach of the consumer. Future corn is quoted at higher prices than last year because the growers will not plant the canning varieties of sweet corn unless contracted for by the canners at a price on a parity with the advanced price of field corn. String beans is a strong article and the prices of them are likely to advance. The daily small assorted orders for vegetables cover nearly every article in the list, though chiefly

for baked beans, sweet potatoes, kraut and spinach.

'Twas a dull week in the line of fruits. Pears are firmer because of light stocks and will probably advance in price. Grated pie pineapples are also getting scarce here. Enough orders have already been received for pineapple cores for confectioners' use, out of the coming season's crop, to exceed the entire pack of that item here a half dozen times over. Blueberries and red raspberries are sold out. The stocks of gooseberries and black raspberries are getting light, and strawberries will be more active as the spring trade opens up.

Cove oysters were less active this week, but the prices are firm because the active work of canning them cannot be continued until the weather moderates, the ice in the rivers melts and the Chesapeake Bay is opened up fully again. They look like a safe purchase at to-day's prices.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

### No. 2.

Since the endless chain boycott of high-priced food products is with us, why not start an endless chain advocacy for canned goods, which are the only food products selling below cost.

After a period of advance and excitement, the tomato market is following its usual course and as a result prices have steadied themselves at the advance for the time being. There would be little difficulty in securing round lots of tomatoes, No. 3 standards, at  $62\frac{1}{2}$  cents, but the difficulty seems to be that the packer, almost as a unit, is holding at 65 and 70 cents. There only seems to be a fair offering at the inside price, although several lots have been secured at 65 cents during the past week the quality of which is notably good. The majority of packers are holding firmly at 70 cents, but as the market approaches this price the possibilities are that a number of these will continue to advance their price-list. The present notoriety of the general high cost for food products will doubtless in the end effect canned tomatoes and be an advantage to this commodity so far as the marked difference and extreme position taken by high-priced food products at the one extreme with low-priced canned food products at the other. In addition to this the extremely high price obtainable by farmers for farm products is going to have a telling effect upon the price for raw stock the coming season. Thousands of acres were planted in wheat late last fall on account of the wheat prospects at that time which have only shown marked improvement since that date. These fields will, of course, be among the missing when ar-

## Window-Dressing Articles Wanted

For several months the "Grocery World and General Merchant" has been looking for the right man to take charge of its "Window-Dressing Department" and contribute a good, suggestive weekly article. We have tried several, but none was exactly what was wanted.

We will now attempt to get these articles from our subscribers, probably every one of whom has some technical knowledge of window-dressing. What we want is articles clearly describing window displays that can be made by the average retailer; not necessarily new or original—in fact, those which have been used successfully are perhaps preferable to all others.

For all acceptable articles, the "Grocery World and General Merchant" will pay an average price of \$5 each. All matter sent in under this arrangement should be addressed to the "Window-Dressing Department." If drawings are also sent they should be made throughout in black ink (not pencil).





The cash register, computing scales and 'phone save your time. The housewife appreciates time-savers too. Then tell her about

#### MINUTE GELATINE (PLAIN)

It is all measured. Every package contains four envelopes. Each holds just enough to make a pint. Time of measuring saved.

It requires no soaking. It dissolves in less than a minute in boiling water or milk without first soaking in cold water. More time saved.

Besides, it is the clearest, firmest gelatine to be had.

Use these talking points and they'll help the sale. The sale helps you. It pays 36 per-cent. Don't sell at less than two packages for 25c. It's worth even more.

Send your jobber's name and ask for a package to try yourself. It's free.

MINUTE TAPIOCA CO.,

202 W. Main St., Orange, Mass.



# Welch's Grape Juice

## Co-operation

WE want you to believe in Welch's Grape Juice and to see the advantage of stocking it. We want your co-operation and your good will, so that you will hand it out not only when it is called for by name, but also when it isn't.

We have no desire, and have made no attempt, to force Welch's Grape Juice on to the shelves of any dealer who doesn't want it. Our attitude has always been for co-operation with the dealer and, as a result, there is hardly a store in the country where Welch's Grape Juice cannot be bought.

Welch's Grape Juice is sold only through dealers.

Order Welch's Grape Juice from your jobber.

**The Welch Grape Juice Company**  
Westfield, N. Y.



## Stand By This—It Will Stand By You

Wheatena is a good breakfast food to tie to during 1910. The best of it is that you can surely expect to find it on deck at the end, for Wheatena is a stayer. It doesn't make as loud a noise as some of the others, but it is as steady as a commodity can be. Ever since it was introduced, Wheatena has been a repeater and it always will be—it appeals to substantial people.

The tender kernels of selected wheat—quite different from other cereals; there's really no competition for it.

**THE WHEATENA CO.**  
RAHWAY, N. J.

## Don't Throw the Others Out Yet

When we ask you to sell our Gluten Cereal, we don't mean to throw out other cereals—yet, anyway. Sell Gluten Cereal and others side by side, see how well they go, and calculate how much you make from each. Then, maybe, you will reach the point where you will want to throw out the others.

Gluten Cereal pays 40 per cent.; what other cereal in its class does? Cost to you, \$1.20; brings in \$1.80.

**A. C. Godshall & Co.**  
INCORPORATED  
LANSDALE, PA.

## Sell These Now!

More than ever now **Rumford's Baking Powder** and **Rumford's Yeast Powder** are the powders to sell in Pennsylvania to-



day, to say nothing of other States. Not once has any Legislature or Pure Food Department ever sought to interfere with them; nor can they, for they contain nothing but pure healthful phosphates, starch and soda.

As leaveners they are unsurpassed, as selling propositions they are steady and

profitable; and as legal food products there has never been any question about them and never will.

**Rumford Chemical Works**  
PROVIDENCE, RHODE ISLAND



## VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

**"WE SELL  
SWIFT'S PREMIUM HAMS"**

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

**Swift & Company, U. S. A.**



rangements are made for the tomato crop. These conditions will affect the future position of canned tomatoes.

Liberal orders continue in evidence, showing a willingness on the part of those who are posted and a readiness to secure 3s standard tomatoes at 65 cents if the seller can be found. This, however, is the difficult end of the proposition, for reliable packers are firmly holding at 70 cents, and a few are willing to book any great volume on this basis. Should there be a general buying of futures it would have to be done on the basis of 70 cents f. o. b. for standard 3s. Fancy grades and extra standards at a proportionate advance.

As the weeks roll by stocks of corn purchases as futures and during the packing season are becoming alarmingly small in the warehouse of the buyer. Evidence of this condition is becoming more manifest from day to day, and with so many packers practically sold out and the impossibility to obtain quantity blocks of corn from packers because they are really not in existence only lends strength to the continued prediction of higher prices for this commodity. A few small lots of fancy grades Country Gentleman corn are still obtainable. Southern-packed Maine style practically all cleaned up and but few lots of shoepeg remain unsold, while business is being booked on the basis of 82½, 85 and 90 cents, depending upon quality.

The hand-to-mouth policy of buying canned goods as wanted prevailed for quite a season, but so far as future corn is concerned there evidently has been a change of policy. Since the new price for corn has been made there never has been known a period of so short duration in which more business has been done, which only indicates that human nature continues to be human, and as soon as there is a possibility of a scarcity or an extreme advance human buyers will continue to follow the human policy which has prevailed for many years and which is likely to prevail throughout the annals of their successors. A stone wall is generally a stubborn proposition; it is damaging to the opposition if force is used, but time brings many changes and after so long the strongest wall crumbles and existence continues as it did before the erection of the wall.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

#### Spices.

The market continues very active, without any special features to note during the week. The demand is good and business as a whole is of a satisfactory nature.

Peppers.—Market is steady; futures are practically unchanged. There have been no cables received during the week from the source of supply that would in any way affect prices.

Red peppers somewhat firmer. The supply is small and there appears to be little on the way.

Cloves are unchanged; the demand is fair.

Pimento (Allspice) unchanged. The demand is better. Prices are likely to go higher.

Paprika.—All grades are steady; demand very satisfactory.

Mace very scarce and prices are firm. The demand is good.

Nutmegs firm in price. The demand continues satisfactory.

Cassias are unchanged, with no special features to note during the week.

Gingers are very firm in price, with good demand, and the general tendency of all grades is upward.

Tapiocas steady, but unchanged; demand very good.

Seeds steady and in good demand, especially poppy and caraway. Celery and hemp are steady.

Sage and sweet herbs continue to sell in a satisfactory way, especially rubbed sage. Marjoram remains firm.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Florida beans range from \$4 to \$5, and are scarce and wanted.

No increase in the supply of Florida peas is noted, and good peas still bring \$8 per crate. The demand is limited.

New Bermuda potatoes have advanced slightly by reason of better demand. The range is now \$5 to \$6. No Florida potatoes have come North yet.

Almeria grapes show no change. The range is from \$2.50 to \$7.50, according to quality. The demand is good.

Florida tomatoes are coming frozen or green, and the price has advanced. The range is \$1 to \$3.25 per box and the demand active.

Cranberries continue to be weak, glutted and dull. The range is 50 cents to \$1 per crate.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.

#### AMONG THE TRADE.

Joseph M. Rittenhouse, a dealer in meats in this city for many years, died during the week at his late residence, 760 N. Forty-first street, in his sixty-seventh year. He had been ill from a complication of diseases for several weeks. Mr. Rittenhouse was born in Flemington, N. J., in 1843, and began his business career in New York City, after a boyhood spent on a farm. He eventually went to Kansas, where he engaged in sheep raising, and finally came to this city, where he started a chain of stores in West Philadelphia.

The Local Bureau of Health has changed its attitude regarding the enforcement of the Act of 1907, requiring dealers in meats, fish, shell fish, poultry, etc., to take out a license at a cost of \$1. Shortly after the act was passed, they decided that it applied only to dealers in the above products when sold fresh, but during the last few days have issued notice that a license fee will be exacted from all dealers in meats, etc., whether fresh or prepared. Several of the chain stores have paid on the ground that it is cheaper to pay than to fight.

The Philadelphia Retail Grocers' Association held its twenty-fourth annual banquet at Mercantile Hall, Broad above Master, last Wednesday evening, February 2d. With one exception, the banquet was the largest ever given by the association, about 426 covers being laid. A very dainty and substantial supper was served, with souvenirs from Curtice Bros. Co., Walker Grape Juice Co., Walter Baker Co., the Girard Grocery Co. and Shane Bros. & Wilson. The toastmaster was Albert Kaiser, president both of the Retail Grocers' Association and of the Girard Grocery Co., who had even his capable hands full in controlling such an enormous assemblage of diners. He did it, however, with dignity and grace. The speakers were C. W. Zieber, secretary of the Retail Grocers' Building and Loan Association, who spoke on "Philadelphia Sunshine"; Elton J. Buckley, on the extent to which merchants neglect to take their wives' counsel in business matters, and J. A. Edgar, secretary of the Frankford Retail Grocers' Association, whose subject was "Partnership." Music was supplied by a delightful little

orchestra. The King Midas double quartette sang a couple of songs with fine effect. Laurence Sharkey, a professional, told some Irish stories inimitably, and Frank Diamond, a well-known salesman, sang a couple of operatic selections in perfect form. Some really remarkable music was supplied by the "Girard Quartette," gotten up by the Girard Grocery Co., of which O. A. Patterson and Bernhardt Mosler were the two basses. The other two were salesmen. The singing of this quartette was far above that of the ordinary quartette and aroused great enthusiasm. Altogether it was a delightful banquet.

At the instance of the National Pure Food Commission, 150 pounds of desiccated egg product, made in Sioux City, Iowa, seized on Monday night in the Horn & Hardart baking establishment, is awaiting further action on the part of the authorities in the storage room of the Federal building. The seizure was made in the company's building, 210 S. Tenth street, by Deputy United States Marshal Helms. It is said by the Government to be unfit for use.

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**John R. McFetridge & Sons**

**Printers**

**927 Arch Street**

**Philadelphia**



THE NEW FLAVOR

**MAPLEINE**

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

**BUTTER & HARDING, Brokers**  
5 S. Front St., Philadelphia, Pa.





## CORRESPONDENCE

We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### To Buy Cash Booths.

Sunbury, Pa., Jan. 27, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Do you know of a firm that sells cash booths?

Awaiting an early reply, I am  
Yours truly,

H. ESTERBROOK.

H. F. Heacock, 51 N. Second street, Philadelphia, makes new cash booths and occasionally has them second-hand.

\*\*\*

### Correspondence Course in Brokerage.

Harvard, Neb., Jan. 24, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Could you inform me of any publication or any one who might have anything in the grocery brokerage business?

I am interested in that line and would like to get hold of something touching on the subject. I saw an advertisement of a correspondence school that had this subject as one of their courses, but failed to get their address and do not know where it was. I thought perhaps that you might be able to

advise me where I could get some information on those lines. Thanking you in advance,

Yours truly,

CARL FLORINE.

The "Grocery World and General Merchant" has never seen anything about a correspondence course in brokerage, that is, merchandise brokerage, but thinks that if anybody has it the Sheldon School, of Chicago, would.

\*\*\*

### Cereals as a Remedy for High Food Prices.

Philadelphia, Pa.,

January 25, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—With all the newspapers telling the people about the high prices of food products, it would seem at first glance that our friends—the jobbing and retail grocers—must be having a hard row to hoe, but when we look into the situation carefully it looks as though the dark cloud has a silver lining that the present condition could be turned most decidedly to the advantage of both retail and

wholesale grocers by a little educational work along right lines.

There are many products handled by the grocers generally which are relatively low in price, good wholesome food products, the increased consumption of which would be to the advantage of the individual, and which would mean a material increase in profitable business for the trade as a whole, as well as having the effect of reducing living expenses.

There are a number of articles in the grocer's line which could be brought to the attention of the consumer at this particular time to take the place of the high-priced commodities and which need only a little exploitation by the retailer to produce results satisfactorily alike to consumer, retailer and wholesaler.

We have in mind dried fruit, canned fruit, vegetables, some lines of canned fish and salt fish, and we know there are many other items.

But cereals are to-day the best food proposition for a consumer, retailer and wholesaler.

KELLOGG TOASTED CORN FLAKE Co.

\*\*\*

### More About Short Weight Oysters.

Columbia X Roads, Pa.,

January 27, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—In your last issue, J. H. Curran gives us a strong one in reply to my inquiry concerning short measure oysters.

Who would be the proper authorities to lay this matter before, asking for an investigation to see of this practice of shipping short measure is general? Thanking you for your words (editorially) of comment following my inquiry, and appreciating your paper very much, I am,  
Yours truly,

GEO. C. CORNELL.

There is no National or State official that you can appeal to as to the matter of short weights, unless a false weight is marked on the label. The matter is really between you and your seller. If you order oysters of certain measure or weight and a less quantity is sent, you are not obliged to pay for any more than you got.

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### A New Jersey Slicing Machine.

Worcester, Mass.,

January 26, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Sometime ago some man in New Jersey advertised a beef slicing machine in your paper. Can you give me his address?

Yours very truly,

J. C. YEATON Co.

The man named was A. W. Johnson, New Brunswick, N. J.

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### To Sell Empty Barrels.

Mechanicsburg, Pa.,

February 1, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Please give me the name or names and addresses of parties who buy empty syrup, pickle and vinegar barrels?

Thanking you in advance for this information, I am,

H. P. GELWICKS.

Berry & Aitkens, Thirty-sixth and Wharton streets; Jas. S. Gardner, 120 Morris street; Jos. Kelly & Co., 106 Tasker street, all Philadelphia.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.



# Cruiser Brand

## HIGH-GRADE CANNED GOODS



**CRUISER BRAND** Tomatoes, selected from choicest New Jersey stock, finest goods packed, extra weight cans, averaging 2 lbs., 12 ozs., we challenge competition. Price, per doz., . . . . . **\$1.15**

**CRUISER BRAND** Corn, choicest New York State stock, Fancy Grade, a fine corn, guaranteed to please. Price, per doz., . . . . . **.90**

**CRUISER BRAND** Small Sifted Peas. Extra choice quality, early packing, small and tender. Price, per doz., . . . . . **1.65**

**CRUISER BRAND** Telephone Sugar Peas. This is an extra fine quality large sugar pea, Telephone variety, one of the most popular peas in the market. Price, per doz., . . . . . **1.40**

**CRUISER BRAND** Early June Peas. An extra quality Early June Pea, sifted and of fine flavor. Price, per doz., . . . . . **1.10**

**CRUISER BRAND** Stringless Beans. Extra choice quality, young and tender, and packed for the finest trade. Price, per doz., . . . . . **\$1.45**

**CRUISER SMALL LIMA BEANS.** These are a choice variety small Lima Beans, about the size of your thumb nail. They are selected and packed with great care, being strictly high grade. Price, per doz., . . . . . **1.40**

**CRUISER SUCCOTASH.** A choice dish, being strictly high grade. Made of the choicest varieties of Corn and Lima Beans. Price, per doz., . . . . . **1.25**

**CRUISER WHITE WAX STRING BEANS.** This is an extra quality Golden Wax Stringless Bean. Finest variety of its kind and highly recommended. Price, per doz., . . . . . **1.40**

**KIRK, FOSTER & CO.**

WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA



# WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## WANTED.

WANTED.—Coffee salesman, with hotel, restaurant and institution trade. To right man a half interest in the business will be given and advertiser will furnish capital and take active interest. L. O. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

WANTED.—A merchant who can use from one to three hundred pounds fresh made creamery butter each week. Our entire output sold with above exception. Will put up in any shape desired. Shipped day following churning. Most of our customers have been with us ten years. We also sell fresh gathered eggs, poultry, apples, onions and country lard. Howard Creamery Corporation, Centre Hall, Pa.

WANTED.—Manufacturer selling the wholesale grocery trade through brokers is in position to take on a line of goods sold to the same trade. Address "C. R.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

## FOR SALE.

FOR SALE.—Don't miss this bargain! \$4,100 will buy corner store property. Two bulk windows, eight rooms and bath. Lot, 16 x 75 ft. Only built two years ago. New properties going up all around this section. For full information apply to R. P. Cameron, 2737 Kensington Ave., or Mrs. R. Shaw, owner, 3334 H St., Philadelphia, Pa.

FOR SALE.—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa.

FOR SALE.—Small grocery store in West Philadelphia. \$750 if sold at once. R. B. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

FOR SALE.—Cleaver's old established butter, egg and grocery store, 4408 Germantown Ave. Will sell for \$600 if sold at once. Jacob W. Scheifele, 4408 Germantown Ave., Philadelphia, Pa.

FOR SALE.—Old established grocery store of F. L. Boncot. \$1,500 for stock and fixtures. F. L. Boncot Est., Conshohocken, Pa.

FOR SALE.—One of the best grocery stores in the State. Old established stand and a money maker. Does \$75,000 business a year. Will require about \$6,000 to handle it. Best of reasons for selling. K. J., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa.

FOR SALE.—No. 106 six drawer cabinet, National Cash Register, six separate drawers and check counter, also check printing device. Strictly first class and good as new. Box 55, Hammondsport, N. Y.

FOR SALE.—A small grocery store, 5029 Aspen St., west Philadelphia, Pa. Will sell for \$325 if sold at once.

FOR SALE OR EXCHANGE.—Three hundred account McCaskey Register. Complete; been used only three weeks; good as new. Address Fred. S. Pfitzenmyer, Ocean City, N. J.

FOR SALE.—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5051 Haverford Ave., Philadelphia, Pa.

FOR SALE.—An old established grocery store, located on the busiest corner of a live town in central New York State for twenty-seven years. Every modern fixture and improvement, making this the finest store here. No old stock. All property free of any incumbrance. Proprietor desires to retire because of old age. Address "H. C.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

## HELP WANTED.

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant."

## SITUATION WANTED.

WANTED.—Young man wants position in a grocery store. Competent to take charge of a store. Wages not under \$12. City preferred. C. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

GROCERY CLERK NOW EMPLOYED with large chain store wishes position under good manager where there is plenty of business and chance to hustle. Good all round man and can give good references, among them present employer. Age twenty-seven, single. Wants \$12 weekly. Has had experience as manager. C 18, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

YOUNG WOMAN OF TWENTY-THREE wishes position as clerk in grocery store. Now employed in Pennsylvania store. Has had seven years experience, partly window dressing and store decorating, and can make self very useful. Capable of taking entire charge of small grocery. Salary wanted, \$9 per week. C 17, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

GROCERY CLERK NOW EMPLOYED in West Virginia wants position in West Virginia as manager of first-class retail grocery. Age thirty-five, married, one child. Had seven years wholesale experience and ten retail. Has knowledge of ad-writing, window dressing, card writing, decorating. Salary wanted—will consider any fair offer. C 16, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

GROCERY CLERK NOW EMPLOYED in New York State wants position as clerk or at desk work. Age forty, married. Will go anywhere. Has had twenty-two years experience and knows business thoroughly. Wants \$15 per week. C 15, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

YOUNG WOMAN OF TWENTY-FOUR now employed in Pennsylvania store, wants position clerking or calling on trade. Will go anywhere. Has had six years experience clerking and managing and has considerable knowledge of the business. Salary wanted to start, \$8 per week. C 14, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

GROCERY CLERK NOW EMPLOYED in eastern Pennsylvania wants substantial position anywhere. Age thirty-one, single. Position wanted is as clerk or manager. Has had eight years' experience as grocery clerk and four years with china and glass. Good selling ability. Salary expected, \$12 per week, and can earn it. C 13, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

PHILADELPHIA GROCERY CLERK and manager of long and comprehensive experience wants position as manager within forty miles of Philadelphia. Age fifty-two and married. Experienced in grocery and coffee business, including coffee roasting, and has a full, general knowledge of the business. Was in business for himself twelve years. Salary wanted, \$20 weekly. Fine references. C 12, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

PHILADELPHIA GROCERY CLERK wants position in country store as clerk and bookkeeper. Age forty-five, married. Will go within thirty-five miles of Philadelphia. Had thirteen years active business experience and a good all round man. Will start for \$10 weekly. C 10, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

GROCERY CLERK OR MANAGER now employed at Allentown, Pa., wants position as manager, assistant manager or department manager, with chances for advancement. Will go anywhere within two hundred miles. Has had experience as buyer and department manager, also has knowledge of advertising and window dressing. Splendid references. Wants \$25 weekly and can earn it. C 9, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

CLERICAL POSITION WANTED BY Philadelphia young man, eighteen years of age. Had two years experience. Salary wanted, \$8 per week. C 11, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

CLERK NOW EMPLOYED AT NEW Haven, Conn., wants position or chance to buy interest in Connecticut, Massachusetts, or New York State. Will take position as manager of department or store or make small investment. Has four years' experience as clerk and three years' experience as manager. Age, twenty-three. Single. Has good knowledge of bookkeeping, show card writing and all round salesmanship. Specialist in tea, coffee and spices. Will also consider wholesale position. Salary desired, \$20 weekly. C 8, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

GROCERY CLERK NOW EMPLOYED in Pennsylvania, wants position as chain store manager. A record man. Had four years chain store experience. Twenty-two years old and single. Will go anywhere in Pennsylvania or New York. Can do some window dressing. Hard, steady worker. Wages wanted to start, \$12 weekly. C 7, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

## BUSINESS OPPORTUNITIES.

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 556.—In Tioga, grocery, meat and provision business doing \$300 to \$350 per week, on which is netted a clean ten per cent. profit. Fixed charges are very low. Rent only \$40 per month, including two-story brick stable. Owner is going into other business. Will sell fixtures for \$300 and stock at inventory. About \$700 required.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be

sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$1,000.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, meat and canned goods business doing \$200 to \$300 weekly, all cash. Rent low. About \$500 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

## GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

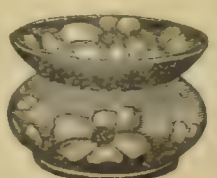
In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,  
927 Arch Street. Philadelphia, Pa.

## MISCELLANEOUS.



MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free.



No. 1 Cuspidor  
6½ Inch

## THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge: the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. FEBRUARY 7, 1910.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

ADVANCES.		DECLINES.		ADDITIONS.		WEIGH AND MEASURE EVERYTHING YOU BUY.	
Column.		Column.		Column.		Standard Weights per Bushel.	
Sugar.....	1	Eggs.....	16	Mustard.....	30	Marrow Beans.....	60 lbs.
		Lard.....	25	Prepared.....	31	Medium Beans.....	60 "
		Compound Lard.....	25	Marmalade.....	26	Pea Beans.....	60 "
		Butter.....	6			Red Kidney Beans.....	58 "
						Hominy.....	56 "
						Pease.....	60 "
						Barley.....	48 "
						Potatoes.....	56 "
						Flaxseed.....	38 "
						Onions.....	55 "
						Shellbarks.....	48 "

COL.		COL.		COL.		COL.	
Alarm Cash Drawer.....	18	Sardines.....	9	Drugs, Grocers'.....	26	Ink.....	21
Alarm.....	26	Meats.....	9			Insect Powder.....	26
Ammonia.....	3	Soups.....	10	Eggs.....	16	Ironing Wax.....	32
Amputation.....	5	Capers.....	16	Essence of Coffee.....	5	Jams.....	26
Axle Grease.....	3	Catsup.....	11	Extracts.....	27	Jars and Jar Rubbers.....	6
		Cereal Specialties.....	17			Jellies.....	25
		Cheese.....	16	Fancy Groceries.....	16	Junket Tablets.....	27
		Chocolate and Cocoa.....	11	Farinaceous Goods.....	17		
		Chewing Gum.....	28	Figs.....	20	Ketchup.....	11
		Cider.....	28	Fish, Canned.....	8		
		Clams.....	20	Fixtures.....	18	Lamp Goods.....	21
		Clothes Pins.....	35	Flour.....	17	Lard.....	25
		Cocoonut.....	13	Fly-paper.....	32	Lemons and Oranges.....	17
		Codfish.....	19	Food, Bird.....	32	Lentils.....	17
		Coffee.....	5	Fruit Butters.....	25	Licorice.....	26
		Essence.....	5	Fruits, Domestic, Dried.....	20	Lime.....	21
		Chicory.....	5	Foreign, Dried.....	20	Live Poultry.....	25
		Coffee Mills.....	18	Fish, Fresh.....	20	Lye and Potash.....	21
		Cooking Herbs.....	6				
		Condensed Milk.....	12	Gelatine.....	18	Macaroni.....	18
		Condensed Mince Meat.....	21	Gravel, Bird.....	32	Mackerel.....	19
		Corn Meal.....	17			Maple Syrup.....	33
		Corn Starch.....	31	Herring.....	15	Matches.....	21
		Cottolene.....	16	Hominy and Grits.....	17	Meat.....	24
		Crackers, Cakes, etc.....	13	Honey.....	33	Milk, Evaporated.....	12
		Crescent Mapleine.....	33	Horseradish.....	21	Mince Meat.....	22
		Cutters, Tobacco.....	18			Mineral Water.....	29
		Counters.....	18			Molasses.....	33
		Dates.....	20				
		Delicatessen.....	14				
		Dressed Meats.....	25				

COL.		COL.		COL.		COL.	
Alarm Cash Drawer.....	18	Sardines.....	9	Drugs, Grocers'.....	26	Ink.....	21
Alarm.....	26	Meats.....	9			Insect Powder.....	26
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Amputation.....	5	Capers.....	16	Essence of Coffee.....	5	Jams.....	26
Axle Grease.....	3	Catsup.....	11	Extracts.....	27	Jars and Jar Rubbers.....	6
		Cereal Specialties.....	17	Fancy Groceries.....	16	Jellies.....	25
		Cheese.....	16	Farinaceous Goods.....	17	Junket Tablets.....	27
		Chocolate and Cocoa.....	11	Figs.....	20	Ketchup.....	11
		Chewing Gum.....	28	Fish, Canned.....	8	Lamp Goods.....	21
		Cider.....	28	Fixtures.....	18	Lard.....	25
		Clams.....	20	Flour.....	17	Lemons and Oranges.....	17
		Clothes Pins.....	35	Fly-paper.....	32	Lentils.....	17
		Cocoonut.....	13	Food, Bird.....	32	Licorice.....	26
		Codfish.....	19	Fruit Butters.....	25	Lime.....	21
		Coffee.....	5	Fruits, Domestic, Dried.....	20	Live Poultry.....	25
		Essence.....	5	Foreign, Dried.....	20	Lye and Potash.....	21
		Chicory.....	5	Fish, Fresh.....	20		
		Coffee Mills.....	18			Macaroni.....	18
		Cooking Herbs.....	6	Gelatine.....	18	Mackerel.....	19
		Condensed Milk.....	12	Gravel, Bird.....	32	Maple Syrup.....	33
		Condensed Mince Meat.....	21			Matches.....	21
		Corn Meal.....	17	Herring.....	15	Meat.....	24
		Corn Starch.....	31	Hominy and Grits.....	17	Milk, Evaporated.....	12
		Cottolene.....	16	Honey.....	33	Mince Meat.....	22
		Crackers, Cakes, etc.....	13	Horseradish.....	21	Mineral Water.....	29
		Crescent Mapleine.....	33			Molasses.....	33
		Cutters, Tobacco.....	18				
		Counters.....	18				
		Dates.....	20				
		Delicatessen.....	14				
		Dressed Meats.....	25				

COL.		COL.		COL.		COL.	
Alarm Cash Drawer.....	18	Sardines.....	9	Drugs, Grocers'.....	26	Ink.....	21
Alarm.....	26	Meats.....	9			Insect Powder.....	26
Ammonia.....	3	Soups.....	10	Eggs.....	16	Ironing Wax.....	32
Amputation.....	5	Capers.....	16	Essence of Coffee.....	5	Jams.....	26
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		Crescent Mapleine.....	33			Molasses.....	33
		Cutters, Tobacco.....	18				



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## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25 1/2 .27
Java, Interior.....	.21 .23
Bogatos.....	.13 .14 1/2
Washed, Caracas.....	.13 .16
Washed, Mexican.....	.12 3/4 .13 3/4
Bucaramango.....	.13 .13 1/2
Guatemala.....	.12 1/2 .14 1/2
Maracaibo.....	.12 .12 1/2
Washed Santos.....	.12 1/2 .13
Mocha Seed Santos.....	.10 3/4 .12 1/4
Santos.....	.10 1/2 .11 1/2
Rio.....	.09 1/2 .10 1/2

## ROASTED COFFEE IN BULK.

Victoria Blend.....	.25
Morava Blend.....	.20
Oakdale Blend.....	.18
Radnor Blend, 1 lb. free with 10.....	.18
Special Blend.....	.16
Nectar Blend.....	.15
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.25
Fancy Maracaibo.....	.15
Fancy Mocha Santos.....	.15
Choice Mocha Santos.....	.13 1/2
No. 2, Santos.....	.13 1/2
No. 3, Santos.....	.12 1/2
No. 3, Rio.....	.12 1/2
No. 7, Rio.....	.12

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	13.75	13.85
Lion.....		
Seven Day.....	12.15	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr".....	per box 3.90
50 tins in box.....	per carton .95
12 in tins box.....	per doz. 5.75
George Floto's Sons.....	per gross
Coffee Essence, 1/2 gross improved cans.....	2.25
" 1/2 gross cans, tin ends.....	2.70
" 1/2 gross cans, all tin.....	2.85
Vienna Coffee Essence, Manila, 1/2 gross.....	2.25
Package Chicory, 65-lb. cases.....	per lb. .04 1/2
Mumma's Essence, tin can, 1/2 gross, per gross.....	2.85
" tin ends, ".....	2.70
" " improved ".....	2.15
Chicory, Sell's 65-lb. cases.....	.05 3/4
" English, ground, bags about 160 lbs.....	.05 1/2
" Franks', stick, 65 lbs.....	.06 1/2
" Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....	.04 3/4

## AMMUNITION.

Blasting, A, kegs, 25 lbs.....	2.35
" B, kegs, 25 lbs.....	3.50

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Duck, kegs, 25 1/2 lbs.....	4.75
" kegs, 6 1/2 lbs.....	2.65
FG, FFG, FFFG, kegs, 25 lbs.....	4.75
" " kegs, 10 1/2 lbs.....	2.65
" " kegs, 6 1/2 lbs.....	1.50
Drop Shot, Nos. 2, 3, 5, 8, 9, bags, 25 lbs.....	1.85

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.30
" No. 3, 3 doz.....	3.35
Colburn's, No. 1, 4 doz.....	1.65
" No. 2, 3 doz.....	2.65
" A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" No. 2, 3 doz.....	4.80
Reckitt's, 5c. and 10c. asst., 8 lbs.....	Per lb. .20

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	5.50
French Laundry, large, 1/2 gross in barrel.....	2.45
Tibbals Cream Indigo, 5c. size, 1/2 gross case.....	4.80
" " 10c. size, 1/2 gross case.....	9.00
Free goods with 1/2 gross 5-cent size and 1/4 gross 10-cent size.	

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.34
" first, ".....	.33
" second, ".....	.32
" third, ".....	.31
" dairy, extra, bakers' use, 30-60 lbs.....	.26-.30
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.35-.36
Print Butter—	
Star or S. D. brands, 1 lb., 20-30-lb. boxes.....	.38
B. B., E. D. brands, 20-30-lb. boxes.....	.37
J. J., C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes.....	.36
Sheaf ("400") Elgin, 20-30-lb. boxes.....	.35
Sheaf.....	.32-.34
Milken Farm, lbs. and 1/2 lbs.....	.38
Gurnee, lbs. and 1/2 lbs.....	.36
Belle Spring.....	.33

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11
" 16's, 30 lbs.....	.12
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 3/4
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Neverout, 8's.....	per box 1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross
Quarts, boxes, 1 doz. each.....	per gross
Pints, wide mouth, 1 doz. each.....	per gross
Schram's—	
Half gallons, boxes, 1 doz. each.....	6.50
Quarts, boxes, 1 doz. each.....	5.00
Pints, boxes, 1 doz. each.....	
Jar Rubbers—	
Wide, 1 lb. cartons.....	.35
Regular, 1 lb. cartons.....	.35
Lipped, 1 gross, boxes.....	.85
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.65
Jelly Glasses, fluted, bbls., 21 doz.....	.17 1/2

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## COOKING HERBS.

Colburn's "A" Small—	
Sweet Marjoram.....	per doz. .85
Sage.....	" .95
Thyme.....	" .95
Savory.....	" .85
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
1/2-lb. cartons, 1 doz.....	per doz. .60
1/2-lb. " ".....	" .75
1/2-lb. " ".....	" 1.25
1/2-lb. screw cap bottles, 2 doz.....	" .90
1/2-lb. square cans, 2 doz.....	" .85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Silver Lake, fancy Jersey.....	.87 1/2
Silver Lake, No. 10, 1 doz.....	2.10
Junior, No. 10, 1/2 doz.....	2.00
Bridgeton, No. 10, 1 doz.....	1.95
Goldsboro, No. 10, 1 doz.....	1.75
Junior, fancy hand picked.....	.80
Riverside, fancy Maryland.....	.75
New Century, fancy, No. 2.....	.49
Brandywine Hills, extra fancy.....	.90
Mrs. Lippincott's, Frying.....	1.15
Our Best, 50 oz.....	1.00
Rival Blue, fancy hand packed.....	.80
Mispillion, fancy Delaware.....	.70
Ford, fancy Maryland.....	.67 1/2
Luncheon, fancy Maryland.....	.75

Lima Beans—	
Silver Lake.....	.85
Silver Lake, No. 10.....	4.50
Brandywine Hills.....	1.30
Boyer's.....	.95
Brownie.....	.70

String Beans—	
Extra fancy.....	1.45
Boyer's, 22.....	.60
Acorn, 32.....	.85
" No. 2.....	.55
Safe, No. 2.....	.50

White Wax Beans—	
Boyer's.....	.60
Acorn, No. 2.....	.57 1/2
Brandywine Hills, No. 2.....	1.10

Beans (Pork and Beans)—	
B. & M., No. 3, plain.....	1.35
" No. 3, tomato sauce.....	1.55
Campbell's, No. 2, plain.....	.95
" No. 2, Boston style.....	.95
Oxford, No. 3.....	1.05

Narragansett, No. 3, tomato sauce.....	
Van Camp's, No. 1, sauce, 4 doz.....	.87 1/2
" No. 2, sauce, 2 doz.....	1.35
Moore & Brady, No. 3, plain.....	.87 1/2
" No. 3, sauce.....	.92 1/2
" No. 1, picnic size, plain.....	.42 1/2
" No. 1, picnic size, sauce.....	.47 1/2

Victory, No. 1, tomato sauce, 4 doz.....	.47 1/2
Martin Wagner Co., No. 3, plain.....	1.07 1/2
" No. 3, tomato sauce.....	1.12 1/2
" Midnight Lunch, No. 1, 4 doz.....	.50
Snider's, sauce or plain, No. 3, 2 doz.....	1.80
" " No. 2, 3 doz.....	1.40
" " No. 1, 4 doz.....	.90

Red Kidney Beans—	
Joan of Arc, No. 2, fancy.....	.80
Van Camp's, No. 2, 2 doz.....	.80
Martin Wagner's, No. 2, 2 doz.....	.77 1/2

Corn—	
Kornlet.....	1.75
Paris, fancy Maine.....	1.80
American Beauty, extra fancy, Shoe Peg.....	.90
Cream of Susquehanna.....	1.00
Baker's, G. W., whole grain.....	.80
Shoe Peg, Susquehanna, No. 2.....	.85
Rex, No. 2, fancy, whole grain.....	.75
Vanity, No. 2, whole grain.....	.70

Peas—	
Boyer's, Midgets, No. 2.....	1.55
" Extra Sifted.....	1.95
" Sifted.....	1.07 1/2
" Early June.....	.95
B. B. F., Early June.....	.95
Hermit brand, soaked.....	.95
Lotus, Sweet Winkle.....	1.10
Brandywine Hills, extra sifted N. Y. State.....	1.50
Kent County, Sifted.....	.80
Our Favorite, No. 2.....	.80
Plantation Standard, Early June, No. 2.....	.87 1/2
Pride of Delaware Standard, No. 2.....	.75
Wyoming, extra fine, June, No. 2.....	1.25

Beets—	
Silver Lake, fancy, No. 3.....	1.05

Succotash—	
Little Quaker, extra fancy, No. 2.....	1.05
Brandywine Hills, extra fancy.....	1.05

Spinach—	
Champion, No. 3.....	.92 1/2
Farren's, No. 3, 2 doz.....	1.05
Victory, No. 3, fancy leaf, 2 doz.....	.95
M. & W., No. 3, chopped.....	.85

Sweet Potatoes—	
Farmside, fancy N. Y. State, No. 3.....	1.25
Boyer's, No. 3, 2 doz.....	1.00
Slocumb Farm, No. 3 cans, 2 doz.....	.90

Pumpkin—	
Silver Lake, No. 3.....	.72 1/2
Apollo, 3's.....	
Lilly Lake, 3's.....	.62 1/2
Easton, No. 3.....	.60

Asparagus—	
Oak, large, 2 1/2's.....	2.50
Superior, large, No. 2 1/2.....	2.50
Staple, medium, No. 2 1/2.....	2.35
Swan, medium, No. 2 1/2.....	2.40
Del Monte Tips, No. 1 1/2.....	2.15
Extra Tips, No. 1 1/2.....	2.10
El Rio, choice California, No. 2 1/2, 2 doz.....	2.00

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## California Canned Fruit.

	Per doz.
Apples—	
Extra quality.....	2.75
Extra standard.....	1.50
Standard.....	1.30
Pears—	
Bartlett, extra quality, 2 1/2's.....	3.00
" extra standard, 2 1/2's.....	2.00
" standard, 2 1/2's.....	1.75
Cherries—	
Extra quality, 2 1/2's.....	2.90
Extra standard, 2 1/2's.....	2.25
Standard, 2 1/2's.....	1.80
Peaches—	
Tioga, No. 2 1/2, extra standard, lemon cling.....	1.70
Agate, No. 2 1/2, standard, lemon cling.....	1.50
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.00
Columbus, No. 2 1/2, pie, peeled, yellow, free.....	1.80
Plums	
Egg, extra standard.....	1.40
Green Gage, extra standard.....	1.40
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

	Per doz.
Apples—	
Golden Crown, No. 3, 2 doz.....	.90
Spring Garden, No. 3, 2 doz.....	.85
Bull Head, No. 3, 2 doz.....	.85
Spring Garden, No. 10.....	2.65
Blackberries—	
Silver Lake, syrup, No. 2.....	1.30
Nigger Head, No. 2.....	1.02 1/2
Spring Garden, No. 2.....	.85
Blueberries—	
Maine, Eagle No. 2.....	1.25
Loggins, No. 10.....	6.00
Cherries—	
Boyer's, No. 2, white, extra.....	1.37 1/2
Flour City, white, No. 2.....	1.15
Flour City, red, No. 2.....	
Peaches—	
Berry's, yellow, No. 3.....	1.25
Castle Haven, white, No. 3.....	1.05
Standard, pie, No. 3.....	.90
Pears—	
Silver Lake, No. 10.....	3.75
Hero, No. 3.....	1.00
Raspberries—	
Red Farmside, extra preserved, No. 2.....	2.45
Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.75
Silver Lake, No. 10, 1 doz.....	1.90
Strawberries—	
Anchor, No. 2, water.....	.75
Silver Lake, No. 2.....	1.40
Pineapple—	
Acorn, E. & C., No. 2.....	1.90
General, E. & C., sliced, No. 2.....	1.80
Indian River, E. & C., No. 2.....	1.65
Orange Grove, E. & C., No. 2.....	1.80
Singapore Chunks, No. 1 1/2, 4 doz.....	.97 1/2
Wallace, grated, No. 2.....	1.40
Singapore, cubes, No. 1 1/2, 4 doz.....	.67
James, No. 3, pie, grated.....	.85
Singapore, cubes, No. 1 1/2, 4 doz.....	1.00

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

	Per doz.
Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
" No. 2, 2 doz., McMenamin's.....	3.25
Clams—	
Star, No. 1, 4 doz.....	.85
Lobsters—	
B. & M., No. 1/2, flat, 4 doz.....	2.30
" No. 1/2, flat, 4 doz.....	1.40
Star brand, No. 1/2, flat, 4 doz.....	1.35
" No. 1/2, flat, 4 doz.....	2.25

Shrimps—	
L and D, No. 1, pickle, 4 doz.....	1.20

Mackerel—	
Pickert's, soured, No. 1, 4 doz.....	
" " No. 2, 2 doz.....	
" " No. 3, 2 doz.....	
Underwood, soured, No. 1, 50 cans.....	
" " No. 1, 4 doz.....	

Oysters—	
Boyer's, No. 1, 2 doz.....	.75
" No. 2, 2 doz.....	1.40
Stewart's, No. 2, 2 doz.....	1.35
" No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.72 1/2

Kippered Herring—	
Macdonald's, 2 doz., plain.....	1.50
Gilt Edge, 4 doz.....	1.37 1/2
Connor's, 4 doz.....	1.22 1/2

Sauces—	
Happold's, No. 1, tall.....	1.95
" No. 1 flat.....	2.05
Horseshoe, No. 1.....	1.60
White Raven, red, 1/2's.....	
Chaf, red, No. 1/2, flat, 4 doz.....	.90
Terrapin, pink, No. 1/2, 4 doz.....	.77 1/2

## SARDINES—Imported.

Boneless and peeled, 1/2's.....	28.00
" D. & G., 1/2's.....	26.50
" Ispa, 1/2's.....	28.00
" Gondolier, 1/2's.....	100 17.00
" Landell, 1/2's.....	100 8.50
" Martel, 1/2's.....	100 10.50
" " 1/2's.....	100 14.00
" " 1/2's.....	100 9.50
Argonauts, 1/2's.....	100 14.00
Orion, smoked, 1/2's, key.....	100 8.00
Tomato sauce, 1/2's.....	15.00
Truffled, 1/2's, key.....	100 12.50
Spiced, 1/2's.....	100 10.00
Skipper, 1/2's.....	100 11.50
" tomato sauce, 1/2's.....	100 11.50



**¶ SOME REASONS why every manufacturer whose goods are sold by grocers, should talk to them through**

## THE GROCERY & ALLIED TRADE PRESS OF AMERICA

First:—Each publication furnishes a sworn statement of circulation, accompanied by Post Office mailing receipts.

Second:—The advertising rates on all these publications are standardized—same price to everybody.

Third:—They have appropriated large sums of money to supply their constituents with every form of information which is helpful to them.

Fourth:—They reach the grocers' clerks as well as the grocers, with an ably edited department for clerks particularly.

Fifth:—Every manufacturer has a message for the retailer and there is no way open to convey that message to him as effectively except at a much greater cost.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
American Grocer, New York  
Tea & Coffee Trade Journal of New York  
Grocers' Magazine, Boston  
Retail Grocers' Advocate, New York  
New England Grocer and Tradesman, Boston  
Merchants' Journal and Commerce, Lynchburg, Va.  
Southern Merchant, Atlanta, Ga.  
Trade, Detroit, Mich.  
Twin City Commercial Bulletin, Minneapolis and St. Paul  
Modern Grocer, Chicago  
Interstate Grocer, St. Louis  
Eli Grocer and General Merchant, St. Louis, Mo.  
Retail Merchants' Journal, Peoria, Illinois  
Omaha Trade Exhibit, Omaha, Neb.  
Beverage and Food, Cincinnati, Ohio

Grocery World and General Merchant, Philadelphia, Pa.  
Retail Grocers' Advocate, San Francisco, Cal.  
National Provisioner, New York  
Merchants' Journal, Topeka  
Interstate Trade Bulletin, Denver  
Southwestern Commercial Bulletin, Los Angeles, Cal.  
Grocer & Country Merchant and Tobacconist, San Francisco  
Merchants' Index, Denver, Col.  
General Merchants Review & Mixed Stocks, Chicago, Ill.  
Price Current, Wichita, Kan.  
The Retail Merchant, Dallas, Tex.  
The Merchant and Manufacturer, Nashville, Tenn.  
Hutchinson Wholesaler, Hutchinson, Kansas

We take full charge of a manufacturer's trade paper campaign, write the copy, place it, change it regularly, check insertions and pay all bills.

We do it right because we have spent our lives at it. We do it better than any one else could, because no one else has devoted so much time and study to it.

Write for "The Short Path"—every paragraph will tell you something you want to know.

## Wessels & Chandler

Advertising Representatives

927 Arch Street,  
Philadelphia, Pa.

231 W. 39th Street,  
New York City.









# COFFEE AND TEA BINS

## THAT PROVE THEIR "METAL"

Picture your store fitted out with Tea Canisters and Coffee Bins like these. They are trade winners. Effective store decoration brings the people in—your sales force do the rest.

When installing Coffee Bins, get the kind that will stand the racket—you'll never have to replace them. Our bins are constructed of the heaviest tin.

**And for Over Fifty Years They Have Proven Their "Metal"**

Write for catalogue showing variety of designs

### Henry Troemner

No. 911 ARCH STREET

PHILADELPHIA, PA.

J. A. FLESCHE & SON, 115 Adams St., CHICAGO, ILL., General Agents for United States



## Say "Karo" to your customer

And you will find that you can add Karo to nearly every order.

The big Karo Advertising Campaign starts October 1st. It will reach fifteen million homes, every town and village in the United States.

Karo is the best Syrup ever made and a money maker for you if you push it.

CORN PRODUCTS REFINING COMPANY, NEW YORK



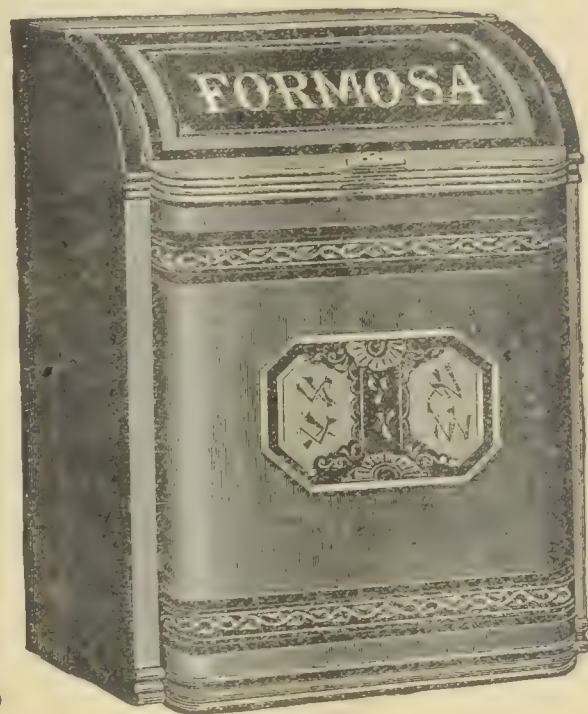




# TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese Scenery Paper for Tea-store Decoration



TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills

WRITE FOR CATALOGUE

**MORGAN & CORNELL**

211 DUANE ST.  
NEW YORK

## Sixty-three Years Is a Long Time

But such a record has been reached in case of the Exton Oyster and Butter Cracker. Why? Because the quality has always been kept to a high standard, and because the goods have been advertised in a judicious manner.

Your customers should be told of the merit of the Exton Cracker if not already familiar therewith. Begin now. Sold by leading jobbers.



**A. EXTON & COMPANY, TRENTON, N. J.**

*The Best Known and Known as the Best*

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## On Your Shelves For Years

Old goods are like old friends — you have a warmer feeling for them than you have for strangers.

Take Babbitt's Best Soap. For years it's been the standard laundry soap of the country.

For years, probably, it has stared back at you from your shelves until you and your customers both have come to consider it as much of a fixture as your scales.

Don't be tempted to displace it by any get-rich-quick soap. Stick to tried and true friends. Babbitt's Best Soap has always paid you a good profit; hasn't it earned your good will?

Made by

**B. T. Babbitt**  
New York



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## FARINACEOUS GOODS.

	Per bag.
Corn Meal—	
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
“ table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
“ yellow, 24 packages	1.80
Farina—	
Hecker's, 24 lbs.	per case 1.50
Beans—	
California Lima, about 80 lbs.	per bushel. .05½
Marrows, fancy, N. Y. State, grain bags.	2.95
Michigan Pea, bags 160 lbs.	2.35
Red Kidneys.	2.95
Peas—	
Green.	2.35
Scotch.	2.35
Split, yellow.	2.30
“ green.	2.30
Lentils—	
ooooo, 110-lb. bags.	per lb. .02½
Less quantity.	.03
Shaker Corn—	
Fancy, barrels.	2.35
Less quantity.	2.35
Hominy—	
Lea's Breakfast, 10 packages.	per case 1.60
“ Pearl, 100 lbs.	per bag 2.20
Schumacher's Breakfast, 10 pkgs.	to case 1.45
Western Pearl, 100-lb. bags.	1.75
“ Grits, 100-lb. bags.	1.75
Mother's, Grits, 36 packages.	2.35
“ Pearl, coarse, 36 packages.	2.35
Barley—	
No. 3, 100 lb. bags.	2.75
Noodles—	
Smith's, 30 10-c. packages.	per case 1.90
“ assorted, 5 and 10-c.	1.90
Golden Egg, 5 and 10-c.	1.70
“ 5-c.	1.70
“ 10-c.	1.70
Royal Crown, 4 doz. 5c.	1.30
Royal Crown, 2 doz. 10c.	1.10
Oatmeal—	
B, 800 lbs.	per bbl. 4.95
B, 100-lb. kegs.	per keg 2.90
Mother's, steel cut, 24 packages.	2.65
Oaten Goods—	
Mother's Crushed Oats, 18 packages.	per case 1.47½
“ so packages, large.	3.90
Roller Oats—	
Avena, 180 lbs.	per bbl. 5.00
“ 90 lbs.	per bag 2.62½
“ 90 lbs.	per sack 2.35
Standard, 180-lb. bbls.	4.50
“ 90-lb. bags, fresh.	2.20
Mother's, compressed, 18 tins.	2.12½
Sago—	
Colburn's, 36 1-s.	per lb. .06½
Fine.	.04
Tapioca—	
Instantaneous, 50 1s.	per box .07½
Colburn's Hasty, 36 packages.	.06½
Minute, ¼ gross.	per box 2.75
Flake, about 125 lbs.	per lb. .03½
Pearl, 150 lbs.	“ .03
“ less quantity.	“ .03½

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 as.	per case 4.50
Egg-O-See, 36 packages.	2.50
“ Corn Flakes, 36 packages.	2.50
Maple Flake, 36 packages.	*4.05
5-case lots.	3.85
Post Toasties, 36 packages.	2.80
Postum Cereal—	
1 doz. 10-oz. and ½ doz. 20-oz. packages.	2.50
1 doz. 20-oz. packages.	2.25
2 doz. 10-oz. packages.	2.70
3 doz. 20-oz. packages.	6.75
Grape Nuts—	
2 doz. 1-lb. packages.	2.70
3 doz. 1-lb. packages.	4.05
Post Toasties—	
2 doz. family size.	2.80
3 doz. popular size.	2.80
Shredded Whole Wheat, 50 packages.	5.00
“ 25 packages.	2.60
Mother's Corn Flakes, 36 packages.	2.55
“ Wheat Hearts, 18 packages.	1.90
Cream Wheat, 36 packages.	4.50
Wheatlet, 30 packages.	3.60
Wheatena, 36 packages.	4.50
Grape Nuts, 24 packages.	2.70
Triscuit, 30 packages.	2.50
Vitas, 36 2-lb. packages.	4.25
Kellogg's Toasted Corn Flakes, 36 packages.	2.80
H-O Company—	
Force, 205.	per case 2.00
Korn-Kinks, 368.	1.45
Presto, small, 188.	1.60
Presto, large, 108.	2.25
Flour, self-raising, small, 188.	1.60
Flour, self-raising, large, 128.	2.10
Buckwheat, compound, small, 188.	1.50
Buckwheat, compound, large, 128.	1.50
Pancake, 188.	1.50
H-O (steam cooked oatmeal), 128.	1.55
Pawnee Oats, regular size, 188.	1.50
Pawnee Oats, family size, 208, without chinaware.	3.00
Pawnee Oats, family size, 108, with china.	3.40
O-G, 188.	1.50
O-G, family size, china, 205.	3.40
O-G, family size, no china, 205.	3.00
DE-FI, barrels, 180 pounds.	5.00
DE-FI, sacks, 90 pounds.	2.35
Quaker Oats Co., The—	
Apiteto Biscuit, 248.	3.00
Avena, 18 package.	1.45
Banner Oats, 20 packages.	4.00
Quaker Breakfast Biscuit, 248.	1.85
Old Fashioned Scotch Brand Oat Meal, 248.	2.60
Silver Brand Farina, with spoon, 248.	2.80
Saxon Wheat Food, 248.	3.00
Parched Farinose, 248.	2.70
Quaker Cracked Wheat, 248.	2.40
Quaker Oats, round, 368.	4.25
Quaker White Wheat Flour, 108.	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 248.	1.85

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	Per case.
Scotch Brand Pearl Barley, 248.	1.40
Pettijohn's Breakfast Food, 188.	1.97½
Quaker Puffed Wheat, 368.	2.85
Quaker Puffed Rice, 368.	4.25
Quaker Oats, 188.	1.45
Quaker Oats, 208 Family (with China).	4.00
Quaker Oats, 368 Tins.	4.25
Schumacker's Farina.	1.40

## GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox's Crystal.	1.12½
“ Acidulated.	1.12½
Cox's, large.	1.60
“ small.	.97½
Plymouth Rock, pink or white.	1.20
Nelson's.	1.40
Bromangelon, assorted, 3 doz.	8.7½
Jell-O, assorted flavors, 2 doz.	.86
Jell-O Ice Cream Powder, 2 doz.	.97½
Jellycon, assorted flavors, 3½ doz.	.87½
Chalmer's.	.90
Mother's, small, 1 doz.	.45
“ large, 1 doz.	.90
Cooper's.	.85
Tryphosa.	.95
Gelatine, McKinley's.	.85
Wetmore's, double refined, 36 10-c. packages.	.80
Pudding, assorted, 2 doz.	2.70
Minute Gelatine, plain.	per gross 12.75
Minute Gelatine, plain.	per doz. 1.10
Minute Gelatine, flavored.	per gross 10.80
Minute Gelatine, flavored.	per doz. .90
Seven flavors, packed solid or assorted.	

## MACARONI. Domestic.

	Per lb.
Larosa Alphabets, square, 25 pkgs.	.05½
“ Elbows, square, 25 pkgs.	.05½
“ Macaroni, long, 25 pkgs.	.05½
“ Spaghetti, long, 25 pkgs.	.05½
“ Vermicelli, square, 25 pkgs.	.05½
“ Macaroni, bulk, 25 pkgs.	.05½
Woodcock, long, 25 pkg.	.10½
Crystal, long, 25 pkg.	.06½
Crystal, Elbows, 24 pkg.	.06½
Crystal, Spaghetti, 25 pkg.	.06½
Crystal, Vermicelli, 25 pkg.	.06½
Extra, long, 25 pkg.	.04½

## Imported.

B. S. J. Macaroni, 25 pkg.	.08½
B. S. J. Elbows, 25 pkg.	.08½
B. S. J. Spaghetti, 25 packs.	.08½
B. S. J. Vermicelli, 25 packs.	.08½

## FIXTURES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 30 per cent. discount.	
600-lb. Platform Scale.	19.00
Tea Caddies, Red, No. 52.	14.00
Tea Caddies, Red, No. 53.	10.00
Tea Caddies, Red, No. 54.	8.00
Tea Caddies, Red, No. 55.	5.00
Scoops, Galvanized, Flour.	.30
Scoops, Galvanized, Sugar.	.25
Scoops, Galvanized, Starch.	.15
Tobacco Cutters.	1.25
Alarm Money Drawers.	1.50
Bag and Twine Holders.	.75
Barrel Covers, 21 in.	3.50
Barrel Covers, 19 in.	3.00
Cheese Cutters.	15.00
Bung Bore, No. 2, 1½ to 2 in.	1.50
Coffee Mills, No. 7.	10.00
Coffee Mills, No. 9.	16.00
Coffee Mills, No. 18.	45.00
Less 25 per cent. discount.	

## Counters.

No.	Length.	Drawers	Each.
6½	3 feet, 8 inches.	9.	18.00
8½	4 feet, 10 inches.	12.	22.00
10½	6 feet.	15.	28.00
12½	7 feet, 3 inches.	18.	32.00
14½	8 feet, 6 inches.	21.	36.00
16½	9 feet, 8 inches.	24.	40.00
18½	10 feet, 10 inches.	27.	45.00
20½	12 feet.	30.	50.00
Capacity of Drawers, 40 to 60 lbs. each.			

## Scoops.

Indestructible, No. 4.	per doz. 9.00
“ No. 5.	“ 15.00
“ No. 6.	“ 15.00
Ex. Galvanized Steel Blades, No. 3.	per doz. 4.20
“ No. 4.	“ 5.40
“ No. 5.	“ 7.20
X Quality, No. 3.	“ 3.60
“ No. 4.	“ 3.00
“ No. 5.	“ 3.40

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case.	per doz. .90
Tins, Keyed (Jewel), 2 doz. in case.	“ .90
Large cartons or tins, 2 doz. in case.	“ 2.00
Dime Tumblers, 2 doz. in case.	“ .90
Bulk, 15 lbs.	per lb. .15

## Thredded Fish.

Thistle, 24 packages.	per doz. .65
Swansdown, 2 doz.	per doz. .65
Osprey, 2 doz.	“ .65
Swift & Co.—	
Talisman brand, 20-lb. boxes.	per lb. .10½
“ cartons.	per case 1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins.	per case 3.80

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## New Mackerel.

New.	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1. 170-190	35.00	18.10	9.25	2.05	
Ex. Norway, No. 2. 230-260	25.00	13.10	6.65	1.50	
Ex. Norway, No. 3. 320-360	19.00	10.10	5.25	1.20	
Ex. Norway, No. 4. 420-460	17.00	9.10	4.75	1.10	
Summer					
Ex. Bloaters, XX. 100-110	35.00	18.10	9.25	2.05	
Fancy Shore, No. 1. 130-150	28.00	14.60	7.50	1.65	
Ex. Shore, No. 1. 130-150	26.00	13.10	6.65	1.50	
Shore, No. 1. 130-150	24.00	12.60	6.50	1.40	
Extra Irish, No. 2. 325-375	16.00	8.60	4.50	1.05	
Medium Irish, No. 2. 350-400	15.00	8.10	4.25	1.00	
Small Irish, No. 2. 410-450	14.00	7.60	3.90	.95	
Small Irish, No. 3. 475-525	13.00	7.10	3.65	.91	
New Medium Shore. 160-180					
New Large Shore. 110-130					
Large, No. 2. 210-220					
Cape Shore. 110-130	16.00	8.60	4.50	1.05	
Holland. 400-450	11.00	6.10			

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1.	7.00	4.60			
Lab. Split, Lg. No. 2.	6.00	3.60			
Shore, Round, Large.					
Shore, Round, Med.	7.00	4.10			
Ocean Fish.	5.00	3.10			
Shad, No. 1, Mess.	11.00	6.10	3.25	.75	
Shad, No. 2, Mess.					
Haddock, Pickled.					
Red Salmon.	12.00	6.60			

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06½
Gilt Edge, 40 lbs.	.06
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish—	
12 38, wood boxes.	per lb. .15½
12 28, “	.15½
24 18, “	.16
10-lb. boxes	.15
5-lb. “	.15
Cakes, 24 in fancy box	per case 2.80
“ 10-lb. cartons.	per carton 1.20
24 jars, fancy box.	3.10
12 “	1.65
Strips, 40 size, boxes.	.10
20 “	.10½
Middles, 40 size, boxes.	.11
20 “	.12½

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06½
Snow White, 1-lb. bricks, 20 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07½

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case.	1.50
“ small size, 2 doz. in case.	.90
Small Tumblers, 2 doz. in case.	.90
Large Jars, sealed, 2 doz. in case.	1.50

## Loose Codfish.

Extra Large Georges Cod.	.08
Large Bank.	.07½
Medium Bank.	.06½
Pollock.	.06½
Hake.	
In original cases, 450 lbs., ¼ c. less.	

## Smoked Fish.

New Extra Scaled Herring.	per box .16
Boneless Herring, fancy 10-lb. boxes.	per lb. .13
Smoked Salmon, whole fish.	“ .27
Cromarty Bloaters, 500.	per box 1.10
“ 100s.	“ 2.10
Swift & Co.—	
Talisman brand Boneless Herring, in glass, 15c. size, 24 vacuum jars.	2.95
Talisman brand Boneless Herring, in glass, 10c. size, 24 screw-top jars.	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars.	3.10
“ 24 cartons.	2.10

## FRESH FISH.

	Per lb.
Cisco.	.07
Halibut.	.18
Salmon, fresh.	.14
Codfish.	.06
Large Hake.	.06
Haddock.	.05
Spanish Mackerel.	.20
Sheepshead.	.15
Smelts.	.12
Cat Fish.	.13
Butterfish, frozen.	.08
Ells.	.10
Sea Bass, frozen.	.08
Weak.	.07
Blue, frozen.	.15
White Perch.	.14
Spotted Trout.	.15
Whiting.	.09
Frozen Herring.	.03½
Steak Fish ¼ cent per lb. additional	.05

## OYSTERS.

Cove, Primes.	per M. 10.00
Cove, Culls.	“ 4.50
Blue Points.	“ 5.00
Blue Points.	per bbl. 6.50
Absecon, Primes.	per M. 9.00
Absecon, Culls.	“ 4.50
Rockaways.	per bbl. 5.50

## CLAMS.

Clams.	per M. 6.00
Necks.	“ 5.00

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## DRIED FRUITS.

Raisins—		Per box
Extra Dessert Clusters, 22-lb. boxes.....		2.95
Connoisseur Clusters, 22-lb. boxes.....		2.05
California Clusters, 20 No. 1 pks.....		1.75
		Per lb.
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes.....		.05½
Fcy Cal. 3 cr. loose, 50 lbs.....		.05
Fancy Cal. 2 cr. loose, 50 lb. boxes.....		.04½
Valencia, Rogers Fcy, 4 cr. Ondara layers 28 lbs.....		.06½
5 or 10-box lots.....		.06¾
Standard Brands, 28-lb. boxes.....		.06½
Seeded—		
Owl, Ex. Fancy, 36-ts.....		.07
Union Seal, Ex. Fancy, 36-ts.....		.06¾
Ensign, Fancy, 36-ts.....		
5 or 10-box lots.....		
G. & S. Fancy, 36-ts.....		.06½
5 or 10-box lots.....		.06½
Admiral, fancy, 40-ts.....		.06¾
Queen Bee, choice, 36-ts.....		.06½
Easter Brand, choice, 36-ts.....		.06½
Pride of Malaga, choice, 36-ts.....		.05
5 or 10-box lots.....		.05½
Jay Eff, choice, 36-ts.....		.05¾
5 or 10-box lots.....		.05¾
Seedless—Imported Sultanas, ex. fancy, new		
7 cr., boxes about 30 lbs.....		.09¼
Fancy, new, 5 crown, boxes about 30 lbs.....		.08¼
Gold Cord Brand, Thompson's Bleached, seedless, extra fancy, new, 36-ts.....		.10
Thompson extra fancy Bleached, new, 50-lb. Thompson fancy Bleached, new, 50 lb. boxes		.10¾ .10½
Not-A-Seed, new, 36-ts.....		.06½
5 or 10-box lots.....		.06¾
G. & S. Thompson Seedless, 50-ts.....		.06¾
Notawun Brand, Thompson's Seedless, fancy, new, 45-ts.....		.06¼
Victor Brand Sultana Seedless, 40 1-lbs.....		.05¼
5 or 10-box lots.....		.05½
Thompson's Seedless, fancy, 50-lb. boxes...		.04½
California Seedless Muscatels, fancy, stemmed and cleaned, 50-lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
California Sultana, fancy, 50 lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
Prunes—		
	Wheel Brand, Fancy New Santa Clara	Preferred Growth Fancy New California
	Stannard Brands Fancy Santa Clara	Ruby Extra Fancy New
20-30, 25 lbs.....		
30-40, 25 ".....		.08¾
40-50, 25 ".....		.07¾
50-60, 25 ".....		.06¾
60-70, 25 ".....		.05¾
70-80, 25 ".....		
80-90, 25 ".....		
90-100, 25 ".....		
30-40, 50 ".....		.04½
40-50, 50 ".....		
50-60, 50 ".....		.06½
60-70, 50 ".....		.06
70-80, 50 ".....		.05¾
80-90, 50 ".....		.04¾
90-100, 50 ".....		.04¾
100-120, 50 ".....		.04
Prunes—Herbert's Challenge Brand, ex. fancy new Santa Clara, 20-30s, 25-lb. boxes.....		
		.12
Currants—Gold Medal, new, 36 ts.....		
		.07¾
Gold Medal, new, 25 lbs., loose.....		.07¾
Admiral, new, 40-ts.....		.07¾
Admiral, new, 30 lbs. loose.....		.07¾
Citron—Extra, fancy, new (all whole pieces), 10-lb. hinge lid boxes.....		
		.13¾
Lemon Peel, fancy, 10-lb. hinge lid boxes.....		.12
Orange Peel—		
		Per lb.
Fancy 10 lb., hinge lid boxes.....		.12
Dates—		
		Per lb.
Fard, fancy, new, boxes about 14 lbs.....		.08¾
Hallowe'en new fcy, new (Gldn) abt. 70 lb.		.04¾
Sair, new, about 70 lbs.....		.04¾
5 box lots.....		.04
Century, new, 30 packs.....		.05½
Orient, new, pitted, 30 packs.....		.08¾
Figs—		
		per box
Fancy, new, Cal., 10-ts.....		.77½
Extra fancy new Smyrna layers, 5 crown, boxes about 12 lbs.....		per lb.
Fancy new Smyrna layers, 5 crown, boxes about 12 lbs.....		per lb.
5 or 10 box lots.....		.12
Apricots—		
		Per lb.
Blenheim, extra fancy large, very bright		
Santa Claras, 25 lb. boxes.....		.14½
5 or 10 box lots.....		.14½
Wheel Brd fancy new Moorpark, 25 lb. bxs.		.14
Forest King, fancy, new, 25 lb. boxes.....		.12
Victory, fancy, new, 25 lb. boxes.....		.12
5 or 10 box lots.....		.11¾
Commander Brand, new, 25 lb. boxes.....		.11½
5 or 10 box lots.....		.11½
Red Banner, extra choice bright, 25 lb. bxs.		.11
5 or 10 box lots.....		.10¾
Champion Brand, 25 lb. boxes.....		.10¾
Moorpark Slabs, fancy, very bright, 50 lb....		.11¾
Cherries—		
		Per lb.
Extra fancy Cal., white, Royal Anne, pitted, 25 lb. boxes.....		.27½
Wheel Brand, extra fancy white, Royal Anne, unpitted, 25 lb. boxes.....		.13½
Wheel Brand, unpitted, new, Cal. Black Tartaman, 25 lb. boxes.....		.11
Nectarines—		
		Per lb.
Reliance Brand, choice white, 25 lbs.....		.06½
5 or 10-box lots.....		.06¾
Peaches—		
		Per lb.
Purple Ribbon, ex. fcy jumbo, yellow, 25 lbs.		.10¾
G. & S. Fortuna Brand, fancy Muirs, 25 lbs.		.10
Purple Ribbon, ex. fcy, large, yellow, 25 lbs.		.09



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

## TO THE TRADE:

You Should in Stocking

# CEYLON TEA

Be Ever Careful to Buy

## The Better Grades

---

It Is

## The Most Profitable

Policy in the Long Run

---

Selling Cheap Teas at Fine Tea  
Prices Might Show Big Profits  
Temporarily, but It Would Event-  
ually Kill Trade. And It Would  
Discourage Growing Fine Teas.



"GET SOME"

## Have You Bean Doing It?

Have you only *thought about* selling  
Van Camp's Pork and Beans in dozen lots by  
giving a small discount? The grocer who  
has "bean" doing it knows twelve cans sold  
at one time means *he's* sold eleven that  
*might* have "bean" bought *elsewhere*—mak-  
ing eleven reasons why it pays to

*"Sell her a dozen cans."*

The Van Camp Packing Company  
Indianapolis, Indiana









Nobody can make  
a better wagon  
than we do, and  
nobody can make  
as good a wagon  
cheaper :: ::

We not only make old wagons LOOK  
as good as new, but we repair them so  
skillfully that they WEAR almost as  
good as new.

Let us estimate on your next job.

## Rech-Marbaker Company

Eighth Street and Girard Avenue  
PHILADELPHIA, PA.

## HERE IS YOUR QUESTION ANSWERED

Why put in Croft's Swiss Milk Cocoa when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, Croft's Swiss Milk Cocoa is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?


Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes



**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA



Does it  
add to your  
prestige to use this  
sticker? You don't  
have to, with

## ATMORE'S MINCE MEAT

which contains no chemical  
preservatives or adulterants.

*"Atmore's needs no stickers"*  
ATMORE & SON, Philadelphia.  
Members of The American Assn. for the Promotion of Purity in Food Products.

## A GROCERY BUSINESS SUCCESS

is usually made by serving people so well  
that they are pleased to do business with you.  
When your customers ask for pure foods, they  
don't mean the kind preserved with Benzoate  
of Soda.

## HEINZ 57 VARIETIES PURE FOOD PRODUCTS

contain no drugs of any kind. They are  
guaranteed *Pure*, and guaranteed *to please*—  
two reasons why they are desirable goods for  
both the merchant and the consumer.

**H. J. HEINZ COMPANY**

New York

Pittsburgh

Chicago

London



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Swift & Co.—	
Premium brand Hams, 8 to 10 lbs.....	.17
" " " 12 lb.....	.17
" " " 14 to 16 lbs.....	.17
" " " 18 lb.....	.17
" " " skinned, 18-20 lbs.....	.18
" " " boiled, skinned, fatless.....	.26
" " Bacon.....	.22
" " Dried Beef, inside.....	.20
" " Beef Tongues, short cut.....	.19
Winchester brand Hams, skinned, all aver.....	.15 1/2
" " " 8 to 10 lbs. aver.....	.15 1/2
" " " 12 lbs. aver.....	.15 1/2
" " " 14 to 16 lbs. aver.....	.15 1/2
" " " 16 to 18 lbs. aver.....	.15 1/2
" " " Picnic.....	.12 1/2

Above average loose, if packed 1/4 cent a lb. advance.

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs. ....	.14 1/2	.10 3/4
Plain tubs, 50 and 60-lb. cans.....	.14 1/2	.10 3/4
10-lb. tin pails, 60 lbs.....	.15 1/2	.11 1/8
5-lb. " 60 lbs.....	.15 1/2	.11 1/4
3-lb. " 60 lbs.....	.15 1/2	.11 1/4
Armour's—		
Shield Pure, 60-lb. tubs.....		.15 1/2
Simon Pure Leaf, 35, 55 and 105 .....		.17 3/4
White Cloud Compound, tubs.....		.11 1/4
" " tierces. ....		.11 1/8
Vegetole, tierces.....		.11 1/2
" tubs.....		.11 1/2
Swift & Co.—		
Premium brand, tierces .....		.15 1/2
Silver Leaf brand, tierces.....		.14 1/4
Jewel, compound, tierces.....		.11
Cotosuet, tierces.....		.11 1/4

## DRESSED MEATS.

	Per lb.
City Dressed Beef—	
Choice, native.....	.08 1/2-.10
Common.....	.07 1/2-.08 1/2
Western Dressed Beef—	
Choice, native cattle.....	.08 1/2-.10
Common to fair.....	.07 1/2-.08 1/2
City Dressed Veal—	
Prime.....	.12-.14
Good to choice.....	.12-.14
Dressed Hogs—	
Pigs.....	.11 1/2-.12
Hogs, heavy.....	.11 1/2-.12
" 180 lbs.....	.11 1/2-.12
" 160 lbs.....	.11 1/2-.12
" 140 lbs.....	.11 1/2-.12
Dressed Sheep and Lambs—	
Lamb, western, good.....	.10-.13
" " culls.....	.10-.10
Sheep, choice.....	.10-.11
" " medium.....	.08 1/2-.09 1/2

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues.....each	-.75
Cow Tongues.....	.50-.70
Calf Heads, scalded.....	.50-.75
Sweetbreads, veal.....per pair	.40-.75
" " beef.....per doz.	-1.00
Calf Livers.....per lb.	.20-.25
Beef Kidneys.....per doz.	-1.00
Beef Livers.....	.06
Ox Tails.....per doz.	.50-.65
Hearts, beef.....per lb.	.03-.05
Rolls, beef.....	
Tenderloin, beef, western.....	.13-.14 1/2
Fresh Pork, loins, city.....	.13-.14 1/2
" " western.....	.13-.14 1/2

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.	
Turkeys—	
Western, young hens, 8 to 10 lbs.....	.25-.28
" " young toms, 15 to 17 lbs.....	.25-.28
Old hens and toms.....	.23-.25
Common to good.....	.20-.22
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.25-.28
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair.....	.24-.28
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy.....	.25-.28
Western, 4 to 4 1/2 lbs. to pair, fancy.....	.19-.22
" " 3 to 3 1/2 lbs. to pair, fancy.....	.19-.22
" " fair to good.....	.15-.17
Fowls—	
Western, fancy.....	.18-.19
Heavy Roasters, 4 to 5 lbs.....	.20-.22
Fair to good.....	.18-.19
Old cocks.....	.12 1/2-.13
Squabs—	
Prime, large, fancy.....	3.50-4.50
Mixed.....	2.75-3.75
Dark.....	1.50-2.00

## LIVE POULTRY.

	Per lb.
Spring Chickens, nearby, 1 1/2 to 2 lbs.....	.18-.20
Large Springers.....	.16-.18
Fowls.....	.16-.17
Roosters.....	.11-.12
Ducks.....	.15-.16

## POULTRY SEASONING.

Bell's Spiced Seasoning—	
Small, or roc. size, 2 doz.....per doz.	.90
" " 1 doz.....	.90
Large, or 3c. size, 1 doz.....	1.80
1-lb. cans, 1 doz.....per case	4.50
5-lb. cans, 1/2 doz.....	10.00

## SAUER KRAUT.

Barrels, 45 gals., Oakdale.....	7.50
Kegs, 14 gals.....	2.90
3 lb. tins, cases, 2 doz. each.....per doz.	.90

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## PLUM PUDDING.

Richardson & Robins—	
Individual size, 1/2 lb.....	.95
Round conical, with key, No. 1, 1 doz.....	2.30
" " " " No. 2, 1 doz.....	4.10
" " " " No. 3, 1/2 doz.....	6.30
" " " " No. 4, 1/2 doz.....	8.15
P. P. Sauce, No. 1, 2 doz.....	
Atmore's Genuine English, seedless—	Per case
Individual, 2 doz.....	2.10
No. 1, cans, 1 doz.....	2.30
No. 2, cans, 1 doz.....	4.10
No. 3, cans, 1/2 doz.....	3.35
No. 4, cans, 1/2 doz.....	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	
No. 32, jars.....	.97 1/2
No. 5, toy pails.....	2.45
American, pure apple, tumblers, assorted slices.....	.88
Schimmel's, No. 10, tumblers.....	.83
National, No. 10, tumblers.....	.72 1/2
" " No. 6, tumblers.....	.49
Preserves—	
Schimmel's, pure, 30-lb. pails.....	.13 1/2
National, 30-lb. pails.....	.09
Southwark, 30-lb. pails.....	.06
" " 4 1/2-lb. toy pails, 1/2 doz.....	4.15
Fruit Butters—	
Apple, No. 32, jars.....	.98
Southwark, No. 3, tins.....	1.00
" " No. 5, toy pails.....	2.70
" " 30-lb. pails.....per pail	1.08
" " 30-lb. crocks.....per lb.	.07 3/4
" " Schimmel's, 30-lb. pails.....	.06
Prune, 30-lb. pails.....	.07 1/2
Peach, 30-lb. pails.....	.07
Jams—	
Schimmel's, pure, jars, 2 doz.....	1.70
Southwark, assorted, jars, 2 doz.....	.93
Orange Marmalade—	
Hartley's, imported.....	1.80
Schimmel's, pure.....	1.65
Warrock's Guava Jelly—	
1-lb. tumblers.....	4.00
1/2-lb. ".....	2.25

## FRESH FRUIT JAMS.

	In No. 1 tins, per doz.	In No. 1 glass jars, per doz.
Curtice Bros.—		
Strawberry Jam.....	\$1.25	\$1.65
Raspberry Jam.....	1.25	1.65
Raspberry and Currant Jam.....	1.25	1.65
Cherry Jam.....	1.25	1.65
Apricot Jam.....	1.25	1.65
Red Currant Jam.....	1.25	1.65
Quince (sliced) Jam.....	1.25	1.65
Peach Jam.....	1.25	1.65
Pear Jam.....	1.25	1.65
Blackberry Jam.....	1.25	1.65
Gooseberry Jam.....	1.25	1.65
Green Gage Jam.....	1.25	1.65
Damson Jam.....	1.25	1.65
Grape Jam.....	1.25	1.65
Orange Marmalade.....	1.25	1.65
Pineapple Marmalade.....	1.25	1.65
Red Cherry.....	1.25	1.65
White Cherry.....	1.25	1.65
Black Currant.....	1.25	1.65
Egg Plum.....	1.25	1.65

Tins packed in cases of four dozen each. Glass jars packed in cases of two dozen each.

## DRUGS.

## Family Medicines.

	5c. sz.	10c. sz.	25c. sz.
Guaranteed Full U. S. P. Strength.			
Castor Oil.....	.45	.83	1.25
Sweet Oil.....	.45	.73	1.00
Spirits Nitre.....	.45	.85	1.25
Spirits Camphor.....	.45	.85	1.25
Spirits Painters' Commercial.....	.45	.85	1.25
Paregoric.....	.45	.85	1.25
Glycerine.....	.45	.85	1.25
Syrup Squills.....	.45	.85	1.25
Syrup Rhubarb.....	.45	.85	1.25
Syrup Ipecac.....	.45	.85	1.25
Turlington Balsam.....	.45	.85	1.25
Golden Tincture.....	.45	.85	1.25
Tincture Arnica.....	.45	.85	1.25
Balsam of Malta.....	.45	.85	1.25
Bateman Drops, rd bots.....	.45	.85	1.25
Godfrey's Cordial, rd bots.....	.45	.85	1.25
Turpentine.....	.45	.85	1.25
Laudanum, roc. size.....per doz.			.88
" " 25c. size.....			1.95
5 per cent. discount in gross lots assorted.			
Alum.....per lb.			.03
Borax, powdered, bulk.....per lb.			.07
" " lump, bulk.....			.06
Butter Color, W. & R.....per doz.			8.00
Bluestone, bulk.....per lb.			.08
Copperas.....			.01 1/2
Camphor, gum, 1-oz. blocks.....			.95
" " flakes, 250-lb. bbls.....			.03 1/2
" " less quantity.....			.03 1/2
" " Tar Balls, 250-lb. bbls.....			.03 1/2
" " less quantity.....			.03 1/2
Castoria, Fletcher's.....per doz.			2.80
" " Pitcher's.....			.75
Carbonate of Ammonia.....per lb.			.11
Epsom Salts.....			.08
Glauber Salts.....			.01 1/2
Glue, ordinary.....			.09 1/2
" " White.....			.80
Gum Arabic.....			.50
Haarlem Oil.....per doz.			.30
Husband's Magnesia.....			2.85
Jamaica Ginger, Hires', flasks.....			.90
Licorice, P. & S., 5c. stick, imported, per doz.			.36
" " M. & R., 5-lb. boxes.....per lb.			.23
" " " " lozenges, 5-lb. boxes.....			.27
" " " " 48, 60, 80, 120, 160, 5-lb. boxes.....			.24
" " root.....			.11
Putty, 25-lb. cans.....per 100 lbs.			1.60
" " 50-lb. cans.....			1.55
Petroleum Jelly, screw top, 5c. size.....per doz.			.35
" " 10c. size.....			.75

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Paris Green, 100-125-lb. kegs.....per lb.	.24 1/2
" " 1/2-lb. packages.....	.29
" " 1-lb. packages.....	.27
Rosin.....	.04
Roach Powder, Omega, 4-oz. cans.....per gross	9.00
Roachault, roc. size.....per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.06 3/4
" " granulated, about 100-lb. kegs.....	.06 3/4
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.55
" " 100-lb. bags.....	2.35
" " less quantity.....per lb.	.03 1/2
Venetian Red.....	.01
Whiting.....	.02
Goff's—	Per doz.

Cough Syrup, 25c. size.....	1.75
Herb Bitters, 25c. size.....	1.75
Oil Liniment, 25c. size.....	1.75
Sarsaparilla, 50c. size.....	3.50
Worm Syrup, 15c. size.....	1.20
Horse and Cattle Powder, 15c. size.....	1.20
Dyspepsia Tablets, roc. size.....	.75
Iron Glue, McCormick & Co.—	
No. 5.....	.40
No. 10.....	.75
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder.....	.85
Root Beer.....	.80
Talcum Powder.....	.75
Triangular Quinine.....	.80
Quinine Capsules.....	.80

## Druggists' Sundries.

Acid Phosphate, Horsford's.....per doz.	4.15
Bath Brick, box 25 bricks.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.25
Tar, pints.....per doz.	.75
" " quarts.....	1.00
" " gallons.....each	.30
" " 1/2 bbls.....	3.50
" " bbls.....	6.00
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....per case	3.75
U. S. Nerve and Bone Liniment, 25c. size.....	2.00
McCord's Magic Medicine, 25c. size.....	2.00
" " 50c. size.....	4.00
McCormick's Tasteless Chili Tonic, 25c. size.....	2.00
" " 50c. size.....	4.00
McCormick's Watermelon Syrup, 50c. size.....	4.00
Reliable Brand Headache Powders, roc. size.....	.75

## Extracts and Essences.

McCormick & Co., Bee Brand—	
Vanilla, Rose, Pistachio, No. 2 size.....	.90
" " " " No. 3 size.....	2.00
" " " " No. 4 size.....	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size.....	.85
" " " " No. 3 size.....	1.75
" " " " No. 4 size.....	2.00
Lemon, No. 2 size.....	.90
Orange, No. 2 size.....	.90



Sauer's Flavoring Extracts—	
No. 1, Lemon and Vanilla.....	.45
No. 2, Vanilla and Rose.....	.90
No. 3, Lemon and assorted.....	.85
No. 4, " " " ".....	2.00
No. 4, Vanilla.....	2.25
Assorted cases, Nos. 1 and 2.....	10.00
" " Nos. 1, 2 and 4.....	11.80
Bulk.....	
XXX Vanilla.....pts. qts. 1/2 gals. gals.	1.50 3.00 6.00 12.00
XX Vanilla.....	1.25 2.50 5.00 10.00
X Vanilla.....	1.00 2.00 4.00 8.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery.....	1.00 1.60 3.00 6.00
Peach, Rose, Apricot, Violet.....	1.50 2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit.....	1.25 2.25 4.00 7.50
Tea.....	7.00
Kitchen Queen—	
Extract Vanilla, No. 25.....	Per doz.
" " No. 2X.....	.80
" " No. X.....	.45
Extract Lemon, No. 25.....	1.75
" " No. 2X.....	.80
" " No. X.....	.45
Ingersoll's Flavoring Extracts—	
High Grade Vanilla.....	1.75
" " Lemon.....	1.75
Select Vanilla.....	.85
" " Lemon.....	.85
" " assorted.....	.85
" " small size.....	.45

## Mapleine.

Crescent Brand—	
2 oz. bottle.....retail	.35 3.00
4 oz. bottle.....	.60 5.25
8 oz. bottle.....	1.75 9.50
16 oz. bottle.....	3.25 18.00
32 oz. bottle.....	4.00 35.00

## Liquid Rennet and Tablets.

Blair's Liquid Rennet.....	
" " Rennet Tablets, 3 doz.....	Per doz.
Shinn & Kirk's Liquid Rennet.....	1.30
Hanson's Junket Tablets, 3 doz.....	.75
Union Tablets, 3 doz.....	.45

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## CIDER.

Corson's—	
Barrels.....per gal.	.16
1/2 barrels, 28 gals.....per bbl.	5.00
Kegs, 14 gals.....	3.00
Bottled Cider—	
Duffy's 184s Apple Juice, 1 doz. qts.....	Per case 3.50
" " 2 doz. pts.....	4.00
Anchor brand Golden Russet, 1 doz. qts.....	3.75
" " 2 doz. pts.....	4.25
Mott's brand Golden Russet, 1 doz. qts.....	3.75
" " 2 doz. pts.....	4.25

## CHEWING GUM.

Adams', counter jars, 100 5c. packages.....	2.75
" " boxes, 20 packages.....	.55
Gee Whizz, 72 packs.....	.47
Fleer's Chiclets, 3 lbs., bulk.....	1.25
Spearmint, 20 packs, 100 pieces.....	.35



## We Have Kept Close to the Retailer

In selling **Egg-O-See** and **E-C Corn** we believe in keeping close to the retail dealer. Not as a grandstand play, but for straight business. We have proved that a retailer who is favorably disposed toward a product can do wonders for it.

So we have succeeded in showing retailers that we are working with them to create a demand for **Egg-O-See** and **E-C Corn**, and to enable the retailer to supply that demand at a profit to himself.

Every plan we have ever operated with **Egg-O-See** and **E-C Corn** has been along two lines: First, to make as good products as human hands can produce, and second, to help the retailer create a demand for them.

Our constantly increasing sales sheets show how well we have succeeded.

**Egg-O-See Cereal Company**  
QUINCY CHICAGO BUFFALO



## "Money Back If You Don't Like It"

¶ Begin the New Year by guaranteeing your butter to satisfy or money refunded. If you say that you can't always do that, we answer that you always can if it is **Gurnse** butter, because we stand behind the guarantee.

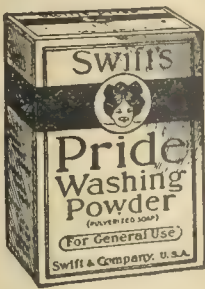
¶ There can't possibly be a better advertisement for butter than this. In this case it is stronger because it has so little competition—what other manufacturer do you know who will do it?

¶ **Gurnse** is a gilt-edged dairy butter, made in spotless dairies from the clean, certified milk of pedigree cows. Wrapped in brine-dipped parchment and warranted to be uniformly splendid in quality.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—36 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.

## Watch Profits Closely



Remember all the time that you are certain to please your customers and make the best profits for yourself by pushing

## Swift's Pride Washing Powder

Don't drop into the habit of handing out soap powders without thinking whether they pay you or not. *Every* sale means a *good profit* if it's **SWIFT'S PRIDE**—more especially *now*. Write the nearest **SWIFT BRANCH HOUSE** for particulars of our Special Profit Plan and find out why.

**Swift & Company**  
CHICAGO, U. S. A.



The Blending and Roasting of Coffee is an art that can be acquired only through years of experience.

We have that experience, gained through nearly one hundred years of business life, and we give to you the benefit of our knowledge.

We send you the exact Coffee you buy and see that it is properly blended and roasted so as to insure the best results.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.



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## SAUCES.

Item	Per doz.
Lee & Perrine's—	
Worcestershire, quarts	7.25
" " pints	4.50
" " 1/2 pints	2.50
Bolder's—	
Chili, No. 16, 1 doz.	1.35
" " No. 8, 2 doz.	1.35
Oyster Cocktail, No. 16, 2 doz.	1.35
" " No. 8, 2 doz.	1.40
Worcester, Campbell's, No. 8, 2 doz.	.87
North of England, No. 8, 2 doz.	.82 1/2
Chief, 2 doz.	.75
Campbell's, Chili, roc. size, bottles	.90

## SEEDS.

Item	Per lb.
Canary	.05
" bush, 60-lb.	3.40
Caraway	.09
Calary	.17
Coriander, bleached	.05
Hemp	.04
" bush, 40 lb.	1.65
Mustard, Brown	.06 1/2
Mustard, Yellow	.06 1/2
Poppy	.07
Rape	.06
" bush	2.50
Sunflower, per lb.	.05 1/2

## SODA.

Item	Per doz.
Bl-Carb., 210 lbs., kegs	1.30
Bl-Carb., bulk, less quantity	.02 1/2
Babbitt's Soda, 1/2-lb. pkgs., 25 lbs.	.05 1/2
Arm & Hammer bd., 1/2, 36 lbs.	.05 1/2
" " 1/2, 36 lbs.	.04 1/2
" " 1/2, 36 lbs.	.05 1/2
Saleratus, Babbitt's bd., 1/2, 25-lb. bxs.	.05 1/2

## MINERAL WATER.

Item	Per case
Sheboygan—	
Large, 50 in case	5.00
Small, 100 in case	7.50
Nipe, 100 in case	6.50
Rebate of 50 cents per case on five-case lots.	

## SOFT DRINKS.

Item	Per doz.
Clequot Club Co.—	
Ginger Ale, extra dry, pints, 2 doz.	2.10
Sarsaparilla, extra quality, pints, 2 doz.	2.10
Blood Orange, extra quality, pints, 2 doz.	2.10
Birch Beer, extra quality, pints, 2 doz.	2.10
Lemon Soda, extra quality, 2 doz.	2.10
Root Beer, extra quality, pints, 2 doz.	2.10
Sheboygan Ginger Ale, 10 doz. crates or blis.	9.00
Sheboygan Ginger Ale, 2 doz. in crate, per crate	1.80
Root Beer Extract, Hires', 1 doz.	1.50
Hires' Root Beer, Carbonated, 2 doz.	.87 1/2
Hires' Ginger Ale, Carbonated, 2 doz.	.87 1/2
Welch's Grape Juice, case quarts, 1 doz.	4.25
" " " pints, 2 doz.	4.75
" " " 1/2-pints, 3 doz.	4.50
" " " 4-ounce, 6 doz.	5.00
" " " 1/2-gallons, 8 bottles	5.00
5 per cent. discount on 5 case lots.	

## POLISHING AND CLEANING COMPOUNDS.

Item	Per doz.
Kleanatub, 1/2 gross	2.50
Ben Ami, 10-cent size	1.50
Electro Silicon, 1 doz.	.75
Putz Liquid, large, 3 doz.	16.50
" " small, 3 doz.	1.45
" " " 1 doz.	7.00
Putz Paste, large, 1 doz.	.55

## SOAP—Laundry.

Item	Less than
Asa	3.35
Acorn	3.50
Ark	1.80
America	2.85
Boo	1.00
Best, Babbitt	1.00
Babbitt's New York City	2.85
Big Master	70
Brown	60
Borax, Dreydoppel	40
" Pearl, Young & Co.	40
" Day & Frick, Novelty	40
" Handsome	60
" Eavenson, large	40
" " small	100
" Kirkman's	100
" Red Seal	100
" Swift's	100
" Climax	100
Circus	100
Cotton Oil, White	100
Coal Oil Johnny	100
Cynnet	100
Dobbins' Electric	100
Dewey	100
Fairy	100
Fels-Naptha	4.00
" Five case lots	4.00
German Mottled	3.85
Good Morning	3.00
Glycerine Tar	100
Gloss	100

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Item	Per doz.
Grand Pa's, large	50
Ivory	7.00
" small	4.00
Lemon	3.35
Life Buoy	1.95
" "	3.90
Lant's Naptha	100
Magic Cleaner	3.00
Marselles, laundry size	6.00
" 5-cent size	4.00
" toilet size	4.00
Master	100
Mayer's	100
Miller's Naptha	100
Naptha, Swift's	100
" P. & G.	100
Octagon	100
Old Mill	100
Oxone	100
Oleine, Conway's	60
" Golden	2.15
" Eavenson's	2.35
" Kirk's	2.07 1/2
" Philadelphia, 72 blooms	3.00
" Pennsylvania	1.60
" Procter & Gamble	2.00
" Young's Best	2.80
Pride, Swift's	100
Polo	2.45
Quaker City, boxes	3.17 1/2
" tubs	1.50
Sunlight, oval	3.65
" twin bars	3.00
Santa Claus	3.25
Saratoga	3.50
Star	3.35
Sunny Monday	4.00
White Cloud	100
Wool Soap, large	6.75
" small	4.00

## Toilet Soaps.

Item	Per doz.
Buttermilk Comm.	6.60
" Swift's	4.30
Castle, El Almada, 9 48, mottled, green or white	3.25
Castle, El Almada, 30 18, mottled, green or white	4.35
Castle, Lazard, floating	4.00
Castle, Lazard, floating	4.00
Castle, imported, Cond.	1.15 1/2
" Conti, original boxes	1.15 1/2
Cutaneous, Dr. Raab's	4.40
Elderflower, large cake	4.50
Fleur-de-lis	4.45
" "	4.45
Hearts and Flowers	2.25
Maxine Elliott	2.10
Oatmeal, 3 cakes in box	3.35
Olive Oil Castle, white, green or mottled, 9 1/2-lb. bars to box	.09
Turkish Bath	1.40
Sweetheart, 50 cakes	1.90
" 100 cakes	3.75
Swift's, Pumice	4.50
" Candia Glycerine	50
" Raven Tar	4.15
Witch Hazel, 3 cakes, 1/2 gross	3.25
" Swift's	3.90
" Armour's	3.50

## Scouring Soap.

Item	Per doz.
Day & Frick's Filas, 36 bars	1.24
Young's, 48 bars	1.80
Brooks' Crystal, 100 bars	3.00
Philadelphia Standard, 60 bars	3.35
Sapallo, 36 bars	2.25
" Hand, 36 bars	2.25
Wrigley's, 100 bars	3.75
(50 bars free and 55 Universal Coupons with each box)	
Kitchen Crystal, 36 bars	2.35

## Soap Powder.

Item	Per case
Pearline, 36 packages	2.70
" 72 "	2.70
" 100 "	2.65
Soapine, No. 7, 100 packs	2.37 1/2
" No. 12, 100 "	3.00
" No. 17, 36 "	2.40 1/2
Babbitt's 1776 Powder, 100 6-oz.	2.25
Finola, 100 packages	3.25
Gold Dust, Fairbank's, 100 12-oz. packages	4.00
" 24 4-lb.	4.50
Naptha Borax, 100 packages, large	4.75
" 100 5-cent packages	3.75
Kirkoline, white, 24 large packs	3.55
" 100 12-oz. packages	3.35
Young's Pearl Borax, 60 1-lb. packages	3.55
Snow Boy Washing Powder, 24 48	4.00
" " 60 50 pkgs.	4.40
" " 30 No. 2 pkgs.	2.40
Nine O'clock Tea, 100 packages	3.15
I-V Washing Tablets, 3 doz.	.43
Swift's Washing Powder, 100 12	4.00
" 24 48	4.00
Pennywash, 1 gross and 144 1-cent cakes free	10.25
Powerine, 100 packages	3.75
Old Dutch Cleanser, 48 packages	3.25

## SPECIALTIES.

Anker's Bouillon Capsules	3.00
---------------------------	------

## PURE GROUND SPICES.

Item	Per doz.
Colburn's Philadelphia Mustard, D. S. F.—	
5-cent tins, 2 and 4 doz.	.45
Dime size, 2 and 4 doz.	.65
1/2-lb. net, tins, 2 and 4 doz.	1.00
1/2-lb. net, tins, 2 doz.	1.90
1-lb. net, tins, 1 doz.	3.70
6-lb. cans, full weight	.23
10-lb. cans, full weight	.28

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Item	Per doz.
Colman's Mustard, D. S. F.—	
1-lb. tins	3.40
1/2-lb. " "	2.70
1/4-lb. " "	1.45
1/8-lb. " "	.90
18-lb. bags	.43
Pepper—	
Black, High Grade	.14 .15 .17
Black, Low Grade	.10 .11 .13
White, High Grade	.18 .20 .22
White, Low Grade	.17 .19 .21
Red, High Grade	.21 .23 .25
Red, Low Grade	.16 .18 .20
Cinnamon—	
High Grade	.20 .25 .35
Low Grade	.13 .14 .16
Cloves—	
High Grade	.22 .23 .25
Low Grade	.17 .18 .20
Allspice—	
High Grade	.11 1/2 .12 1/2 .14 1/2
Low Grade	.12 .13 .15
Ginger—	
High Grade	.23 1/2 .26 1/2 .28 1/2
Low Grade	.12 .13 .15
Mace—	
High Grade	.75 .77
Nutmegs—	
High Grade	.30 .32
Mustard—	
Yellow, High Grade	.19 .20 .22
Yellow, Low Grade	.14 .15 .17
Brown, High Grade	.14 .15 .17
McCormick & Co.—	
Bee Brand—Pepper, Cinnamon, Mustard, Cloves, Ginger, Allspice	.40
1/2-lb. cartons	.75
Banquet Brand—Mustard, Cinnamon, Pepper, Cloves, Ginger, Allspice	.25
1/2-lb. cartons	.70
Bee Brand, in canisters, above assortment, No. 45 size	.45
No. 90 size	.65

## Mustard—Prepared.

Item	Per doz.
Campbell's, jar, 2 doz.	.90
Campbell's, with spoon, new	.90
Golden's, No. 6, with spoon, 2 doz.	.95
" 20	.88
Bee Brand, fancy, large size, 2 doz.	.65
Lemonade Glass, tall, 2 doz.	.75
Horseradish and Mustard, No. 8, with spoon, 2 doz.	.90
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, No. 10, 4 doz.	.48 1/2

## WHOLE SPICES.

Item	Per lb.
Pepper, Black	.07
Allspice	.04 1/2
Cloves	.13
Mace	.48
Nutmegs, large	.16
" medium	.12 1/2
Cinnamon Bark, Canton	.12
" Java Thin Quills, 5-lb. rolls	.30
" Saigon	.55
Whole Mixed Spices, bulk, 6-lb. boxes	.10
Green Ginger Root	.08

## CORN STARCH.

Item	Per case
Davis, 48 5-cent packages	1.80
" 36 10-cent "	2.70
Duryea's, 40-lb., 1-lb. packages	.07 1/2
" 50-lb., "	.07 1/2
Niagara, 40-lb., "	.05
Cream, 48-lb., "	.05
Kingsford's, 40-lb., "	.07 1/2
" 50-lb., "	.07 1/2
Rex, 40 lb., 1 lb. packages	.03 1/2

## LAUNDRY STARCH.

Item	Per case
Argo, Gloss, 24 5-cent packages	.90
Gilbert's Laundry, 40-lb. boxes	.03 1/2
" Patent Gloss, crates, 12 6-lb. wd. bxs.	.06
" Linen Gloss, 3-lb. cartons	.05
Kingsford's, Pure, 3-lb. cartons	.06 1/2
" Pure Gloss, 40 1-lb. packages	.06 1/2
" Silver Gloss, 12 6-lb. wd. bxs.	.07 1/2
Duryea's, Superior, 3-lb. cartons	.06 1/2
" Satin Gloss, 1-lb. packages	.07 1/2
" Superior B, bulk	.04 1/2
" Satin Gloss, crates, 12 6-lb. wd. bxs.	.08 1/2
Niagara, laundry, 50-lb. bulk	.03 1/2
" 1-lb. packages, 48 lbs.	.05
" 3-lb. cartons, 48 lbs.	.05
" 6-lb. boxes	.06
Celluloid, 64 10-cent packages	4.30
" 64 5-cent "	2.20
Elastic, 64 10-cent packages	5.00
" 64 5-cent "	2.50
Dreydoppel's Mournin Starch for black goods, 36 packages	.08
Starch Polish, 20 cakes	.50
Rex Gloss, 50 lb. bulk	.03

## STOVE POLISH.

Item	Per gro.
Enameline Paste, small, 1/2-gross	4.00
" large, "	7.00
" Liquid, large, "	6.65
" small, "	4.90

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Item	Per doz.
Mason's Stove Polish, large	.75
" " regular	1.25
Monie's Paste, 1/2-gross boxes	4.00
Magic Paste, 1/2-gross boxes	4.75
Parlor Pride, large size	10.00
" " small size	9.00
Climax Enamel, 1/2-gross	9.00
Black Jack, 1/2-gross	1.00
Rising Sun	1.75
Sun Paste, 5-cent size	4.00
" 10-cent size	7.00
X-Ray Stove Polish—	
5-cent size, No. 5, per box of 1/2-gross	1.25
Per box of 1/2-gross	2.50
12 dozen to gross	3.00
10-cent size, No. 10, per box of 1/2-gross	2.25
Per box of 1/2-gross	4.50
Per gross	9.00
F. F. Dalley Co.—	
2-lb. 1, smaller size	.75
2-lb. 1, large size	1.75

## SUNDRIES.

Item	Per doz.
Bird Feed—	
Crystal, 40 packs, round	.04 1/2
Excelsior, 24 packs	.05 1/2
McAllister, 36 packs	.06
Gold Medal, 24 packs	.05 1/2
Bird Gravel—	
Red or White, small, pkgs.	.35
Red, large, 36 pkgs.	.70
Silver, small, 36 pkgs.	.45
" large, 36 pkgs.	.70
Bath Brick, 25 bricks	1.00
Toothpicks, Lurka, 100 boxes	1.85
Perfection, 2 doz.	.40 1/2
Royal Glue, 1 doz.	.40
Paint's Glue, 1 doz.	.40
Carpet Tacks, Wooden Keg, 1/2-gross case	.90
assorted, 6, 8, 10	.90
Carpet Tacks, Silver Steel, 4-oz.	.06
6-oz.	.06 1/2
8-oz.	.07 1/2
10-oz.	.08 1/2
12-oz.	.09 1/2
Marting Tacks—	
No. 10, steel	.10
No. 12, "	.10
No. 14, "	.10
Fl-Stickon, Fly Ribbon	4.60
Fl-Stickon, 1/2 gross display cartons	1.20
Ely Paper, Tanglefoot	.05
Sticky, 10 cartons	9.15
Stickite Fly Paper, 100	3.00
" 10 cartons	3.35
Wax, White and Yellow	.90

## ROPE, TIE YARN, ETC.

Item	Per lb.
Emery Cotton Rope, 20 yds. to lb.	.04 1/2
" " Clothlines, 30-ft. hanks	.75
Cleveland, extra fine cotton twine	.10
Orange Brand, fine cotton twine	.10
Texas Medium, cotton twine	.10
Cotton Candle Wick	.00
Colored Twine, 8 balls to box, 1 lb. to box	.05
Fine Hemp Twine, 8 balls to lb. in 5-lb. bunches	.00
Coarse Hemp Twine, 8 balls to lb. in 5-lb. bunches	.16
Best Jute Rope, 16 yds. to lb.	.07
Best Jute Pile Line, 8 yds. to lb.	.07
Jute Clothlines, 90 ft. to hank	1.60
" 108 ft. to hank	1.70

## SYRUP AND MOLASSES.

Item	Per case
N. O. Molasses.	
NEW CROP, 1908.	
Special, extra fancy, No. 736	.48
Fancy, No. 748	.38
Choice, No. 753	.37
Cane Juice	.40
Black Strap	.18
B. H. F., Horse Food Molasses	12 1/2

## Refined N. O. Compound.

Gold Mine, refined, with 1 doz. No. 3 screw-top cans, both freight paid.....	.40
Gold Mine, in bbls., new crop.....	.28
Fancy, No. 109.....	.28
Fancy, No. 111.....	.28
Prime, No. 112.....	.25





## What's Your Shelf Room Worth?

This photograph isn't big enough to show you the real advantage this store has gained by using **Baines' Brackets**. You can see the neat, compact effect, but you can't see the saving in shelf room, which is the main point.

This store, whose picture appears above, actually and literally has one-fourth more goods on its shelves than it had before. Why? Because **Baines' Brackets** support the shelves without uprights. The shelves are clear for goods from end to end.

The **Brackets** are much cheaper than 25 per cent. of your shelf room.

**PIQUA BRACKET COMPANY**  
PIQUA, OHIO

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

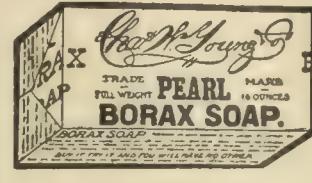
this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Sells Because It Satisfies

Many times imitated but never equaled



One of the famous Three Leaders

**CHAS. W. YOUNG & CO**

Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

## See Here!

If our William B. Harris wasn't pretty much of an expert on coffees would the United States Department of Agriculture have retained him as its expert?

If you want to know how to sell more teas and coffees, and make more money on them, write him—he can help you.

We sell teas and coffees by mail honestly, quickly, intelligently, cheaply. Write.

**William B. Harris Co.**

167 Front St., New York, N. Y.

*Cup  
Quality  
First  
Consideration*

TRADE MARK

### SEE THEM MELT!

Put a package of these on your counter, with a little card telling what they're good for, and they'll melt away like snow. **ANKER'S BOUILLON CAPSULES** make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and good profit.



*Anker's  
Bouillon  
Capsules*

**ROYAL SPECIALTY CO., Sole Manufacturers** 92 READE STREET NEW YORK

**"BLOOKER'S COCOA is the Cocoa of Flavor, Aroma and Strength"**

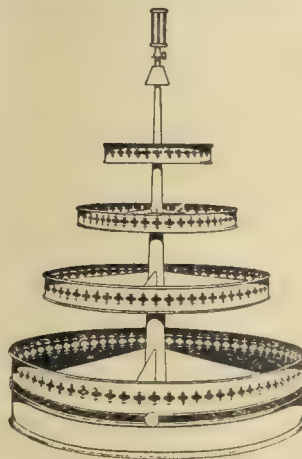
American Depot, No. 46 Hudson Street, New York

## Profits in Green Truck

Are assured by the use of this

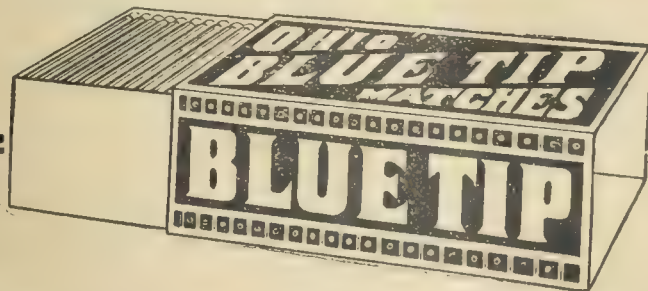
## Vegetable Display Stand

### AND MIST MACHINE



It saves waste and increases sales. Let us tell you about it.

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## The Double-Tip Match Has the Call

The double-tip match has almost wholly supplanted the old-fashioned loud-striking, flaring match. The best of the double-tip is the **Ohio Blue Tip Safety**. It is an independent match, well-made and dependable.

And it pays you 81% profit.

**OHIO MATCH SALES COMPANY, NEW YORK, N. Y.**

Philadelphia Office and Warehouse, 411 Marshall Street







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, February 14, 1910.

No. 7.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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Written for the "Grocery World and General Merchant."

# The "Legitimate" Jobbers' Rights as Against Manufacturing Jobbers and Food Product Advertisers

**Well-known Advertising Authority Contends that the Manufacturers Who Give Manufacturing Jobbers Extra Concessions Discriminate Against Eighty-two Per Cent. of the Jobbing Trade. Justifies Smaller Jobber in Substituting Against Proprietary Brands on Which He Cannot Compete with Manufacturing Jobbers.**

Recent issues of various newspapers have taken a hand in the popular game of "jumping on the jobber." Much of what is said is true, but none of these writers tell the whole story. There is another side, and we ask the privilege of presenting the "legitimate" jobber's side of the argument, for there is another view to the picture.

First of all, let us explain what we mean by "legitimate" jobber. There are two classes of jobbers—one is the ever-spreading, all-devouring "big" institution, whose main object is to spread. In New York City, if you walked through the wholesale district, you will find Annex No. 2, Annex No. 3, Annex No. 4, No. 5, No. 6, etc., of John Doe & Co., wholesalers. This concern trades from Maine to Mexico. You will find its counterparts in many sections of the country. If you look at these concerns only, if you listen to the stories of substitution, of price-cutting and other methods to eat into the trade of their competitors, it would seem that the avenue of distribution by the jobber will soon be closed, for there is no question about their "rule or ruin" policy. The advertiser must come to their terms, or they will manufacture a substitute to take its place, and the advertised brands, so far as they are concerned, will be down and out.

Unfortunately, the advertiser realizing the bigness of these institutions, succumbs to their threats and makes terms to them which they cannot make to the rank and file of the jobbing trade, with the result that the rest of the jobbing trade, through the small jobber, must not only bear the burden of securing only list prices, but must meet the competition which these large jobbers create.

Let us illustrate.

A "big" jobber with trade that runs into many millions says to the advertiser, "I will buy a carload of your goods if you will give me an extra 10 per cent., and the advertiser knowing the power of the "big" jobber, says: "Here is a chance to get distribution—I will give the extra 10 per cent., but in the small centres the price must be strictly list. We will count this extra 10 per cent. as advertising."

What is the result? The "big" jobber, scattering as he does from Maine to Mexico, or Chicago to the Coast, can go into any territory and undersell the local jobber, or if he maintains the list price can make such concessions on his private manufacturing brands that the result is the same.

In other words, the "big" jobber, by scaring the advertiser into concessions, ruins the advertiser's chance to secure the support of the local or "legitimate" jobber.

Every situation resolves itself into a strictly commercial proposition, "Which way pays?"

Can you blame the local or small jobber in meeting competition from the "big" jobber, for pushing the things on which he can make the largest profit? Not for a minute. The advertised brands to the local jobber net him on an average 10 per cent. It costs the local jobber with his "overhead" taken into consideration 8 per cent. to do business. This leaves him 2 per cent. net profit. Is it worth while for him to pay much attention to this end of the business? Not if he is a sane business man. Of course he will take orders. He must supply the demand, but he is not interested in a demand that nets him 2 per cent.

What is the result? His men

devote themselves to the class of business which will give them a living wage, and if that class of business is a private brand of the house, or any other non-advertised article which nets 17 to 20 per cent., who can blame him?

Why should the small jobber, or why should the jobber's salesmen push an advertised brand which nets 2 per cent. when he can substitute another brand which nets 10 or 12 per cent., or 17 to 20 per cent. gross?

This is the "legitimate" jobber's situation in a nutshell. The "big" jobber takes big lots at concessions on carload prices. He scatters them all over the country. That looks alluring.

The small jobber, on the other hand, must take small quantities at modest profits to meet the consumer demand created by many dollars spent in advertising. Is he interested? Put yourself in his place.

The question resolves itself into this? Who is the best distributor? Can the advertiser slight the small jobber and give the "big" jobber the extra price?

Again it resolves into a commercial proposition. We are all out for the dollar. The "big" jobber buys a carload. The small jobber buys in 5-case or 5-gross lots.

On the face of it, it looks like a vote in favor of the "big" jobber, until you dig deep and find that the "big" jobbers of the United States control less than 18 per cent. of the trade of the country.

In other words, most advertisers have succumbed to the influence of the 18 per cent. distributing factor of the United States, the "big" jobbers, by making concessions which they will not allow to the other 82 per cent., and they "d— the jobbers," for the real jobbers are the 82 per cent.

Let us illustrate a little more. The "big" jobber has a big trade because he can cover the country, and in the bigness of his trade he is content with less margin on each article, for he can make it up on the volume.

On the other hand, a distributing jobber must make a larger profit on each item, for he has a smaller total volume.

The "big" jobber can send its salesmen into his territory only once in three months—more or less. These salesmen must skim

the cream. Personal equation is slight, for time is limited—schedules must be kept—orders are essential—and bargains must be given to get orders. The retailers and the "big" jobber's salesmen are practically strangers. The appeal is made on price. How much value is this kind of a salesman to the advertiser?

But the local or distributing jobber's salesmen go to the trade once a week, and the salesman is Bill to the retailer, and the retailer is Jack to the salesman.

Who has the most influence? The local or distributing jobber's salesman or the "big" or national jobber's salesman? It does not take a Solomon to answer the question, and yet the advertiser has ignored this situation.

In other words, in past years, both the advertiser and the jobber have allowed a factor which is worth 7 to 12 per cent. net profit to both to be absolutely lost to each of them.

Mr. Editor, the problem to-day isn't how to eliminate the jobber, but how to get the "legitimate" jobbers—the 82 per cent. of the country—to save the profit that is now being lost to both of them.

STANLEY CLAGUE,  
Clague, Painter, Jones Co.  
Chicago, Ill., Feb. 8, 1910.

## Pennsylvania Food Commissioner on Licensing Grocers.

Asked by a Correspondent Whether There is Any Such Movement, He Guardedly Gives His Views.

Dairy and Food Commissioner Foust, of Pennsylvania, publishes in the current bulletin of his department a letter received from a personal correspondent regarding the licensing of retail grocers. It is considered worth publishing, together with the Commissioner's comment upon it.

The letter itself is as follows:—

Can you inform me what progress has been made in Pennsylvania toward licensing retail grocery stores? Some time ago I read of a move-

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Corporation Practice, Cases Under Food Laws  
Trade-Mark Registration  
General Practice



# First Blood for the Free Employment Bureau.

Every day new registrations are coming in from employers who want managers and clerks, and from managers and clerks who want improved positions. The "Grocery World and General Merchant Free Employment Bureau" is going to be one of the most useful enterprises open to the trade. And certainly one of the most inexpensive, since it costs nothing.

Here is a letter from a clerk who registered with the Bureau only a few weeks ago:—

652 West Clearfield St.,  
Philadelphia,  
Pa.

Grocery World Pub. Co.,  
Employment Bureau,  
Phila., Pa.

Gentlemen:—

I have gotten a situation in Wilmington through one of your letters, for which I am much obliged to you.

Yours sincerely,

*A. A. Mulholland*

No doubt about it, we have the ideal plan of getting employer and employee together. The man in position to use it who doesn't use it is an exceedingly foolish individual, since it doesn't cost him a penny from beginning to end.

**The Grocery World and General Merchant Employment Bureau**  
927 Arch Street, Philadelphia, Pa.



ment along that line in your State. This is a subject in which I am very much interested and if you can give me any information as to what, if any, progress has been made, I shall appreciate it very much.

It has long seemed to me that there should be restrictions placed on the retail grocery business, some method by which only those competent to conduct grocery stores, could run them. We all know that foods are not as cleanly handled as they ought to be; that there are ever so many dirty stores; that cheap foods are sold by ignorant grocers with the assurance that they are of excellent quality; that the sanitary conditions are not what they should be, whole families living in adjoining rooms, and so on.

It has long seemed to some of us that only persons who have had a previous training in the grocery business of, say, two or three years, should be allowed to conduct grocery stores. That is to say, that it wouldn't be a bad idea if in the future both grocers and those who wait on the trade, had to pass an examination as to knowledge of the business. Are not the people, as far as health is concerned, largely what the grocers make them? If the grocer sells good food, as a rule, not the cheapest kind of compound, are not the people benefited, while on the other hand, if the grocer sells what he can buy at the cheapest price, are not the people injured?

Would not the public be able to buy good foods at lower prices if, ten years from now, restrictive measures resulted in reducing the number of stores 20 per cent., and wouldn't such a system draw to it a better class of men than are now engaged in the grocery business? Nearly all other lines of business have some restrictive feature. A farmer or sea captain who wants to go into business can become a real estate agent, an insurance agent or run a grocery store. He cannot become a plumber, druggist, electrician, gas fitter, or, in some States, even a barber, without a license, first having shown himself to be proficient.

A portion of the Commissioner's comment is as follows:—

The effort to make an arbitrary reduction in the number of grocers in the State might accomplish all the good things suggested, but it would be antagonized by the entire grocer force of the State and by all their friends. It is probably true that a reduction in the number of local dealers would work in the direction of greater efficiency and perhaps it might result in cheaper groceries, but then it might not work that way at all. Many of the people would look at the effort to eliminate a certain proportion of existing grocers as an insidious scheme of the trusts, and that suggestion would be enough to make an end of the project.

It is quite true, however, that a higher average of intelligence among retail grocers would result beneficially for dealers and patrons alike. No person should be permitted to go into business in this State who is unable to read the food laws and other acts placed on the statute books by the Legislature. Many of those who get into the toils of the law for unlawful selling would have escaped trouble and expense if they had been able to comprehend the meaning of those provisions which were placed in the law for their special benefit. At least it seems incredible that an ordinarily prudent business man would ignore the plain directions of the law if he comprehended them.

## Seeded Raisins Condemned as Wormy and Unfit for Food

**United States Government Condemns and Punishes Packers of Two Brands Which it Found in Above Condition. Neither Packer Made Defence. Lemon and Pineapple Extracts Also Found Deficient.**

The "Grocery World and General Merchant" has received during the week the official announcement of several more prosecutions under the Federal food law. Two of these prosecutions are the first of their class, being cases brought against well-known brands of seeded raisins. The other products involved are lemon and pineapple extracts.

In the first seeded raisin case the packer involved was the Malaga Packing Co., of Fresno County, Cal., and the facts were as follows:—

An inspector of the United States Department of Agriculture found on the premises of the Connecticut Pie Co., at the corner of Wisconsin avenue and O streets, Washington, D. C., 150 boxes of infested seedless raisins, labeled "California Seedless Raisins. Packed by the Malaga Packing Co., Fresno County, Cal.," samples of which were examined and found to be in a filthy, decomposed condition, and infested with worms and other animal matter. This fact was reported by the Secretary of Agriculture to the United States Attorney for the District of Columbia, who filed a libel for seizure and condemnation. The court ordered them destroyed.

In the second seeded raisin case the court also ordered the goods destroyed. In this case seven boxes of "California Seedless Muscatel Raisins, packed by Rosenberg Bros. & Co., California," were involved, the inspector seizing them in the place of John C. Berg, Washington, D. C., and finding them "infested with worms and other animal matter, and so contaminated by the presence thereof as to be unfit for human consumption." The Government filed a libel for condemnation and no defence being made the court had the whole seven boxes destroyed.

The facts of the lemon and pineapple extract cases were as follows:—

On August 24, 1907, an inspector of the Department of Agriculture purchased from J. J. Medford, Oxford, N. C., a sample (I. S. No. 2,094) of a food product labeled: "Purl Brand Extract Lemon. Artificial coloring. Manufactured by Suffolk Drug and Extract Co., Inc., Suffolk, Va." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

Alcohol by volume (per cent.)	.44.00
Lemon oil (per cent.)	.18
Citral	.02
Solids	.10
Color: artificial color declared.	

Lemon extract, or flavor, as recognized by reliable manufacturers and dealers, is the flavoring extract prepared from oil of lemon, or from lemon peel, or both, and contains not less than 5 per cent. by volume of oil of lemon. The analysis of the aforesaid sample disclosed that there was only .18 per cent. of oil of lemon in this article, hence it was adulterated within the meaning of Section 7 of the act in that an inferior extract, artificially colored in a manner whereby its inferiority was concealed, was substituted wholly for the genuine article which it purported to be, and was misbranded within the meaning of Section 8 of the act, in that it was labeled "Extract Lemon," which statement was false, misleading and deceptive because it was not lemon extract, but a very poor imitation thereof.

The Secretary of Agriculture gave notice to J. J. Medford, the dealer from whom the sample was procured, and also to the Suffolk Drug and Extract Co., the manufacturer and shipper, and gave them an opportunity to be heard. No defence was made and the Suffolk Drug and Extract Co. was indicted in Virginia and fined \$25 upon a plea of guilty.

On February 22, 1908, and March 13, 1908, an inspector of the Department of Agriculture

purchased from Mrs. Sophia Fields, Escatawpa, Miss., and R. W. Fagan & Co., Waynesboro, Miss., respectively, samples (I. S. Nos. 5,051 and 2,126-a) of food products labeled, respectively: "Pure Concentrated Extract of Pineapple for flavoring Ice Cream, Custards, Jellies, Pastry, etc. Mobile Drug Co., Mobile, Ala.," and "Concentrated Extract of Lemon. Guaranteed — June 30, 1906. Serial No. 6,901. Mobile Drug Co., Mobile, Ala." The samples were analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

I. S. No. 5,051—

Specific gravity	0.9447
Alcohol by volume (per cent.)	45.40
Esters as ethyl butyrate (gms. per 100 cc.)	0.696
Coloring matter	Tumeric.

I. S. No. 2,126-a:—

Specific gravity (15.5 degrees C.)	.8748
Alcohol by volume (per cent.)	73.28
Solids (gms. per 100 cc.)	0.21
Lemon oil by polarization (per cent.)	3.22
Lemon oil by precipitation (per cent.)	3.30
Color	Tumeric.

A flavoring extract, as recognized by reliable manufacturers and dealers, is a solution in ethyl alcohol of proper strength of the sapid and odorous principles derived from an aromatic plant, or parts of the plant, with or without its coloring matter, and conforms in name to the plant used in its preparation; and lemon extract, or flavor, as recognized by reliable manufacturers and dealers, is the flavoring extract prepared from oil of lemon, or from lemon peel, or both, and contains not less than 5 per cent. by volume of oil of lemon. The analysis of sample I. S. No. 5,051 disclosed practically the total absence of the sapid and odorous principles of the pineapple, hence the article was adulterated within the meaning of Section 7 of the act, in that an imitation extract, artificially colored in a manner whereby its inferiority was concealed, was substituted wholly for the pineapple extract which it purported to be, and was misbranded within the meaning of Section 8 of the act, in that it was labeled "Pure Concentrated Extract of Pineapple," which statement was false, misleading and deceptive because it was not an extract of pineapple, but merely



an imitation extract. The analysis of sample I. S. No. 2,126-a disclosed the fact that it contained only 3.3 per cent. of oil of lemon and was artificially colored, hence the article was adulterated within the meaning of Section 7 of the act in that an inferior extract, artificially colored in a manner whereby its inferiority was concealed, was substituted wholly for the genuine product which it purported to be, and was misbranded within the meaning of Section 8 of the act, in that it was labeled "Concentrated Extract of Lemon," which statement was false, misleading and deceptive because it was not concentrated extract of lemon, but an inferior grade lemon extract, artificially colored in a manner whereby its inferiority was concealed.

The Secretary of Agriculture gave notice to Mrs. Sophia Fields and R. W. Fagan & Co., the dealers from whom the samples were purchased, and also to the Mobile Drug Co., the manufacturer and shipper, and gave them an opportunity to be heard. The Mobile Drug Co. was fined \$25 and costs, not making a defence.

### Boycott Has Surely Affected Eggs and Butter.

**Fresh Eggs Drop Fifteen Cents Wholesale from the Highest Point and Print Butter Seven Cents. Other Causes Helped the Decline, Especially in Eggs.**

There is no question that the unorganized boycott against butter and fresh eggs on the part of thousands of consumers has had much to do with the decline in both products which has occurred within the last few days. In both eggs and butter there would have been some decline, but not as much as has taken place.

As readers hereof well know, fresh eggs, particularly in the larger markets, reached a wholesale price of 45 cents per dozen. That meant a retail price of at least 50 cents, which for many people was prohibitive, and the demand fell off even before public attention was directed to the high price. When the general movement against the exorbitant prices began, many people who had been eating eggs right along stopped for principle's sake, and the demand took another tumble. With

it this time went the price, which at this writing is averaging 30 cents in a large way. A part of this decline, but not all, is undoubtedly due to largely increased receipts of Southern fresh eggs.

The local chain stores started in to sell fresh eggs this week; they have been selling storage eggs up to now. One of the chain-store concerns opened at 35 cents, which itself was a fairly low price, but the Acme Tea Co. went one better a day or two later and sold at 30 cents. This is just about cost. The chain stores are also selling storage eggs, averaging 27 cents, which is likewise very low, since they must have cost about 26.

There has also been a decline of about 7 cents per pound in print butter, nearly all due to the falling off in demand, as there was no increase in supply to materially affect the price.

### Another Federal Food Guarantee Bill Reported.

Senator Heyburn has reported from the Committee on Manufactures a bill to prevent fraudulent representations as to Government

guarantees of foods and medicines as follows: That it shall be unlawful for any person, association of persons or corporation to place any mark, sign or insignia upon any sign, package, label, covering or wrapping of any article of food or medicine stating in words or effect that the contents of such package are guaranteed by the Government of the United States under the Pure Food and Drugs Act of June 30, 1906, or are guaranteed or recommended in any manner by the Government of the United States.

Section 2.—That any person violating any of the provisions of this act shall be fined not more than \$1,000 or imprisoned for not more than one year or both, at the discretion of the court.

Florida oranges are selling well, particularly fancy grades, although prices are very high. Fancy 26s bring \$5. Ordinary grades, however, range from \$1.50 to \$2.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.

**Ever figure the Long Profit on Postum?**

**Generally better than on Coffee—**

**And the Sale of Postum Guaranteed!**

Many grocers recommend Postum because they know it benefits their customers—and the profit is pleasing.

Thousands and thousands of people have dismissed coffee ills by changing to

# POSTUM

Heavy, continuous advertising moves it from the grocer's shelf—and the health-benefits make steady customers.

**"There's a Reason"**

POSTUM CEREAL COMPANY, LIMITED, BATTLE CREEK, MICHIGAN, U. S. A.



# WITH THE EDITOR

Self-seeking is often hidden behind a mask of philanthropy, sometimes successfully, sometimes unsuccessfully. **Spurious Philanthropy.** Montgomery Ward & Co., the Chicago mail-order house that generously sells consumers all sorts of merchandise at "wholesale" prices, is one of those who try to do this unsuccessfully. For example, an advertisement which they recently inserted in the "Exporters' Review" has fallen under the writer's eye. From the advertisement it seems that the mail-order concern is now working up a business with foreign countries, and to that end is exploiting a new freight line to the Orient. In the course of the advertisement the following appears:—

We are shipping full carloads of mixed merchandise every week and will cheerfully include in our cars freight from other shippers at above rates.

Even freight from *competitive* shippers, perhaps? Query: Would a concern as grasping as the average mail-order house deliberately admit competitors to the advantage of a lower freight rate by admitting their less-than-carload freight to its own full carloads? Is it really incumbent on *any* business man to help his competitors in such a way? Neither question needs an answer: both answer themselves. The truth is that Montgomery Ward & Co. hasn't full cars now, but wants to get them, and this is its way of doing it.

The writer ran across another bit of data during the week regarding re-

**Retail Meat Profits Again.** tail meat profits which helps to demonstrate how utterly without standard, rule or criterion the fixing of a profit is. The following is taken from a statement prepared by a Michigan retail meat dealer regarding Secretary Wilson's recently published views on retail meat profits:—

I will make this statement free and above board that the butchers as a whole make a gross profit of less than 30 per cent. At the

wholesale price of meats to-day the gross profits vary from 15 per cent. to 35 per cent., while the expense of operating a market will vary from 12 to 25 per cent. This is all owing to the locality, rents, amount of sales, etc. There are very few retail butchers who do a business of \$20,000 a year who have a net profit of \$1,000, and those doing \$40,000, a net profit of \$2,000, etc. When beef and pork cost but 5 cents per pound by the carcass a butcher could make 40 per cent., and the public thought nothing of it; but now that meat is high in price the public blames but one—the retail butcher.

In other words, retail meat profits—and profits on other things as well—vary with two factors: First, with expenses; second, with the seller's idea of what a profit ought to be. Nothing could be more unsettled than these, and by the same token nothing could be more unsettled than the selling prices that depend on them. And the most unfortunate feature of it all is that there is nobody anywhere with the authority or the right to fix any better standard.

The local biscuit house of J. S. Ivins' Son published an advertisement in one of the Philadelphia papers last Monday which the writer read with a sense of keen refreshment. Here is its substance:—

**Clever and Refreshing.**

Consider the grocer: He is constantly tempted by manufacturers to sell inferior goods, because they will pay him larger profits. In no line is this more apparent than cakes, biscuits and crackers.

Yet in spite of larger profit margin allowed by inferior baking and materials, thousands of Philadelphia grocers are urging their customers not to take the cheaper kinds, but to pay a trifle more and get guaranteed quality and deliciousness in the Ivins goods.

HELP THE SQUARE DEAL GROCER.

If your grocer sells the Ivins cakes and crackers, depend upon it he values your good will, your health and your family's, more than the few extra pennies profit he can make out of urging the sale of the lower grades. And it is, therefore, logical and reasonable to say:—

He is a safe man to deal with; he is the kind of a grocer who will sell you the best in eggs, butter, flour, canned goods, preserves, teas, coffee, etc.

Because he proves by recommending the Ivins goods that he values his reputation and your trade more than wrongly made, extra profits—Patronize That Grocer, Madam.

Of course this is a self-interested advertisement, and is in-

serted to serve Ivins first and the grocer second. More than that, it goes no further, in its references to grocers who value reputation even higher than profit, than the simple truth. The refreshment in reading this advertisement comes because one has been fed with so many manufacturers' blackmailing advertisements which take the position that the retailer who doesn't handle the particular goods advertised is not a good merchant, and that the customers of such a one should beware of him because he is constantly lying in wait to betray them.

Naturally every proprietary advertiser desires to create the impression that the best merchants are those that sell his goods, and the Ivins Co. is no exception. But its way of going about it is so infinitely cleverer than the usual way. It simply *praises* the grocer who handles its goods, while other manufacturers are damning those who don't.

The writer has received the following pointed letter from an Albany (N. Y.) subscriber:—

**Dr. Wiley, Ignoramus.**

Albany, N. Y., February 8, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—I inclose a couple of clippings. I meant to send them last week, with some comments, but I have been an invalid for six weeks and had not strength enough to write.

Is not that a gem from Wall street? And how about Dr. Wiley's half bushel of potatoes and 10-cent bone and 20 per cent. on capital for butchers and grocers?

There is also an article in "Good Housekeeping" for February by a Ph. D. which displays a very great amount of ignorance.

I indorse your comments on Mr. Padberg. Some retailers are worse than the trusts. Yours truly,  
EDW. G. SHERLEY.

Mr. Sherley incloses two newspaper clippings which strikingly illustrate the utter irresponsibility of much of the published comment regarding food prices which is just now choking the very air we breathe. The clipping that contains the worst of it contains an interview with Dr. H. W. Wiley, chief Government chemist, who seems ready at all times to lay down his work and talk, his

volubility being in inverse proportion to his knowledge on the given subject. Dr. Wiley's views were published in the New York "Times" of Sunday, January 30th, and from a full half page the following extracts are taken:—

A 10-cent soup bone will give plenty of meat flavor to half a bushel of potatoes. Boil it with the potatoes, and after the potatoes are done, take them out and make a gravy of the water if you do not wish to use it as soup. In fact, you can make both soup and gravy enough for a big family from that 10-cent soup bone, and all that is needed to do it is a little flour for thickening, pepper and salt, and judgment on the part of the cook.

This is not so intensely interesting as some of the other things that Dr. Wiley says, although the spectacle of an overworked soup bone, striving manfully to flavor half a bushel of potatoes, is not so bad, even for the scientist who discovered imitation lamb chops.

The most profound of Dr. Wiley's utterances in the New York "Times" is that in which he discusses what a retailer's profit should be. Here is the text, italics being ours:—

The time will come when the Government or the State will be obliged to limit the amount of profit that dealers in the necessities of life shall be allowed to make. You say that this is "paternalism." All right. Let it be paternalism or whatever you please to call it. All government is paternal when you come down to the last analysis, and there is no reason on earth why the Federal Government or the State should not, if it pleased, limit the amount of profit made by the grocer or the butcher, just as it now limits the amount of profit that certain other dealers make.

If it says that a money lender shall not be allowed to make more than 3 per cent. a month on money loaned for the pawning of personal property, why should it not say to the grocer or the butcher, "*You shall not make more than 20 per cent. or 15 per cent. on your capital in a year*"? The welfare of the people depends even more upon the uprightness and square dealing of the dealers in food products than it does upon the honesty and fairness of the men that handle the money of the country.

Hark ye, retailers, when Dr. Wiley has his way you will be permitted, if you have \$1,000 invested in your business, to make only \$150 or \$200! If your investment is \$500, you will work a year for \$75 to \$100! Hail to Dr. Wiley, the Moses at last appointed to lead the grocer into the land of fat and plenty!



Written for the "Grocery World and General Merchant."

## Retailer to Blame for Collection Agencies' Bunco Games

**Too Careless and Confiding, Says a New York State Collection Agency. Says Most Collection Agency Promises are Easily Broken. Retailers Should Make Collection Agencies Prove Honesty.**

We have received a copy of the "Grocery World and General Merchant" from Hofmann Bros., of this city. One article in particular interests us. It is your story "Warning Against Another Collection Agency."

First.—We must call your attention to the fact that the retail business men two-thirds of the time do not give their own business enough attention. The retail business man should not allow himself to be bothered by useless men who force themselves upon the public and call themselves a reliable company or association to collect accounts. The retailer should demand full proof of responsibility.

Second.—When a retail collection agency tells you it will do something for nothing, it is either

a fool or a liar. The grocer should not believe without demanding proof or a bond.

Third.—The retail grocer is not careful as to who he gives his accounts to. How do I know? Well, offer him a low price and two-thirds of the time you can get his business.

Fourth.—The retail merchant should insist upon same consideration as he would with the collecting of ordinary grocery C. O. D. bills, possibly not to such an extent, but to 80 per cent. of the same. I ask you at this time, would you consider turning over one hundred dollars or any amount to a man you do not know? Would you trust every Tom, Dick or Harry with money taken out of your pocket? No. If the retail merchant was a thor-

ough business man he would not take chances. He should demand reliable, positive proof of the agency's honesty.

We also call your attention at this time to the contract of this National Rating League. In the foremost part of their contract they agree to furnish rating reports for the protection of said subscribers and to assist in collecting all accounts submitted. What a loose proposition—just as easy to get out of as a twenty-foot circle. The idea of a man saying he will furnish rating reports. Does he specify how many reports he will furnish? If he sees fit he will furnish two, that being more than one. He also agrees to assist any subscriber in collecting accounts to a certain extent. He may ask one man what he knows about another. He has done so much toward getting results and assisting to collect, although it amounts to about as much as a drop of water in the sea. Said manager further agrees to furnish listing blanks and rating notices. Why would he not do it? Is there anything easier for the collecting agency to do than to get the information he

desires out of the creditors instead of writing to the debtor for it?

The reputation of collectors should be very carefully looked into before giving them business, especially business like giving accounts into their hands.

STEIN MERCANTILE AGENCY.

Syracuse, N. Y.,

February 10, 1910.

## Grocery Failures Increase, General Store Failures Decrease.

**Report for January, 1910, Shows this Condition as Compared with January, 1909.**

The figures supplied by the Dun Mercantile Agency covering the grocery and general store failures for January, 1910, show a decrease in the latter and an increase in the former.

The figures are as follows:—

Grocery Failures.—In January, 1910, 270; liabilities, \$1,254,075; January, 1909, 238; liabilities, \$736,408.

General Store Failures.—In January, 1910, 179; liabilities, \$1,432,256; January, 1909, 248; liabilities, \$1,466,354.

# Roasted Coffees

We are always in a position to offer most attractive purchases in the line of **Coffees**, as well as fine trades in **Teas** of exceptionally good drinking qualities, and as we want **your** trade, it's only a question of placing your orders on a basis of quality for price (cut out sentiment) to realize the wisdom of giving us continuously a generous share of your business in our lines.

We are handling 9009 accounts on "High-grade Coffees." Are you one of the "Ninety and nine?" If not—"Come in!"

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## Anti-food Extortion Campaign Still Bubbling

**United States Senate Decides to Make Exhaustive Investigation Into Causes of High Prices. Railroads Make Mild Defence Against Charge of Excessive Freight Rates. Investigations in New York and New Jersey Proceed. House Committee Hears District of Columbia Food Inspector.**

Comparatively little of interest has transpired during the week in the course of the campaign against high food prices. The United States Senate finally decided to make an investigation into food prices which should cover the whole country and consider every possible phase of production and distribution. It was announced during the week that the investigation would be along the following lines:—

Wages, salaries and earnings, and whether the increase in them has kept pace with the increase in the cost of living.

Increased price of such articles as meat, grain, provisions, cotton, wool, clothing, rents, lumber, coal, iron, oil, brick and cement.

Price to the producer, the wholesaler or jobber, the retailer and the consumer at which articles were sold in 1900, and the price at the present time.

The cost of production of articles mentioned and the cost of their distribution and sale when in the hands of the wholesaler, jobber and the retailer.

Whether such articles have been increased in price by reason of the increased production of gold and the expansion of the currency, or by tariff or other legislation, or by any monopoly.

The prices of food products on the farm in various parts of the United States.

Wholesale prices of such food products at the wholesale trade centres of the United States.

Retail prices of such food products in the larger cities, and a comparative statement showing the costs of production on the farm.

As ground work, the Department of Commerce and Labor sent to the Senate during the week figures covering several of these points. A copy of this report has been obtained and is presented in another column.

The railroads, whose alleged high freight rates have received a part of the blame for high food prices, came forward during the week with the following statement:—

At a time when active efforts are being made to fix the responsibility for higher prices it should be made plain that the railroads have not been in any way responsible for the increase in the cost of living. They have been the victims of high prices without benefiting from them at all. If beef, pork, flour or any other cereal costs more now than it cost ten years ago, not even the fraction

of a cent can be charged to transportation. Figures gathered by the Interstate Commerce Commission show that freight rates have steadily declined.

Investigations have also progressed in New York and New Jersey. In New York City the Aldermanic Committee on Laws and Legislation, in public hearing on Wednesday on the resolution presented by Majority Leader Frank Dowling, providing for the tagging of beef carcasses and packages of other provisions when put in storage and when taken out, heard charges that turkeys have been left in cold storage for two years until they were mouldy, and that goat flesh has been sold to customers as spring lamb.

Packers who were present to oppose the resolution frankly said that exigencies of the business put eggs, chicken and turkeys in cold storage vaults for from six to nine months, and that were they not so stored the New York public would at certain seasons, notably late spring, face a famine in these commodities and famine prices.

In Jersey City the investigation into cold storage conditions has reached the Grand Jury. Supreme Court Judge Swayzey told the Grand Jury, which is now holding an inquiry along this line, that under a law passed in 1846 and amended in 1899, the jury had ample power to indict all those engaged in a project to combine to increase the cost of necessities.

"If you find that foodstuffs are being stored for the purpose of raising the price," he said, "then you should indict those who are doing this. In times of plenty it is legal and right to store up for the times that shall be lean, but the storing should redound to the common weal and should not mean increase in prices. If you find evidence that this storing of foodstuffs is to raise the prices of food, you must indict."

The Committee of the United States House of Representatives also held one meeting during the week. The chief witness was Food Inspector Dodge, of the District of Columbia. He told the committee that the retail merchant of Washington cannot buy direct from the farmer without bringing down upon his head a boycott by the commission merchants, the result being that he is forced to trade through that medium and add to the charge to the ultimate consumer whatever the increased cost may be. He also made a comparison of prices of necessities of life, with prices of twelve years ago, which showed increases up to 150 per cent. A partial list of the articles so compared is as follows:—

Breakfast bacon, etc., 1897, 10 cents per lb.; 1910, 22 cents per lb.

Navy beans, 1897, 5 cents per qt.; 1910, 3 qts for 25 cents.

Best Elgin butter, 1897, 25 cents per lb.; 1910, 38 cents per lb.

New York cream cheese, 1897, 15 cents per lb.; 1910, 24 cents per lb.

Strictly fresh eggs, 1897, 19 cents per doz.; 1910, 30 cents per doz.

Purest lard, 1897, 6½ cents per lb.; 1910, 16 cents per lb.

Pork, 1897, 7½ cents per lb.; 1910, 14¾ cents per lb.

Pork hams, 1897, 9½ cents per lb.; 1910, 16 cents per lb.

Rib roast, 1897, 10 cents per lb.; 1910, 15 cents per lb.

Sausage, 1897, 10 cents per lb.; 1910, 18 cents per lb.

Round steak, 1897, 9 cents per lb.; 1910, 12 cents per lb.

Tenderloin steak, 1897, 15 cents per lb.; 1910, 20 cents per lb.

Irish potatoes, 1897, 12 cents per peck; 1910, 17 cents per peck.

Irish potatoes, 1897, 45 cents per bush.; 1910, 65 cents per bush.

Standard flour, 1897, 95 cents a sack; 1910, \$1.60 sack.

Standard flour, 1897, \$3.50 per bbl.; 1910, \$6 per bbl.

So widespread and bitter have been the attacks on cold storage that the American Warehousemen's Association, which includes thirty-two cold storage and refrigerating plants in various parts of the country, on Wednesday issued a statement endeavoring to show that foodstuffs were not being hoarded in the cold storage plants and that no attempts were being made by the warehousemen to conceal the quantities they had on hand.

The association, through its secretary, declared that the butter and eggs stored in twenty of the cold storage plants in the association belonged to 2,446 different persons, or firms, which indicates there would be great difficulty in cornering those products.

The statements of the products in storage in thirty of the houses show 15,000,000 pounds of butter in storage February 1, 1910, as against 23,000,000 pounds, February 1, 1909. There are, however, 134,000 more cases of eggs in storage this year than at February 1, 1909. There were more than 500,000 cases of eggs in storage January 1st, and there were but 183,000 there February 1st, showing that more than 400,000 cases were taken out of storage during January.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

"That's Good."—It seems a peculiar title for the opening paragraph of this week's talk, but I like it. "That's good" should be on the point of your tongue continually. You can apply it a hundred times a day and it will save a hundred per cent. profit on the investment.

\*\*\*

**Selling Brooms.**—The first thing to forget when selling brooms is that the price is high. You and I know it, but neither of us can help it. A 25-cent broom is out of the question. So talk 35 cents for a number six as though it were a regular thing. Stroke it up nicely, show the number of binding strands. Talk about the straightness and smoothness of the handle and the absence of coarseness in the corn itself. Handle the thing as though it were worth five dollars. But don't let her dwell on the "big price" and don't roast the broom trust. Let Congress do that. She



needs a broom and if you don't tell her some other fellow will.

\*\*\*

**Cook Book Reading.**—Do you know that it's a good scheme to read up the Cook Book occasionally. Along with different literature that I keep handy on the sitting room table is a well-bound cook book. Why, you can make yourself an "authority" on things. Take canned crab meat or canned shrimp or fresh finnan haddie even. Lots of women don't know how to prepare them. Isn't it nice to be able in an off-hand way to tell them all about their preparation, even though you'd make a fearful mess of the practical part of it yourself. Whatever line you're pushing this week, take this pointer—look up the Cook Book and act wise. It's a wonderful help.

\*\*\*

**"Why Should I Buy Those Beans?"**—Or words to that effect I overheard in the grocery sales-room of a New York department store last week. The salesman had his story pat and I was simply delighted to listen to it. He said in substance: "These beans are in the first place the genuine, hand-picked, double screened York State variety. They're baked, not merely boiled. The baking temperature is so powerful and so effective that all disagreeable gases are removed." Anyway he went on talking about that can of beans as though his reputation as a salesman depended on that particular sale. I saw him write the order for six cans. This simply goes to show the importance of knowing your goods—getting a full, clear, honest understanding of the thing you have to sell—and selling it. Apparently this particular customer called for another brand.

\*\*\*

**Don't Put The Nuts Away.**—Keep a continual show of mixed nuts in the front of the store till warm weather. That is, if you had a lot left over from the holidays.

\*\*\*

**"Another Brand."**—Substitution is a delicate thing to dabble with just the same. It doesn't do to run down advertised goods. Men won't put thousands of dollars' worth of advertising into an article that has no merit. Keep that in mind. But if the boss shows you a better article for the same money or less even, and wants

that thing pushed, it's up to you to push it just in the way the department store man pushed his beans—by showing his reasons.

\*\*\*

**If You're Well Stocked On Raisins** they should be nicely displayed, because the first thing you know the demand will stop. This comes when the weather gets warm. It's a good thing for you clerks to anticipate these things. This anticipating comes from right thinking and being thoroughly interested in your work. The same thing applies to lemon peel, orange peel, citron, mincemeat, jar figs and dates. All of these should be sold now and the important thing is to get them in broad, bright, attractive display.

\*\*\*

**Use The Stormy Weather.**—In other words, get after the people that don't come to you. If I were you I'd suggest something like this to the boss: "There's nothing doing in the store to-day on account of the storm, suppose I get out and pick up a dozen good orders this morning?" Try that, wet days, snowy days, windy days; any day that's an off day.

#### Small Mackerel Scarce and Advancing.

No. 4 Norways in Abnormally Light Supply. Show an Advance of at Least Two Dollars Per Barrel in Sixty Days.

The unusual scarcity of small mackerel, particularly No. 4s Norways, is beginning to attract attention. The percentage of small sizes is this year lower than for a long time and the price is higher.

No. 4 Norway mackerel have advanced from \$2 to \$3 per barrel within the last sixty days. The parity between those and the larger sizes is much different from usual. For instance, about a year ago No. 1 Norways were quoted at \$32 per barrel and No. 4s at \$13. To-day an average quotation for No. 1s is \$31.50 and for No. 4s \$15.50.

No. 4 is always a favorite size mackerel because the number of fish in a barrel run from 400 to 450. They can be profitably sold at 5 cents each and net a good profit. The percentage of sizes is always very uncertain; it is said that this year's percentage of No. 4s is hardly 25 per cent. of normal.



## Push It Now

You haven't a customer who won't buy

**Duff's  
Molasses**

if you remind them of it. It is molasses season. The only reason you don't sell ten times as much is because you don't talk about it.

**Duff's  
Molasses**

is known all over the country as the brand that everybody keeps buying. The kind that children love—and it's good for them.





## The New York Letter

**Chicago Jobbers Sign Manufacturers' Agreement. Retail Druggists Start Campaign Which May Inspire Grocers. Chain Store Plan Latest Drug Store Idea. Nearly One Hundred Retailers Fined for Short Weighing. Various Items of New York Trade. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, Feb. 11, 1910.

It was given out by the American Specialty Manufacturers' Association during the week that all of the Chicago jobbers, with one or two exceptions, have signed the agreement of the American Specialty Manufacturers' Association, which provides for the guaranteeing of orders bearing their stamp and the prompt execution of same by the jobbers.

Over a year ago, when the Specialty Manufacturers' Association started their campaign to secure the jobbers' signatures to their agreement, the Chicago jobbers took it up as an Association matter and refused at that time, and have until now refused to sign the agreement.

Mr. J. T. Austin, secretary of the American Specialty Manufacturers' Association, has been in Chicago for the past three weeks endeavoring to bring about co-operation and reciprocity between the manufacturers and the Chicago jobbers.

\*\*\*

The retail druggists who are now facing some of the problems which have bothered grocers, cigar dealers and other merchants, in connection with chain stores, are starting what promises to be a lively contest. A bill has been introduced at Albany by Assemblyman Joseph which is intended to prohibit corporations from conducting a retail drug store and to require that the manager of every drug store shall be the proprietor.

This action follows the reports of a gigantic combination which is to adopt the methods of the tobacco combine in getting control of the trade, or perhaps the methods of the syndicate which owns many of the retail cigar stores in this state and elsewhere. But the bill as proposed would evidently disturb several companies which are already in the field with small chains of stores.

For years the retail druggists have been building up an organiza-

tion, so it is presumed that they are prepared for a struggle. In one respect, they have an advantage not possessed by either the grocers or cigar dealers who have tried in the past to combat chain stores. The druggist is in this and other states a semi-professional man who must pass an examination in pharmacy and obtain a license before practicing. Corporations are not allowed to practice law even though all the members are lawyers. So, it is argued that a corporation should not practice pharmacy, an occupation which is of vital importance to the public.

It is known to the druggists, of course, that the chain stores have not been doing nearly as much harm to the ordinary dealers in the grocery and cigar trades as was feared by many, but the druggists wish to crush the enemy at the beginning.

\*\*\*

Another big batch of dealers accused of using short weights has been before the local courts this week. Civil Magistrate John Hoyer imposed fines on eighty-four of these men arraigned before him during the week. The defendants comprised grocers, butchers, coal dealers, fish dealers, bakers and other merchants, the majority of them doing business in a small way.

The maximum fine of \$25 was imposed on forty-eight offenders. Most of the others were fined \$10. As the inspectors from the Bureau of Weights and Measures could prove no wilful fraud, no criminal action will be started.

The defendants were not all arrested recently. Some of their cases have been hanging fire for weeks and have just come up for trial. The Bureau has been particularly active of late, as noted before by your correspondent, and several other court calendars have large number of cases. There are 105 cases on the calendars for February 11.

"Many of these men did not know that they were violating the law," said Herman Stiefel, assistant corporation counsel who is in

charge of the prosecution, "but they must be taught that the city government will not tolerate such swindling."

\*\*\*

The National Sugar Refining Company will pay to the Government over \$600,000 for duties that were not paid on raw sugar imported at its refineries, according to a report from Washington heard here. The shortage in duties was admitted some months ago by Jas. H. Post, president of the company. The shortage was then estimated at \$200,000, and the report that three times this sum is to be paid is a surprise to the trade.

\*\*\*

Coffee dealers in New York are connecting the arrival of Colonel Guilherme da Silva with the act passed some time ago by the government of the State of Minas Ceraes, which offers a premium to coffee growers in that State who enlarge their business and establish direct connections with foreign countries. This legislation also offers a reward to the inventor of any machinery of value in the coffee trade.

For some time representatives of the coffee interests of Minas have been working in European countries and so coffee men here believe that Colonel da Silva's visit is for the purpose of establishing business connections in the United States, although he has as yet made no statement.

\*\*\*

A public hearing was held Wednesday in the Aldermanic Chamber on a proposed ordinance providing for the establishment of a system to record all cold storage provisions sold within the city limits. Frank Dowling, majority leader of the Board of Aldermen, is the author of the proposed ordinance.

The measure provides that all articles of food when placed in a cold storage plant shall be ticketed or tagged with the date on which they were so placed and that when they are removed a record shall also be made on the tag. It is provided that these tags shall be kept in full view until the articles are disposed of in order that the consumer may have an opportunity of seeing just what sort of product he is buying.

The ordinance requires also that all food brought into the city from outside its limits shall be ticketed just the same as that which is placed in the plants of the city.

At the annual meeting of the Dried Fruit Association, held Tuesday, the retiring president, William L. Juhring, referred in his annual address to the death last August of Francis H. Leggett, who had been a strong supporter of the organization.

Mr. Juhring expressed satisfaction with the form of "universal contract" adopted by the trade. He advised an increase in the membership of the arbitration committee from 18 to 24. As there are variations in the cash discounts on spot goods, he advised a uniform discount of 1 per cent. The association's pure food committee is to report later on its work.

L. B. Parsons was elected president; Vice-president William Hills, Jr., and Treasurer E. J. James, were re-elected.

The association has sixty-four active and five associate members.

\*\*\*

John C. Juhring was unanimously elected president of the wholesale grocery firm of Francis H. Leggett & Company at a special meeting of the directors held last Friday. Mr. Juhring began his career with this house thirty-seven years ago. He started in as an office boy, later he was promoted to the office of cashier, then became head of a department. Some years ago he was elected vice-president of the company.

In his speech of acceptance, Mr. Juhring said that it would be his aim to carry out the policy of the former officers of the company in furnishing to the public those foods known to be pure and wholesome.

\*\*\*

United States Marshal Henkel, with two inspectors from the Pure Food Department, seized 300 cans of liquid eggs. These cans, it is said, represented 80,000 eggs. It is said that the eggs had been held in storage so long that they were unmarketable and so had been put through the process which made them saleable in liquid form. The owners of the eggs, under the usual procedure, will have to appear in the United States Court and if the law has been violated, they are liable to a fine and possibly imprisonment.

\*\*\*

The Borden Condensed Milk Company, through its vice-president, S. Frederick Taylor, has notified the public that there is little chance of that company reducing the price of milk from nine cents



o eight cents for some time. The company, Mr. Taylor said, has been losing money for the past two months and so it is not probable that it will reduce the price in the spring. The Borden Company is the only milk company in New York which is taking this stand, as the others have all made the reduction.

\*\*\*

William Gray, formerly secretary of the National Association of Retail Grocers, died last week at his home in Brooklyn in his 73d year. For the last two years he had been agent of the Brooklyn association. A large number of grocers and business men generally attended the funeral on Sunday.

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The high regard in which L. J. Callanan, the veteran grocer of Vesey street, is held by the trade, was demonstrated one evening last week when members of all the local associations of grocers joined to tendering him a dinner in the Imperial, Brooklyn. Speeches and songs in his honor made the evening memorable.

\*\*\*

Gilbert Brothers have opened a store at 578 Rogers avenue, Brooklyn. The new store is located in the centre of one of the finest residential sections of Brooklyn.

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A petition in bankruptcy was filed last week against Joseph Volence, a retail grocer who has three stores, one at Eighth avenue and 114th street, another at Amsterdam avenue and 144th street, and the third at Amsterdam avenue and 147th street. The petition was filed by the following creditors: R. C. Williams & Co., \$379; Lewis DeGroff & Co., \$500; and Robert R. Lauckner, \$500. It is alleged that the defendant is insolvent, has made preferential payments to the amount of \$2,000, and has transferred merchandise and accounts valued at \$2,000. Thomas D. Hewitt was appointed receiver by Judge Holt. The assets are estimated at \$5,000. Liabilities are estimated at \$10,000. He has been in business a little over a year.

#### SUMMARIZED MARKET CONDITIONS.

The recent valorization sales have filled the immediate needs of the large roasters and as the country is supplied for the next month at least, the coffee market is rather

quiet. The demand is of a jobbing character. Mild coffees are not attracting much attention, holders demanding above spot parity.

In the raw sugar market, few sales were recorded, holders asking a little more than the refiners were willing to pay. There were several sales recorded of Cuba centrifugal.

Withdrawals on outstanding contracts for refined sugar continued during the week, but little new business was done. Prices are firm. New business is expected soon as the country will be in need of supplies.

There has been a good jobbing demand for grocery grades of molasses this week, but sales were mostly small, the jobbers buying only enough for actual needs. The supplies are moderate and prices well maintained.

The demand for spices continued this week, and although prices have not changed, it is said, that if the present demand continues, a raise will soon follow. Certain grades of red pepper and mace are scarce. Ginger is firm; cables noting prices far higher than the New York quotations on African and Cochin kinds, give the market a firm undertone.

The stock of rice here is being materially reduced by the large jobbing demand. Although the sales are mostly in small lots, they are large enough to absorb all arrivals and necessitate removals from the store stocks. Prices are firm.

Butter is still declining in price, the receipts being even larger than expected. The quality of the late shipments, however, is generally irregular. Marks that are generally fancy are now being rated as firsts. Process butter fell one cent. There is not much demand for the product.

Fresh eggs went up a little during the latter part of this week; although the receipts are large the demand seems to absorb them without trouble. The best grades are now selling at 34 to 36 cents. Storage eggs are still sliding down. They reached 23 to 23½ cents this week. This is a fall of two cents in the past week. Holders of these eggs are anxious to sell, but there is little demand.

The canned goods market is rather slow this week, many of the dealers attending the convention. In canned vegetables, corn is in good demand, especially southern varieties. Tomatoes are firm as



Barking at the Moon is  
"DOG-ON" Foolishness.

**Don't** bark or growl at high Prices if you buy from Credit Houses.

**Don't** "dog" the traveling salesmen with our quotations. If our prices are lower, give us the business.

**Don't** expect to get CASH prices from Credit Houses. It isn't fair to either them or us.

Buy for **CASH** from the Original Cash House B. & P.

— Send us a trial order this week —

Sunnyside Catsup, 14 oz., screw top bottle, 2 doz. . . . .	per doz., \$0.82½
5 or 10-case lots . . . . .	per doz., .80
Packed entirely without preservatives of any kind, and the lowest price ever made on this popular brand of catsup.	
Barker's Horse and Cattle Powder, ¼-gro. boxes . . . . .	per gro., 13.30
Sour Krout, Gibb's Bullhead Brand, No. 3 cans, 2 doz. . . . .	per doz., .72½
5 or 10-case lots . . . . .	per doz., .70
Horseshoe Salmon, No. 1 tall cans, 4 doz. . . . .	per doz., 1.55
Positively no orders for Horseshoe Salmon accepted from other wholesale grocers, and not over ten (10) cases to any one buyer.	
Lanterns, Paull's Leader, No. O, tubular, extra large fount, crank lift, one piece tube, lock burners, wick, globe and all complete, 1 dozen in case . . . . .	per doz., 3.55
A great bargain in lanterns.	
Tomatoes, Peerless, Fancy Jerseys, No. 3 large sanitary cans, fancy wrapper labels, 2 doz. . . . .	per doz., .87½
5 or 10-case lots . . . . .	per doz., .85
Van Camp's Milk, tall, 4 doz. . . . .	per case, 3.45
family size, 4 doz. . . . .	per case, 2.85
baby size, 6 doz. . . . .	per case, 2.45
Raisins, Maltese Cross Brand, fancy, new, seeded, 36 ls . . . . .	per lb., .05½
5 or 10-box lots . . . . .	per lb., .05½
Elegant quality and very much lower than others will ask you for like quality goods.	
Rice, extra fancy head, whole bean, white, clean and flinty, 100-lb. bags . . . . .	per lb., .06
5 or 10 bag lots . . . . .	per lb., .05½
Apricots, fancy Moorpark Slabs, 50-lb. boxes . . . . .	per lb., .11
5 or 10 box lots . . . . .	per lb., .10½
Onion Sets, finest quality, small, yellow, 1 bus. lots . . . . .	per bus., 2.15
Finest quality, white, 1 bus. lots . . . . .	per bus., 3.05
5 or 10 bus. lots, either kind or assorted, 5c. per bus. less.	
Mackerel, No. 1, Norways, Fancy white fat fish, about 180 to 190 fish to the barrel . . . . .	per bbl., 28.50
No. 2 Norways, fancy white fat fish, about 230 to 250 fish to the barrel . . . . .	per bbl., 21.75
Cheese, Cream Ridge Brand, fancy New York State, full cream, Sept., boxes about 40 to 45 lbs. . . . .	per lb., .17½
5 or 10 box lots . . . . .	per lb., .17½
Peaches, Field Brand, Choice New Muirs, 25-lb. bxs, per lb. . . . .	per lb., .07½
5 or 10 box lots . . . . .	per lb., .07
Bright, meaty fruit and straight muirs, and an elegant Peach bargain.	
Codfish, large bank, skin on, 50-lb. bundles . . . . .	per lb., .05½
Medium bank, skin on, 50-lb. bundles . . . . .	per lb., .04½
Superior Oolong Tea, black, ½ chests about 45 lbs., per lb. . . . .	.15
Cranberries, Jerseys, full bus. crates, good size, good color and good quality . . . . .	per crate, .75
You can sell them 6 quarts for 25 cents with a good margin.	

These Prices for This Week Only—Feb. 14th to Feb. 19th, inclusive.

WRITE FOR THE "CASH GROCER," CONTAINING OUR QUOTATIONS ON A FULL LINE OF GROCERIES

**BARBER & PERKINS**  
**WHOLESALE CASH GROCERS**  
 29, 31, 33 N. Water Street 28 N. Delaware Avenue  
 PHILADELPHIA, PENNA.



the stock is low and holders expect that buyers will be forced into the market next week to replenish their stock. Packers are holding at outside prices on good grades, while the jobbers are holding off for concessions, so no business is being done in these grades.

Southern fruits are in good demand in the canned fruit market, many sales being reported. Fancy stock gallon apples are in demand,

but other grades of apples are neglected. The recent activity in peaches has come to an end.

Small lots of pink salmon are being sold at high prices. No large offerings are made. Red Alaska is firm, the supplies being short. Domestic sardines are in good demand, although sales are mostly in small lots for immediate needs.

FRED. A. MCGILL.

## What Wholesale and Retail Food Prices Have Done in the Last Ten Years

The Government's Figures Covering Forty-five Food Products Show Large Wholesale Increases Except Seven in Articles. Retail Prices Show Only One Exception to the General Increase. General Food Cost Has Increased 21.2 Per Cent. in the Ten Years.

The "Grocery World and General Merchant" has obtained during the week, through its Washington correspondent, a copy of the report made to the Senate a few days ago by the Department of Commerce and Labor, covering the increase in both the wholesale and retail prices of food products during the ten years from 1899 to 1908. The figures, which are presented below, show

that with very few exceptions everything in the staple line has increased, both at wholesale and retail.

The following tables show the course of the wholesale prices of the foods named during the ten years covered. Each product is started with a quotation of 100, so that the fluctuation can be clearly seen. In most cases it is extremely radical:—

Year	Beans, medium, choice.	Wash- ington market.	Bread Home-made (New York market.)	Vienna (New York market.)	Creamery extra (Elgin market.)	Butter Creamery (New York market.)	Dairy New York State.	Cheese New York full cream.
1899	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1900	144.4	100.0	100.0	100.0	105.0	105.6	107.6	105.0
1901	150.9	100.0	100.0	100.0	101.9	101.8	102.2	94.0
1902	132.2	100.0	100.0	100.0	116.3	116.7	117.9	104.8
1903	155.7	100.0	100.0	100.0	111.0	110.4	109.4	113.2
1904	138.4	101.9	109.4	104.0	105.0	103.0	100.2	94.8
1905	148.0	100.0	117.5	112.4	117.1	117.1	119.1	112.8
1906	130.8	100.0	117.5	112.4	118.5	117.1	118.3	122.1
1907	122.3	100.0	117.5	112.4	133.1	133.1	135.9	131.6
1908	159.7	100.0	125.1	116.0	129.8	127.5	124.6	126.9

Year	Coffee, Rio, No. 7.	Butter, a	Soda.	Eggs, new-laid, fancy, near by.	Cod, dry, bank, large.	Herring.	Mack- erel, Salmon large, canned. No. 3s.	Cheese
1899	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1900	136.1	105.2	101.8	99.1	103.2	101.1	91.1	115.8
1901	107.0	112.3	105.6	105.0	116.5	99.0	71.0	112.0
1902	97.0	112.3	105.6	120.8	99.1	97.5	90.2	105.6
1903	92.6	106.3	97.5	121.3	114.1	113.9	114.5	106.0
1904	129.6	108.8	99.2	132.9	141.7	108.4	95.1	112.8
1905	137.8	125.1	103.0	136.0	143.9	119.3	91.3	111.5
1906	134.3	126.3	98.0	131.1	148.0	126.1	97.0	110.1
1907	108.9	126.3	98.0	139.0	150.7	122.3	91.3	109.1
1908	103.9	126.3	98.0	139.8	142.1	120.2	74.5	125.6

Year	Buck- wheat.	Rye.	Wheat, spring patents.	Wheat, winter patents.	Apples, evapo- rated, in bar- choice.	Currants, in bar- choice.	Fruit, dried Prunes, Raisins, Calor- nia, in boxes, don, layer	Cheese
1899	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1900	91.5	103.9	101.8	99.0	70.8	153.2	92.3	118.5
1901	91.6	100.7	101.0	97.7	81.6	176.9	92.9	112.4
1902	97.2	104.4	100.9	103.1	105.9	105.1	97.5	131.3
1903	100.9	95.5	114.8	106.1	70.3	101.3	85.1	112.6
1904	101.4	131.9	142.6	142.6	69.4	103.8	81.6	114.9
1905	95.2	135.5	143.7	134.2	80.4	104.3	81.2	92.5
1906	97.1	116.6	113.3	106.8	112.6	130.6	114.4	124.7
1907	111.8	139.5	129.3	117.8	97.0	149.6	104.9	126.8
1908	131.8	143.7	143.6	126.8	99.3	129.6	105.9	141.1

Year	Glucose.	Lard, prime, contract.	Meal, corn Fine white.	Meal, corn Fine yellow.	Fresh, native sides.	Meat, beef Salt, extra mess.	Meat, beef Salt, hams, western.	Meat, mutton, dressed.
1899	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1900	109.7	124.1	105.9	106.8	96.3	105.0	90.9	102.2
1901	121.3	159.2	125.4	128.1	94.3	100.3	89.6	94.9
1902	160.7	190.5	160.7	164.5	116.3	126.9	93.9	103.8
1903	135.7	157.8	135.8	137.8	93.9	97.6	93.3	104.7
1904	132.1	131.5	140.3	143.8	98.0	94.4	98.3	109.4
1905	130.9	134.0	138.7	142.9	96.0	107.9	96.8	120.8
1906	149.5	159.5	132.6	136.2	93.4	95.2	94.9	123.0
1907	166.7	165.5	142.2	146.4	105.9	105.7	114.6	123.0
1908	194.8	163.3	169.0	174.1	111.8	141.9	122.0	121.1

Year	Bacon, short clear sides.	Bacon, short rib sides.	Hams, smoked.	Mess salt.	Milk, fresh.	Molasses New Orleans open kettle.	Rice, domestic, choice.	Salt, Ameri- can.	Soda, bicar- bonate of Ameri- can.
1899	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1900	128.9	131.0	111.1	133.9	108.4	135.4	90.3	157.2	155.2
1901	152.8	155.7	116.4	167.1	103.5	107.3	90.3	134.5	91.4
1902	184.0	187.4	131.2	192.0	113.8	103.2	92.1	99.9	92.3
1903	164.5	168.0	137.7	178.2	113.8	100.5	93.3	96.5	110.2
1904	132.9	135.6	116.1	150.2	108.7	96.3	72.6	121.0	111.1
1905	137.2	140.3	113.3	154.3	114.2	91.6	68.7	118.6	111.1
1906	161.6	164.7	133.8	187.4	119.0	96.4	78.1	112.2	111.1
1907	163.5	164.6	141.2	188.0	132.5	115.9	88.0	124.6	111.1
1908	154.5	155.8	121.9	171.0	130.0	100.7	102.8	123.3	93.9

Year	Spices, pepper, Singa- pore.	Starch, pure corn.	89° fair refin- ing.	96° centrifi- ugal.	Granu- lated.	Tea, For- mosa, fine.	Onions.	Pota- toes, white.	Vine- gar, cider, Mon- arch.
1899	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1900	115.6	100.0	103.3	103.4	108.3	95.5	75.3	89.6	96.4
1901	115.7	94.1	89.8	91.3	102.5	91.4	108.6	135.2	94.6
1902	112.4	88.0	77.4	80.1	90.4	96.7	113.1	142.8	100.6
1903	115.4	101.4	82.3	84.1	94.2	73.7	110.7	125.8	92.9
1904	110.1	105.0	88.5	89.9	96.9	88.4	110.3	175.0	94.6
1905	109.0	110.4	94.3	96.8	106.7	85.8	100.5	96.5	104.1
1906	101.9	115.5	81.2	83.4	91.7	75.4	102.1	131.2	121.4
1907	89.0	120.1	82.9	84.9	94.4	73.8	108.6	117.7	123.2
1908	64.1	115.0	90.9	91.9	100.3	68.4	109.7	170.6	131.6

These figures show that except- ing soda crackers, No. 3 mackerel, evaporated apples, bicarbonate of soda, pepper, sugar and Formosa tea every article named in these tables, forty-five in all, closed the ten-year period higher than it entered it. Sometimes a great deal higher, the greatest increase being in pork, which nearly

doubled itself, with lard a close second. Glucose, a collateral food product, at least, increased 94.8 per cent. in the ten years.

The report also contains com- pilations of the fluctuation in re- tail prices during the same period of substantially the same list of products. These tables are here reproduced:—

Year	Apples, evapo- rated.	Beans, dry.	Beef, fresh, roasts.	Beef, fresh, steaks.	Beef, salt.	Bread, wheat.	Butter.	Cheese.	Chick- ens.	Coffee.
1899	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1900	95.7	110.3	102.7	102.4	100.5	100.1	103.8	101.5	99.0	100.7
1901	97.3	114.2	106.8	106.8	102.8	99.8	105.6	100.9	101.2	100.2
1902	104.9	117.2	114.4	114.1	112.4	99.8	114.1	104.8	111.2	99.0
1903	101.3	118.5	109.1	108.7	105.4	100.6	113.4	106.8	116.4	98.7
1904	99.7	117.2	108.8	109.1	104.9	104.3	111.6	104.9	118.6	101.4
1905	106.5	116.6	108.2	108.7	104.6	104.9	115.4	108.3	121.4	103.4
1906	116.2	115.5	111.6	112.1	107.4	102.7	121.0	112.8	126.8	104.6
1907	125.2	119.2	114.9	116.1	110.6	104.9	130.6	120.3	129.1	105.0

Year	Corn meal.	Eggs.	Fish, fresh.	Fish, salt.	Flour, wheat.	Lard.	Milk, fresh.	Molasses.	Mutton.	Pork, fresh.
1899	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1900	102.4	98.8	100.2	98.9	99.7	107.5	101.0	104.1	102.9	105.9
1901	112.6	104.5	101.2	100.7	99.8	121.6	102.2	103.2	106.2	115.9
1902	124.9	117.8	104.8	102.6	100.3	138.3	104.4	104.0	111.8	126.2
1903	126.9	123.9	107.1	108.2	107.0	130.5	107.0	105.7	109.7	124.9
1904	127.8	129.5	107.7	111.5	126.7	120.8	107.5	105.9	111.2	121.9
1905	128.5	130.2	109.7	113.6	126.7	120.1	108.2	106.3	114.8	124.5
1906	129.5	132.7	116.0	116.6	114.3	131.8	110.1	107.2	121.0	135.4
1907	138.4	136.2	120.4	121.4	124.4	138.2	118.1	109.7	126.8	140.1

Year	Pork, salt, bacon.	Pork, salt, dry or pickled.	Pork, salt, ham.	Pota- toes, Irish.	Prunes.	Rice.	Sugar.	Tea.	Veal.	Vine- gar.
1899	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1900	106.6	105.8	106.1	97.3	97.5	100.0	103.1	101.1	101.2	100.2
1901	117.6	115.4	111.1	121.5	97.1	101.1	101.3	102.2	104.9	100.6
1902	131.8	130.2	120.4	121.7	98.0	101.1	94.4	102.7	111.1	101.2
1903	135.9	126.7	122.3	119.5	94.2	101.5	94.5	101.5	110.8	100.8
1904	134.0	123.6	119.4	126.2	93.5	99.2	100.2	101.3	111.4	100.6
1905	134.9	123.8	119.5	114.7	95.7	100.2	101.3	101.2	113.5	102.0
1906	146.2	134.5	128.2	119.0	100.0	103.2	96.6	101.1	118.8	104.4
1907	152.9	138.7	131.8	125.5	103.9	106.0	97.9	100.9	120.5	106.3



In these tables the retail price of sugar appears less at the end of ten years than it was at the beginning, but outside of this every retail price was higher when the ten years closed. In several cases, however, it will be noted that the articles on which the wholesale price was lower at the end of the ten years are not quoted at all in the retail tables, at least not in the same way.

There is also an interesting comparison showing the relative cost of all the food consumed in the average family during each of the ten years from 1899 to 1908. The quotation starts at 1899 with a quotation of 100, and runs through the ten years as follows: 1900, 101.6; 1901, 105.7; 1902, 111.5; 1903, 110.9; 1904, 112.3; 1905, 113.0; 1906, 116.3; 1907, 121.2. Thus at the close food was costing nearly a fourth more than ten years ago, and was higher than at any other time during that period. Wages, however, as shown by another table, increased from 100.00 in 1899 to 126.3 in 1907.

#### AMONG THE TRADE.

There has been and is being a considerable advance in soaps, particularly oleines, on account, manufacturers say, of large increases in the cost of raw material. Some varieties of soap are now at their highest point for years.

During the past week a candy show has been in progress in the Third Regiment Armory, Broad above Wharton streets, under the auspices of the local Confectioners' Association. The object was to bring candy to the front and give the public a chance to get acquainted with its manufacturing methods. The exhibits were extremely unique in some cases and the attendance very fair. The most notable displays were made by the Croft & Allen Co., the Lowney Chocolate Co., of Boston; the Freihofer Baking Co., Henry H. Ottens Manufacturing Co., of Philadelphia; E. Greenfield's Sons & Co. and Henry Heide.

The great Electrical Exhibition to be held in this city from February 14th to 26th is the first of its kind that has been held here and will probably be the most

complete and comprehensive exhibition ever held in this country. The exhibitors include all of the electric public service corporations in this city, the City Electrical Bureau, the University of Pennsylvania, the principal electrical contractors and dealers in Philadelphia, and the leading electrical manufacturers in the country. The exhibits will be of an historical, scientific, educational and commercial nature, and will embrace to some degree almost every electrical application in use to-day. The wireless telegraph and telephone will be seen in commercial operation, and wireless messages may be sent directly from the exhibition hall. The Philadelphia Electric Co. will occupy the centre section of the hall with an exhibition showing the development of their business, some of the apparatus used, and will also have a rest room for the entertainment of their customers and guests. The many other exhibitors will show in one form or another as many of the electrical applications for commercial and domestic use as it will be possible to place in the hall, the electrical apparatus for heating or for refrigerating, for boiling water or freezing it, for heating the room or cooling it, electrical apparatus for purifying water and air, apparatus for use in the sick room and that used in the art of healing or preventing disease, for cleaning the home, hotel or factory and for washing, ironing and drying clothes, motors for operating sewing machines or entire mills, and many other devices too numerous to mention.

Thomas Roberts, head of the firm of Thomas Roberts & Co., accompanied by his wife, left on Saturday last on a trip to Egypt and the Holy Land.

#### Glass Jar Novelties.

New Haven, Conn., Feb. 4, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Will you kindly let me know by return mail the names of firms making glass jars or novelties in glass jars to contain about 38 or 40 fluid ounces.

Thanking you in advance for all information you may send me, I remain,  
Yours truly,

FREDERICK F. HUNTER.

W. W. Woodnutt, 1337 Arch street, Philadelphia.

## DURING LENT

you will need all kinds of Imported Cheese, Fancy Groceries and Delicatessen.

It will pay you to send your orders to me, as I am the largest importer in Philadelphia of Emmenthaler, Roquefort, Camembert and all other Fancy Cheese; besides carrying a complete line of Delicatessen and Fancy Groceries.

My prices are the lowest and my quality the highest.

Send me a sample order.

**Carl Wilde, 357 N. Second St., Phila.**



## PUSH the RIGHT MACARONI

Recommending **WOODCOCK MACARONI** to your customers is sure to result in an increased macaroni trade for you, because its flavor and quality are sure to please all who try it and cause them to buy it regularly. Ordinary macaroni is "only macaroni"—Woodcock is something entirely superior.

**WOODCOCK MACARONI COMPANY - Rochester, N. Y.**

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
**Philadelphia, Pa.**





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XXXVII.—The Seller's Remedy When the Buyer of Merchandise, Under Contract, Defaults.

It was my intention to discuss in this article the remedy of both the buyer and the seller in case the other party to a contract for the sale of merchandise defaulted. I find, however, that I shall have space only to consider the remedy of the seller, leaving the buyer's remedy, in case of the seller's default, to be disposed of in the next article.

Where a contract for the purchase and sale of merchandise has been entered into, and the buyer refuses to take the goods, the remedy of the seller depends to a great extent upon whether the title of the merchandise has passed to the buyer. If it has he has a much more satisfactory remedy—in most jurisdictions—than where the title has not passed.

In States which have taken the fairest view of the subject, the seller who is still in possession of the goods has a choice of three remedies: 1, he can treat the goods as belonging to the buyer, in spite of the latter's refusal to accept them; and sue for the full purchase price; 2, he can treat the goods as his own and sue for the difference between the market value at the time the buyer defaulted, and the price the buyer was to pay; or 3, he can resell the goods for the buyer's account, pocket the proceeds, and sue for the difference between what he got and what the buyer was to have paid him. This whether title had passed or not.

This is the fairest—in fact, the ideal—attitude to take, but it is by no means the rule in all States. There are cases in the following States which adopt this rule: Illinois, Iowa, Kentucky, Massachusetts, Mississippi, Minnesota, Missouri, Nebraska, New York, New Jersey, Ohio, Pennsylvania and South Dakota. Even in

these States however, this is not the universal rule, for the application of it is in many cases confined to cases where the goods have been specially manufactured for the buyer and are thrown back on the sellers' hands perhaps without a market.

The States which do not adopt the rule above set forth adopt a much narrower one. They establish as the criterion the question whether the title has passed to the buyer or not. If it has, then the seller's remedy is as I have stated it above. If it has not, the seller is confined to an action for the difference between the price the buyer would have paid and the market price at the time the buyer defaulted. In cases where the market price is the same, this is obviously no remedy at all, for although the seller has lost the profit of the sale, he has not lost the only sort of damage the law allows him to collect, because the goods are still worth as much as the buyer was to have paid. Where the goods for any reason have no ascertainable market value, the seller can then recover a sum which shall represent actual compensation for the loss of the sale.

It is comparatively easy, however, even in States which adopt the narrower of the two views explained above, for a seller to bring himself within the rule under which he is given the wider remedy. All that he needs to do is to set goods aside for the buyer as soon as he receives the order. In all States this is sufficient to pass the title, and once that has passed the seller can, as stated, recover the full price, or sell the goods for the buyer's account and collect the difference.

Setting goods aside is simple. Suppose a wholesale dealer receives an order for a specified

quantity of merchandise. Instead of leaving it a part of the mass until the very minute of shipment, as usual, the seller should separate it at once from the mass and label or in some way designate it as the goods of that particular buyer. When he does that he passes title under the laws of all States and can pursue the very widest remedy given anywhere. This even though the goods have not been delivered, though in this case delivery must be tendered before suit can be brought.

Where the goods are resold by the seller for the buyer's account, the resale must be in absolute good faith, and notice given to the buyer.

A modification of this rule is also applied where goods are specially manufactured to fill the buyer's order. Here, if the buyer refuses to take them, the seller can recover the difference between the cost of manufacture plus delivery, and the price the buyer was to have paid; in other words, the profit on the sale. Or, as in the other cases, the seller can resell the goods and recover the difference between the proceeds and the price he would have obtained from the defaulting buyer.

There are also well defined rules regarding sales for cash or credit. Where a sale is made on the usual credit term of, say, thirty days, no suit can be begun until the thirty days term has expired. This has one exception—where the credit was obtained by fraud. Also if a note is given for the purchase price, the note must mature before suit is brought.

In the case of a sale for cash, the seller has two options: He can either waive the cash requirement and sue for the price; or, he can replevin the goods.

Replevin, incidentally, is another remedy given to the seller where he has parted with possession but not with title to the goods. He can issue a writ in this case which attaches the goods and reclaims them. Even in cases where the buyer-to-be has transferred the goods to a third party, the seller can replevin them if title did not pass from himself to his original buyer.

A buyer sued in any of the above ways has his choice of five defences, any one of which will be sufficient if the facts support it: 1, the goods showed a breach

of warranty; 2, the sale was induced by fraud; 3, the goods were defective; 4, the seller defaulted in some way so as to justify the buyer in refusing to take the goods; 5, the goods have been paid for.

In the next article the buyer's remedy in case the seller refuses to deliver.

(To be continued.)

(Copyright, February, 1910, by Elton J. Buckley.)

### Famous Southern Jobbing Case to be Reheard.

An important decision in connection with the wholesale grocery business has just been rendered by the United States Board of Appeals at New Orleans. This decision reverses the ruling of a lower court which gave judgment for \$25,000 against the Consolidated Grocery Co., of Orange, Fla., and involved the officers of the Southern Wholesale Grocers' Association, the plaintiff being John T. Hammond, of Orange, Fla. One of three judges dissented from the decision. The entire issue appeared to hinge upon the authenticity of a letter received by Hammond, which was offered and accepted in evidence, and which was taken as proof that the Consolidated Grocer Co. was guilty of the charges uttered against it by Hammond. Hammond brought suit against the Consolidated Grocer Co. and fourteen other corporations for damages under the anti-trust act. In the month of March, 1905, and prior Hammond was a wholesale merchant doing business under the name of John T. Hammond Co., of Orlando, in the county of Orange, Fla. He operated a number of stores and warehouses and built up a profitable business. The Consolidated Grocer Co. was also engaged in the wholesale grocery business in the Southern States and territories. In his suit in the United States Circuit Court for the Southern District of Florida Hammond made charges that the Consolidated Grocer Co. and others entered into a conspiracy in restraint of trade and commerce among several of the States of the Union, and combined and conspired with each other to monopolize trade.

Florida grapefruit about holds its own. The range is \$2.50 to \$4 and the demand is good.



## Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



**Anker's**  
Bouillon  
Capsules

Sole Manufacturers

• ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

## SPECIALS

For Week Ending February 19th

1s Tomato Pulp . . . . .	per doz.,	\$0.35
1s Pink Salmon . . . . .	per doz.,	.90
Standard 1/4s Oil Sardines . . . . .	per case,	2.65
2 1/2s Cal. Extra Standard L. C. Peaches . . . . .	per doz.,	1.65
Magnolia Condensed Milk . . . . .	per case,	4.40
Rock Candy, Yellow, 1/2 and 1/2 . . . . .	10-lb. bxs.,	1.00
N. Y. Hand-picked Beans . . . . .	per bushel,	2.40
Hires Ginger Ale, 2 doz. to the case . . . . .	per case,	1.50
Glass Washboards . . . . .	per doz.,	2.85

ANDREW REITER & COMPANY, Baltimore, Md.



THE NEW FLAVOR

MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

BUTTER & HARDING, Brokers  
5 S. Front St., Philadelphia, Pa.

## A Pinch or a Handful?

¶ If you sell spices of the purest raw material, which have been subjected to a perfect grinding permitting no particle of the value to escape, your customers will get results with a "pinch instead of a handful," and they will come to you for *that kind of spices*, because many grocers sell the kind which drive their customers to the drug stores.

¶ Much of our reputation has been built on Parke's Unmatchable Spices. The *quality* of every spice we ship is guaranteed to be absolutely the finest obtainable.

L. H. PARKE & COMPANY

232-234 Market Street

PHILADELPHIA, PA.

## You Must Charge High Prices, But Be Sure to Give Good Butter

Butter is high now, and your customers are grumbling, but they'll grumble with reason if you charge them a high price and give them poor butter. That might not be your fault either—a lot of print butter runs irregularly and the grocer can't always be sure.

If you sell GURNSE butter your customers may still grumble at the inevitable high prices, but they'll be satisfied with the butter. That's a heap sight better than the other condition.

GURNSE butter is the fanciest dairy butter possible to make. Everything about it is of the very highest class, and it runs absolutely regular all the time. That alone is enough of an advantage to sell it.

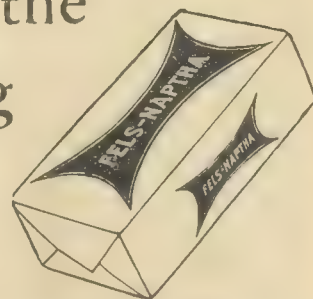
Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—34 cents.  
Prices subject to market changes.

P. F. Brown & Co., 39-41-43 S. Front St., Phila., Pa.



## The "Just Out"

and the "just as good" store go hand-in-hand—on the down path. Let your store make progress by being always plentifully stocked with original goods. And of such, Fels-Naptha is foremost in pleasing women.





# THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Willimantic, Conn., Nov. 23, 1909.  
Editor "Grocery World and General Merchant."

Dear Sir:—We send you a few copies of our latest ads., with request for comment.

Yours truly,  
D. F. BLISH & SON,  
66 Church street.

Messrs. Blish & Son send several copies of their advertisements clipped from local papers. From these it appears that the paper in which they appeared wasn't any too well printed. It's astonishing how careless some local papers—many, in fact—are about their appearance. It always seemed to me, when I was doing retail advertising in a small town, as if the appearance of the papers in which I advertised was vitally important to me; in fact, it governed quite largely the result which I was to get from my advertising. It seems hardly open to question that an advertisement that shows up clear, clean-cut and black in the paper is going to be more quickly seen than a pale, blurred thing such as one often sees in country newspapers. If the local business men would take more interest in the typographical appearance of their local papers, and vigorously protest when it wasn't right, careless printers would soon brace up and take more pains.

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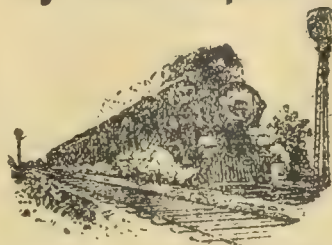
The advertisements which Blish & Son sent in are all single column, most of them about five inches long. A few are slightly longer than that. On this page three are photographed and reproduced.

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Blish & Son are regular users of the stock cuts that appear in two of these advertisements, and they seem to think that they get good results from them. I believe in cuts. Occasionally a stock cut—by which I mean cuts bought by the series from the maker, heads and text to be supplied by the user—can be given a sharp

point. It usually takes a good crisp head-writer to do it, however, and more often than not the effort to lug the cut in is so obvious that the effect is bad. Both of the cuts which appear in these

## By Fast Express



Come get our **BRIDGEPORT** Cookies—crisp, delicious, wrapped in parchment bags to retain the same deliciousness as when first taken from the oven. Come packed, one dozen in a box—Sugar or Ginger—10 cents dozen. Our **BRIDGEPORT** receipt: Crullers or Doughnuts are made special for us. Big and nifty, ain't they good. Sold here only and price is 18 cents dozen.

**GO HAND IN HAND HERE—**  
Low Prices and High Quality. Popular prices prevail here, that's why we sell Buck's Independent Kerosene Oil so low. Points to remember—Don't smoke chimneys, clear, bright light. Have your can filled at our **NEW LOW PRICES** at

**D. F. BLISH & SON.**

GROCERS,

66 CHURCH ST. 'PHONE 233-2

advertisements are lugged in, in my judgment. "By Fast Express" is a little too obvious, and the other cut, in "What Are These Fellows Talking About" is about as bad. I don't believe you can reasonably expect to sell groceries so famously fine that old men will stop to gossip about them in the street, even if old men did the family marketing, which they usually do not. A little dialogue like this would have fit this cut better:—

Old Mr. Short.—"Bless my soul, but you look peaked this morning, Simon. What's the matter?"

Old Mr. Long.—"I always feel that way in the morning until my blood gets to going."

Old Mr. Short.—"I used to, too, but my daughter found a brand of coffee that puts heart in me from the very start. You ought to try it—it goes right to the spot; warms you right up. She gets it at Blish's, I believe."

Old Mr. Long.—"I'll look it up, John, right away. Much obliged."

The theory of using stock cuts is to seek out the point in them, and use it. They all have a point somewhere. In this cut the only visible point is the apparent decrepit condition of the old fellow whose face is seen. Not as easy to use in an advertisement for groceries, but it can be done. A better plan would be to use a cut more easily adaptable.

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I note in looking over the above advertisements and those not reproduced that Blish & Son could improve the sharpness of their headlines. "We Aim High," "Right Goods at Right Prices," and "We Challenge Comparison" are three of their heads, and they are all very tame and old. It pays to spend some time on composing the headlines of advertisements, since they are the fingers that beckon the reader's eye.

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Blish & Son are already doing pretty good advertising, but I believe they would immensely strengthen it if they would gen-

## What are These Fellows Talking About



They are telling each other how low they can buy groceries at D. F. BLISH & SON, 66 Church Street. Why don't you try them.

### OUR LEADERS.

Compound Lard 13c, 2 for 25 cents  
Good Eggs, ..... 29 cents dozen  
Elgin Butter, ..... 35 cents pound  
Corn, Peas, Tomatoes, Salmon, first class, full cans, 10c each 3 for 25c

Get a new galvanized oil can, one gallon, 2 gallons, 5 gallons—25c, 40c, 75c and 85 cents. You have one cent a gallon on your oil this way.

### FILL IT UP.

With our Independent Kerosene Oil—"That's the best kerosene oil we ever used," said a well-known man to us today. It burns with a clear bright light and don't smoke your chimneys. What do you say to a new can and have it filled with Independent oil from

**D. F. BLISH & SON.**

GROCERS

66 Church Street. 'Phone 233-2

eralize less. By that I mean do less talking about the quality of their goods in general, and more about specific goods. Bragging

## WE AIM HIGH

WE RARELY MISS THE MARK. NEW-FASHIONED PRICES.

We've hit it this time sure. You had ought to see the way the public come after those **BRIDGEPORT** Cookies, also Doughnuts. Cookies are delicious sugar and ginger, 10 cents a dozen. Crullers are big and got good goods in them—butter, nutmegs, etc., 18 cents dozen. You can't save 6 cents any easier.

### WORTH SAVING.

Try our white fine **COMPOUND LARD**, it is just fine for cooking, 13 cents pound. There's a difference in Compound Lard here.

**THERE'S NO SECRET** as to our price on Buck's Independent Kerosene Oil. High-grade. We sell the best refined. You'd say so if you'd send your can and the price is **13 CENTS A GALLON, 60 CENTS FOR 5.** By the way, get a new 5-gallon can—75 cents, 60 cents, 40 cents and 25 cents; galvanized iron and warranted at

**D. F. BLISH & SON.**

GROCERS,

66 CHURCH ST. 'PHONE 233-2

about one's coffee, or tea or canned peaches, if properly done, will always bring results, but bragging about one's store in general will practically never do it.

**Figures Show Fewer Cattle and Hogs for 1909 and Smaller Meat Products Shipments and Stocks than for Many Years Past.**

Official Data Which Seems to Justify Packers' Contention that Beef, Pork, Veal, etc., Are High Because of Smaller Supply. Heavy Losses in Canned Meats and Lard.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

February 11, 1910.

I have obtained some figures during the week which seem to confirm the large meat packers in their statement that the supply of cattle, sheep and hogs is actually less than for many years. This of course would have, if true, a direct and unavoidable effect upon the prices of all these meats.

From the figures obtained it appears that the receipts of live stock for the year 1909 at seven leading interior markets of the United States were 39,545,725 head. This was the lowest since 1904. Reports to the Bureau of Statistics of the Department of Commerce and Labor indicate that the receipts of hogs at these markets, which during each of the four prior years had been in excess of 19,000,000 head, totaling 22,863,701 head for the year 1908, fell to 18,834,641 head in 1909.

The cattle receipts for the year, 9,189,312 head, while comparing



# We Are Going to Put Some Money in YOUR Pocket

We believe manufacturers can and should spend more money on retailers, because in our opinion retailers are splendid advertising mediums. We have a plan which will bring this about. The part of our plan which will appeal most strongly to you is the fact that it costs you absolutely nothing—the manufacturer foots the bills.

If you would like your profits materially increased on staple goods, write us, we will tell you our plan and you in turn can tell us what you think of it.

## The Hamilton Corporation

*Guaranteed Resources \$1,000,000.00*

29-35 West 32d Street

New York City



favorably with the total for the previous year, 8,827,360 head, were below the like totals for each of the years 1905, 1906 and 1907. The annual receipts of calves, 871,472 head, exceeded like totals for each of the preceding four years.

The 1909 arrivals of sheep, 10,284,905 head, while in excess of like totals for the two preceding years, show a smaller total than the figures for 1905 and 1907.

The receipts of horses and mules, 365,395 in number, were above the total reported for the year before, showing, however, a large decrease when compared with the figures for earlier years.

The annual aggregate shipments of packing house products from Chicago, 2,151,663,713 pounds, were below those reported for any of the five previous years. All the items comprised in the grand total, with the exception of pickled beef and pork, show large declines as compared with the figures for the earlier years. The largest relative losses since 1905 appear under the head of canned meats, the loss amounting to about 70 per cent., and of lard, the shipments of which declined about 33 per cent. since that year.

The stocks of meat, as reported for the five principal packing centres at the end of the year, 135,437,505 pounds, were below like figures reported under the same dates in each of the last five years. **HOLT.**

#### More Potatoes on Hand this Year than Last, Though the Crop Was Larger.

Replies to inquiries made by the Bureau of Statistics of the Department of Agriculture among potato growers and dealers in the principal potato growing sections of the United States indicate that on January 1, 1910, about 41.2 per cent. of the crop raised for market in 1909 remained in the hands of growers and 9.6 per cent. in the hands of interior dealers, as compared with 32.5 per cent. of the crop raised for market in 1908 in the hands of growers and 11.3 per cent. in hands of interior dealers on January 1, 1909. The total potato crop of 1909 was estimated as 376,537,000 bushels, and the 1908 crop 278,985,000.

Florida peas are practically out of the market.



## WINDOW DRESSING IDEAS

In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

CONDUCTED BY IVAN P. THOMPSON

#### A Canned Soup Display.

Cold weather makes people feel like partaking of a nice hot plate of soup. Try this suggestion for a canned soup window: Get a large piece of cardboard or paper and wrap it around an empty barrel. Paint the paper as near as possible like the cans you use for the rest of the design. Place this in middle of window. On it place a card leaning against a pyramid of cans. On top of these cans place a bottle of salad dressing for effect. From top of window let down three flags of paper or cardboard, and inscribe some such wording as this: "Begin your dinner with a plate of hot soup," "Soups—made in a minute," "No square meal perfect without soup," and on the card write "Canned soups—Every kind in the market." Each side

of the barrel place another pyramid of cans topped with a bottle of salad dressing. These and the barrel could be placed on boxes to make a platform, and cover the boxes with crepe paper of a color to match the cans used in design.

On the floor of the window you might place some cans in about the positions drawn in picture, also some salad dressing bottles to give variety. The brighter the coloring of your cans and floor covering the more attractive will be your window.

Most brands of canned soups are packed in brightly colored cans, which allow striking color effects in dressing the window.

#### Canned Fruit Display.

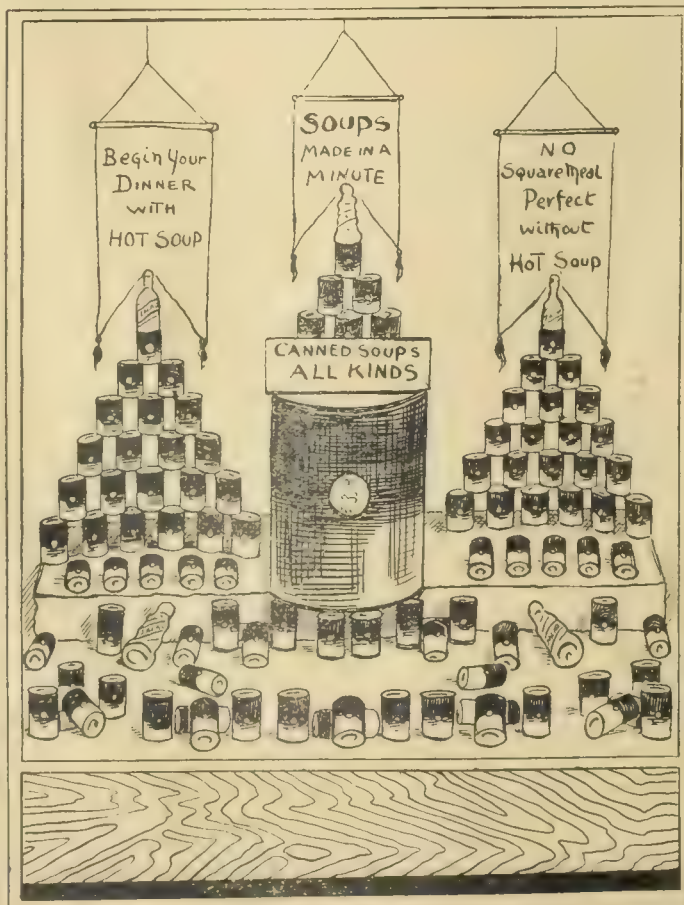
Canned fruit is always acceptable, especially at this season,

when fruit other than apples, oranges, nuts, etc., is expensive and out of the reach of most people.

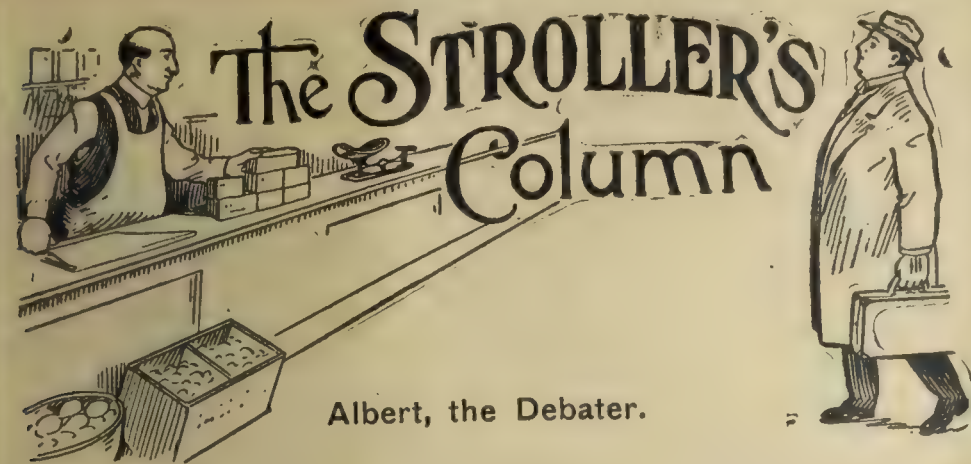
Here is a suggestion for a pointed canned fruit window: Place a board in centre of window and cover it with a white cloth. On back of board pile cans as in design. In front of this pyramid of cans place a glass dish on a stem and in it another dish containing some of the fruit—peaches, for instance. On one side of this centre piece place a pretty plate with sweet crackers or cakes and in the other plate place a napkin folded. The legs of the table can be made of cans if desired, though an ordinary table makes a good effect.

Behind the table pile some more cans, as in design, and support them with thin boards on each side. From this string leaves of any kind available (perhaps holly or laurel, and if you cannot easily obtain these use green paper) to window front and along its edge. In front of the table place a large card, as in sketch, and a pyramid of cans at each corner of the window. Have some one in store with a pretty glass dish and some glass saucers, the former containing some peaches, and give your customers a taste.

I know by actual experience that this display will sell goods. A series of similar displays, one for each fruit, can be made.







Albert, the Debater.

One thing I made up my mind to a good bit ago, and that is that there ain't any room for a debater behind the counter of a retail store.

Every one of you fellows who sell goods knows that a whole lot of times a man or a woman will come to you with a kick that you're no more to blame for than Jack Johnson.

If you say so and prove it to her, ten to one you'll lose the customer. If you lie down and let 'em walk over—take blame that ain't coming to you at all, you feel like thirty cents afterward, but—well, I suppose it's better to feel that way than it is to see the customers perk their tails up in the air and march away.

Some fellows, though, can't do that to save their necks. They'll argue and argue and argue. They'll be darned if they're going to stand for something that don't belong to em!

My advice to those people is to get out of the business. They ought to get into something where they'll have no competition, like making safety razors for little dogs.

Every once in a while I have to get into a retail store where I've been going for over ten years. I know everybody in it and everybody knows me. They have a clerk there who's one of these debaters. Several times I've told him he ought to keep his mouth shut, but glory be, can the wind stop blowing?

About a month ago I had to wait in that store about two hours to see the buyer. While I was there two women kickers came in and as this particular clerk had waited on 'em both, they both sailed up to him with their little kicks.

Albert had mosied one of 'em into buying a brand of patent gelatine or something. From what I could gather he had told

her how to fix it up, and she had done what he told her and spoiled the stuff. So back she came with her little gun all loaded for trouble.

She told her story and then Albert, the prize debater, started in. Had she done this? Yes, she had. Had she done the other? Certainly, she had done exactly what he told her to, and it wasn't her fault at all, and—How long had she soaked it? She didn't remember exactly; she thought about ten minutes.

"Well, there's the trouble, Mrs. Smith," he said, in great triumph, "I told you twenty minutes."

"I'm sure you didn't," said the lady, as sour as a lemon.

"Yes, I did," said Albert, "I mentioned that especially. Look here, it says twenty minutes on the directions." He pointed it out to her and I could see by the way her face got red that it was there all right.

"Well, I don't remember a thing about you're telling me anyway," she said, still very huffy.

Albert smiled a superior smile and stood waiting. The way he looked and stood said just as plainly as if he had put it in words—"well, now I've shown you you were wrong, of course there ain't any more to say."

Pretty soon he asked her if he could get her anything.

"No," she snapped and went out. Of course, she may have come back, but if she did I'll bet she didn't throw her arms around Albert's little neck and kiss him.

Well, I didn't say anything then, though I wanted to.

The other kicker had a different sort of a kick. She had ordered something to be sent home the day before by 11 o'clock in the morning, and it hadn't come. She went over that again and again—I'll bet she'd thought it over all the way to the store.

"I was particular to tell you," she said plaintively, "that I wanted those things by 11 o'clock, and your failure to deliver them put me out fearfully. I don't—"

Here the debater butted in:—

"Don't you remember, Mrs. Jones," he said, "that you told me first I should send them by 11 and afterward you changed it and said you might want them later, and when you got home you would 'phone me and let me know?"

She got two red spots in her face then, and I knew he had her. The little lady had probably forgotten all about it.

"Well, what if I did?" she said defiantly, "oughtn't you to have known when you didn't hear from me that I wanted them at the time I said?"

"I don't think so," said Albert, on his ear at once, "you said you'd 'phone me *when* to send them. Not hearing from you I held the order until I did."

"Well, you put me out very much anyway," said the little lady, sticking right to him in the way that makes us love the ladies so—bless their logical little hearts—"and I don't think this is the way to make your customers satisfied."

Of course Albert couldn't let that pass.

"In this case I don't think we're to blame at all, Mrs. Jones. I expected you'd 'phone me as you said you would."

Well, she went out. And as I said about the other one, she may have come back, too. And, then again, maybe neither one of 'em did. It's certain that their backs didn't look like coming back when they went out after their little debates with Albert.

He came back to me in high feather. In two cases he'd put the blame where it belonged and won two debates.

"Did you hear that?" he asked me. "What did you think of that woman, anyway?"

"Well, you put it up to both of 'em," I said. "I wouldn't want the trade of people like that either. Let 'em go somewhere else for their stuff!"

He caught on all right.

"What do you think I ought to do?" he said, "take the blame when it belonged on them? Not on your life I won't! I'm too in-

dependent for that! Not even if they do go somewhere else!"

"All right," I said, "but let me make a prediction, my boy. Some of these days, especially if you ever have a store of your own, you'll do that very thing. And if the boss hears you once, you'll learn to do it right now."

Well, he was burning up to debate the thing with me. Albert's a born debater. He didn't get me going, though. Of course there's no answer to what he says—no man ought to have to take blame that belongs to somebody else. Of course he oughtn't.

But if he can lose trade by not taking it, and save it by taking it, what's the answer?

THE STROLLER.

## ASSOCIATION NEWS.

### Minneapolis, Minn.

The Committee on Weights and Measures of the Minneapolis Retail Grocers' Association is sending out cards asking the aid of all grocers and butter dealers in the city in the effort to do away with all short weights on butter. The communication follows:—

The standing committee on short weights and measures of the Minneapolis Retail Grocers' Association for the year 1910, respectfully solicits the aid and co-operation of all grocers and butter dealers in the city to help weed out the short weights on brick, print and jar butter, or anything that shows intent to defraud or deceive the consumer. Please report any irregularity or unlawful weight or measure to any of the undersigned committee. City sealer of weights and measures, E. O. Sather, is with us and will take any such complaint and prosecute the same to the full extent of the law.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

- Washington, D. C., February 1, 1910.  
 947,917. Funnel. Frederick G. Koltenberg, Owensboro, Ky.  
 947,932. Nut cracker. Samuel C. Peckham, Austin, Texas.  
 948,108. Coffee percolator. Petronella Edtbauer, Chicago, Ill.  
 948,149. Steam cooker. Hatherley A. Stoddard, Salem, Mass.  
 948,185. Strainer. James M. Mulheir, New York, N. Y.  
 948,198. Food boiler and steamer. Pauline Wiegand, New York, N. Y.  
 948,203. Display rack. Jacob A. Bogar, Lykens, Pa.  
 948,214. Egg beater. Chas. W. Fisher, Epping, N. H.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 38,803. "Red Cross" for blended coffee, spices, etc. Roundy, Peckham & Dexter Co., Milwaukee, Wis.

Ser. No. 40,839. "Country Club" for wheat flour, coffee, etc. The Kroger Grocery and Baking Co., Cincinnati, Ohio.



# THE GROCERY MARKETS

## Tea.

The tea market has been rather quiet during the week. The demand has been fair, but not what holders would like to see it. There has been practically no change in prices during the week, although low-grade Japans and Formosas have not been especially strong.

## Coffee.

The market for Rio and Santos coffee has been dull during the week. There has been some fluctuation in options, but not much, and practically no change in actual Rio and Santos, with very light demand. Mild coffees are in fair demand, especially Bogotas and Maracaibos, which are firm. Java and Mocha unchanged and moderately active.

## Sugar.

The raw sugar market has ruled slightly weaker during the week, partly due, at least, to unusually large receipts in Cuba. Refined sugar shows no change and but light demand. Supplies of refined sugar are accumulating in refiners' hands, however, and it would not be surprising if somebody cut. All refiners are still willing to sell at 10 points below the list.

## Syrup and Molasses.

Glucose shows no change for the week and a fair demand. Compound syrup is selling seasonably well at unchanged prices. Sugar syrup is absorbed as fast as made at steady to firm prices. Molasses is not in particularly active demand, but firm as to high grades.

## Canned Goods.

Tomatoes are weaker again and the demand is light. There seem to be too many packers willing to sell below the market to hold prices uniformly firm very long. Some future tomatoes have been sold at 65 cents county, and many more could be sold if the packers of the best known brands could sell at that, but they so far refuse to do so. Spot corn is selling in a limited way, partly because the offerings are limited. Prices are firm. Future corn is still offered at unchanged

prices, but some packers have withdrawn, having sold all they care to. Low grade spot peas are wanted, but are hard to get at the buyer's idea of price. Future peas are selling fairly well at unchanged prices. Apples are unchanged, except that stock can now be bought from second hands below the first hands asking price. The demand is limited. Eastern brands of peaches are dull and unchanged. California canned goods show no change and no particular activity. Small Maryland canned goods are in moderate demand at ruling prices.

## Fish.

Small mackerel, particularly Norway 4s, are scarce and firm. Prices show \$2 to \$3 per barrel advance within the last two months. The demand is active. Other sizes are in moderate demand at unchanged prices. Cod, hake and haddock are unchanged in price and in fair demand. Salmon shows continued firmness, speaking particularly of Alaska and sockeye grades. The demand is keen. Domestic sardines show no change and rule at steady prices. Imported sardines quiet at ruling figures.

## Dried Fruits.

Prunes are unchanged, both on the Coast and in secondary markets. The demand is light. Peaches are in fair demand at steady prices. Apricots are unchanged on the Coast, but slightly easier in secondary markets. The demand is light. Raisins are still weak and dull. Currants seasonably active at unchanged prices. Fard dates are scarce, firm and in fair demand. Other grades of dates dull and unchanged. Citron and figs unchanged and dull.

## Eggs.

There has been a considerable increase in the production of fresh eggs, and as a result the market for the week shows a decline of 3 to 4 cents. The demand has become much reduced in consequence of the general campaign against high food prices, however, and it is not increasing now as fast as the sup-

ply. The market is now steady with the receipts cleaning up fairly well each day. The immediate future of the egg market depends on the weather.

## Beans and Peas.

Domestic pea beans are firm at \$2.35 in a large way. Imported are scarce and rule around \$2.20. The demand is good. Domestic marrows are unchanged and fairly active. Imported still out of the market. California limas are selling actively at prices that seem a little easier—4.80 to 4.90 to come forward, and about 5 points above that on spot. All grades of dried and split peas are unchanged and in good demand.

## Butter.

There has been a decline of 2 cents per pound in the higher grades of butter during the past week, due to the reduced demand. The make is about normal for the season and the quality of the current receipts fine. Since the decline there has been some improvement in the demand, and the present situation is unsteady.

## Cheese.

The cheese market remains about the same as during the month past. The situation is steady on the present basis. The consumptive demand is light, owing to prevailing high prices. Stocks are also light and the outlook is for a steady market for some little time.

## Provisions.

The market on everything in smoked meats is firm and unchanged. The demand is very light, partly because prices are very high. Light stocks are reported in the West and the outlook is not very encouraging for lower prices. Both pure and compound lard are steady at about  $\frac{1}{4}$  cent decline. The consumptive demand is light for both grades. We are going into a season, however, when the demand will improve and prices will probably at least remain where they now are. Barrel pork is unchanged and in fair demand. Dried beef and canned meats are in slow sale and firm.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Holland herring continue scarce and in good demand at full asking prices.

Irish Mackerel.—We have had no report of curing from any of the stations in Ireland. The total shipments of Autumn mackerel to date amount to 25,885 barrels. Desirable sizes about 300-350 count are in good demand.

Imported oil sardines are moving fairly well; prices are well maintained and rather firm.

Portuguese sardines in best demand just now.

The demand for Norway smoked sardines continues very good and prices are decidedly firmer.

STROHMEYER & ARPE Co.  
New York, N. Y.

### Spices.

The market is fairly active and steady in tone. Changes have been few during the week.

Peppers.—The market is stationary. Futures, especially in Singapore and Tellicherry grades are tending higher. Spot prices, however, are unchanged.

Red peppers are very much firmer and in good demand. Practically all in sight at present is in the Mombassa and Japan quality.

Cloves are higher to arrive. Crop is reported as about 70,000 bales. The crop a year ago was double this, and the previous year some 200,000 bales was reported. Conditions, therefore, would warrant a higher market.

Pimento (Allspice) firmer and in fair demand. Spot prices, however, are unchanged.

Sage and Sweet Herbs selling well. Rubbed Sage in good demand.

McCORMICK & Co., Inc.  
Baltimore, Md.

### Rice.

Demand for the week has been somewhat disappointing. While buyers are ready to take freely for known wants, but little is being done in way of anticipation. The inquiry, although limited in detail, aggregates a fair amount and, being in excess of the restricted arrivals, necessitates drawing from store stocks, which are being depleted thereby. Prices are steady, with a soft spot here and there when holders desire to close out some particular lot.

Advices from the South note quiet market on the Atlantic Coast. At New Orleans, under



essened demand from the distributing trade, the market is quiet and holders show disposition to make slight concessions to facilitate business.

In the interior, southwest Louisiana and Texas, a good demand at fair prices is reported. Planters are holding rough rice at full prices, but millers are not disposed to buy in a large way except at concessions. Much depends upon the manner in which the trade responds to the higher prices which will result if planters succeed in maintaining their position; hence, the market is being watched with more than usual interest.

Cables and correspondence from abroad note more demand and stronger tone on all deliveries.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### MARKET NOTES.

Hothouse radishes are still very high ranging from 4 to 5 cents per bunch. The supply is low and the demand active.

All the spinach in market is coming from Norfolk, and commands \$1.75 to \$2 per barrel. The demand is fair.

New Orleans parsley is still high, averaging \$6.50 per barrel. The demand is good.

Almeria grapes are very dull and not very firm as to price. The range is \$3 to \$7 per cask.

Florida salad ranges from \$2 to \$2.75 per barrel. Good salad is scarce and wanted.

Florida beans range from \$4 to \$4.50 for anything fancy, which is a comparatively high price. Some marks brought \$5 during the week. The demand is excellent.

Florida tomatoes are ruling rather high—\$3.50 to \$4 if good. Good tomatoes are scarce and wanted.

Michigan rhubarb is now in market. The quality is very fine and the range 5 to 6 cents. The demand is good.

Bermuda potatoes show a little better demand and a slight advance. The range is from \$4.50 to \$6, according to size.

Hothouse cucumbers, which are about the only ones now coming into the market, are exceedingly high. No. 2s are quoted at \$6 per box, medium at \$10 and

fancy \$14. All boxes contain eight dozen. The demand is limited.

Florida eggplants show a wide range—\$2 to \$4 per crate, according to quality. The best grades are selling readily.

#### CORRESPONDENCE.

##### Tea and Coffee Books.

Trenton, N. J., Feb. 8, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—I received a circular from J. H. Blake, Denver, Col., advertising his tea and coffee books. He claims that his books are the best text books in the coffee and tea business. Do you think it is worth while for a very small retailer to buy these books? I would like to hear your opinion of these books, as I always find out that your opinions are very good to me. I am awaiting your answer through your columns, and I am thanking you very heartily for your kindness.

Your constant reader,

L. SASNOVIK.

Mr. Blake's books are all right—sure to benefit any retailer who will read them. Any retailer who sells tea and coffee, whether large or small, should embrace every possible opportunity to learn more about them. Incidentally, the smaller the retailer the more likely he is to need information.

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##### To Get Cans, Labels, Bags.

Harrisburg, Pa., Feb. 7, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—I will greatly appreciate if you will let me know in the next issue of your paper where I could get samples and price-lists for labels for canned goods, also paper bags for coffee and tin cans for the same.

Yours truly,

G.

For labels, United States Printing Co., Cincinnati; for cans, American Can Co., New York; for bags, Thomas M. Royal & Co., Philadelphia, Pa.

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##### Advice Wanted.

Minneapolis, Minn.,  
February 7, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—I'm thinking of engaging in a retail business, and knowing more about groceries than any other line, I naturally prefer the grocery business. I'm intensely interested in the subject. My experience in the line has been with a food manufacturer,

#### One of Nature's Best Pure Food Products

# SALT MACKEREL

They are of very good quality this season, are appetizing, wholesome, brain producing, and really make a welcome change in diet from meat.

## Here are a Few Thoughts that will help TO INCREASE YOUR SALES

1. **Mackerel** well kept are more likely to bring repeat-orders than **mackerel** poorly kept. He is an expert hint: Always keep **mackerel** under pickle except when displaying for sale. If you sell from barrels, put a board across the top and lay a few fish on the board each day so they can drain into the barrel.

2. Give your customers the best plan of preparing and cooking **mackerel**—soak from afternoon until the following morning, and always soak with the skin side up. In cooking, a preferable way to broiling is to boil in a covered pan almost full of water. When done, put butter on the **mackerel** and place in the oven for a few minutes to brown.

3. Should part of the pickle leak off any package, never put fresh water on, but make new brine (or pickle) by dissolving salt in water until the solution is strong enough to float an egg, potato, or a **mackerel**.

\$ "There is money in the Mackerel Barrel for you" \$

## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter 2¼ inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS—Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

**R. E. TONGUE & BROS.**

Allegheny Avenue and Amber Streets, Philadelphia, Penna.



where I was assistant sales manager for five years. In this position I was in intimate touch with the grocer and his selling problems; I studied the matter very carefully.

I'm told that the grocery business is very unprofitable, and that all one will get in it is hard work and trouble. Now, I know that work and trouble is not peculiar to the grocery business. Hard, continuous plodding, thinking and planning are necessary for success in any business, no matter what it is. But how about the profits? Is it a fact that groceries are such an undesirable line to take up? Isn't it a fact that industry, untiring efforts and intelligent and honest methods applied to the grocery business will bring satisfactory success the same as in any other legitimate business?

I have about \$10,000, but would not care to put more than one-third of it into a business until I had demonstrated my ability to handle the venture successfully.

What location is the best? In a large city, town or village?

Give me all the information and advice you may care to. I shall deeply appreciate it.

Thanking you for your courtesy,

Cordially,

"M.

It cannot be questioned that the grocery business affords as good a chance to the right man as it ever did; at least within the last few years. Of course competition is very largely increased and in some quarters it cuts down the returns very materially. Obviously the thing to do is not to locate in such quarters. The writer has no doubt that the man who would seek out a good location in a small city or a good-sized town, and open there a good clean store carefully fitted to its environment, would find the business perfectly satisfactory from every standpoint. In the average city the competition is too keen to offer a very inviting field, particularly where chain stores have established themselves. A smaller place not already overcrowded without doubt offers the best chance, especially one with a good live association. It is usually better to buy a well-established store rather than start a new one, unless the conditions are unusually inviting.

There is probably no business which is not demoralized in certain places and by certain men, but it by no means follows that such a business will not still yield up a return to the right man.

## National Canners' Association Meets in Atlantic City

**Publicity Campaign to Increase Canned Goods Consumption**  
**Topic of Discussion. No Action on Benzoate, by Secretary**  
**Wilson's Request. Dr. Wiley Talks for Canned Goods**  
**Dating. New Officers.**

Special Correspondence of "Grocery World and General Merchant."

Atlantic City, N. J.,

February 11, 1910.

The annual convention of the National Canners' Association, together with allied organizations such as the National Association of Canned Goods Brokers and the National Organization of Machinery Men, was successfully held here during the past week, Tuesday, Wednesday and Thursday being devoted to the business of the session. The Hotel Rudolph was the headquarters.

The formal address of welcome was made by Mayor Stoy, and the response by Mr. Walter O. Hoffecker, of Smyrna, Del., president of the Tri-State Packers' Association. Mr. Hoffecker's keynote was national standards for canning factories. A portion of his address is as follows:—

A committee was appointed at the Louisville convention to consider the question of fixing a uniform standard for the various size cans of tomatoes. I believe this question should be referred to Dr. Wiley's board for settlement, in order that we may have a legal standard and not a National Canners' Association standard, or a variety of local or territorial association standards.

If standards for all canned goods had been embodied in the National Pure Food Law and had been established and enforced from the beginning of the operation of that law, I believe that the great impetus then given to the consumption of canned goods would have remained and steadily increased. For there can be no doubt that the average consumer of canned goods supposed that the National Pure Food Law was a guaranty not only of quality, but quantity as related to the fill of the can. Its failure in this respect, I fear, has done much harm, and the sooner it is remedied the better for the industry. The where to lodge the blame for this slack filling of cans is not an easily answered question. Every canner, as well as other manufacturer, is entitled to a reasonable profit on the product of his factory.

Price cutting among merchants set up a demand for cheap goods, and naturally certain packers sought to cater to this demand until, as it now seems, the low quality or cheap grade goods fixes the market price for the standard grades. This should not be. Why should not the individual pay at least the same regard to the quality of the food he puts into his stomach that he does to the quality of the clothing he puts on his back, and recognize this difference in quality when he comes

to buy canned goods, the same as he does when he buys his clothing?

Enter the average clothing store, and you will find very many grades of clothing, and priced accordingly. Enter the average grocery store, and the almost universal price of a No. 3 can of tomatoes, for instance, is 10 cents, regardless of whether they cost the merchant 60 or 90 cents per dozen. I admit that some merchants give their customers the benefit of their bargains in reduced prices. But as a rule the retail price of a No. 3 can of tomatoes is 10 cents. Now, there may be as wide a range in the quality of these goods, standard tomatoes, I mean, thus sold at 10 cents per can, as is represented by the difference between the figures 60 and 90. But the chances are that the 90-cent quality were bought at the 60-cent price.

If the buyers, jobbers and retailers would give this subject careful consideration and reverse the order, putting a premium on quality by paying the packer an adequate price for it, thus encouraging high-grade packing, there would be a tremendous uplift in the quality of the goods put on the market.

Legalized standards for all canned goods by the Federal Government will be a very long step in the right direction toward the solution of this problem, in my judgment. Certain it is that there could hardly be the difference in yield per basket of tomatoes I learned of last season, when one packer was getting fifteen cans No. 3 size, and his neighbor on the same day out of better raw material only eight cans, except for the use of the dip box. I am well aware that care in the peeling room counts for much; and that hand packing will show an increased yield over machine packing. But the great factor in this case was the dip box.

Of course, there is and always will be a call for cheap goods, but, Mr. Chairman, what we demand is that the label on the outside of the can shall correctly represent the contents on the inside of said can. If the quality be seconds, let the label plainly show this by having the word "Seconds" in good-sized type printed thereon, and under no circumstances allow a can half tomatoes and half water or pulp to masquerade as a standard and be labeled and sold as such. I do not believe it sufficient to designate our seconds by a given name or brand. For, while the jobber may know the brand to be seconds, the consumer, who in the last analysis is to pass judgment in the case, will not. To avert possible injury then to our industry, let the word "Seconds" be plainly printed on the label.

The agitation now spreading like wildfire over the country, reaching even the importance of a Congressional investigation—the high cost of living as relating to certain dietary articles—affords, it seems to me, a most opportune time for exploiting the use and importance of canned goods as a wholesome and cheap food. Nothing in the whole list of food products is as cheap as canned goods, viewed at least from

the canners' standpoint. For some articles have been selling below cost of production—No. 3 tomatoes, for instance, at 55 to 60 cents per dozen.

Now, if these same tomatoes have been retailed at from 8 to 10 cents per can, there is represented 100 per cent. profit between the canner's selling price and cost price to consumer. An entirely too large a margin for distributing these goods. Any investigation, no matter how thorough or how superficial it may be, will very quickly reveal the fact that the canners are in no way involved in the cause of the increased cost of living. The fact is the cost of canned goods to the consumer is not properly divided as between canner and distributor. They are already cheap enough to the consumer, and without disturbing this price in the least degree the selling price to the canner can be very materially raised by simply allowing him a fair share of the 100 per cent. profit now existing between his present selling price and the cost price to the consumer.

President Craig also made an address on Tuesday in which he favored Government supervision for canning factories and opposed dating bills. Another one of Tuesday's addresses was delivered by Frank L. Deming, president of the National Canned Goods and Dried Fruit Brokers' Association. Mr. Deming spoke in favor of more publicity for canned goods. The final address for the first day was by J. P. Olney, of the Fort Stanwix Canning Co., who spoke on the labor laws of New York State.

The feature of the second day was the reading of a letter from United States Secretary of Agriculture Wilson, opposing any action by the convention adverse to the use of benzoate of soda. The substance of his letter follows:—

I see by the press that at a meeting of your association this week an effort will be made to involve the association in the trade fight regarding the use of benzoate of soda. I cannot believe that this effort will be successful. Why the canners should be expected to grind the axe of preserving trade differences is beyond my comprehension. Benzoate of soda is not and never has been used in canned goods. The canners of the United States do not use preservatives of any kind in their product and the canned goods of the United States are the best in the world and need no preservatives. The packers of canned goods will not be advantaged by becoming involved in a controversy which has no connection with their business.

I sincerely trust that this effort may fail and that you will convey to the association at the meeting now going on the hope which I express that the canners will refuse to be made tools of those interests which are fighting the rulings of the National Government under the pure food law.

Mr. A. Brakely, the veteran canner of Bordentown, N. J., made a brief address on Wednesday on the subject of dating laws.



He opposed them strenuously as being not only unnecessary, but at least partly destructive of the proper scope of the canned goods industry.

The National Wholesale Grocers' Association was represented at the convention by President D. H. Bethard, who spoke generally on the need of the packer and the jobber working together.

The demoralizing effect of cheap and inferior canned goods, now packed in large quantities, was touched upon by W. C. Smith, of the Great Western Canning Co., of Delhi, Ind. He spoke in part as follows:—

It has been said that the canner's present condition has been brought about by the poor organization of the canning business. To this charge we must enter a plea of guilty, for the canners are but flotsam and jetsam upon the industrial sea, a prey for every greedy jobber and broker who demand that canned goods be sold for less than cost of production that they may fatten from his wares. It is also charged that the canner has brought upon himself the plight, by helping the insistent demand for lower prices, which has resulted in so cheapening his products that the consumer has refused to consume them in quantities that keep pace with their production. To this charge we must also enter a plea of guilty.

It can be truthfully said that the greatest menace to the canning industry is the insistent demand from the jobber for cheap canned goods. To meet this demand the packer in order to make a profit sets up a counter demand for cheap materials that he uses in the manufacture of his goods. This demand for cheapness pervades the whole industrial and manufacturing world. It results in poorly manufactured goods, so poor that many of our manufactured wares and merchandise are worthless.

We need an organization so effective that should a packer attempt to so cheapen his product by the use of unfit materials, or slack filling, that he will be taken by the nape of the neck and shook until he realizes that such methods will not be tolerated. We need an organization that will limit minimum and maximum prices; that will keep us from devouring each other, that will eliminate from the business the packing of inferior and second goods that will establish a standard and the forcing of every packer to pack by that standard.

We need an organization that will compel the canner to recognize that the honest jobber and the honest broker are necessary parts of our business system; an organization that will kick the dishonest packer, the dishonest jobber and the dishonest broker into the region of the eternal damned. We need an organization that would force the label to tell the truth, and the packing of goods that will back the label; an organization that will kill the promoter, limit the selling of futures, restore public confidence in canned goods, eliminate the effects of lack of sufficient capital and make more consumers for canned goods.

Other addresses, mostly technical, were made on Wednesday by Amos H. Cobb, of Fairport,

N. Y., on processing tomatoes; by President L. V. B. Cameron, of the National Sugar Brokers' Association, who spoke on mutual relationships between canners and brokers, and by W. C. Smiley, of Roanoke, Va., on the technical side of packing tomatoes.

On Thursday the letter by Secretary Wilson, referred to above, was taken up and indirectly approved, through the following resolution:—

Resolved, That we hereby tender the Secretary of Agriculture our hearty thanks and appreciation for this certificate of confidence to the consuming public as the result of his investigation of the line of business in which the members of this association are engaged, and which assurance should forever constitute a passport for canned fruits, vegetables and fish in greatly increased volume into the home of every American housewife.

Further resolved, That it is the sense of this convention that it considers only such matters as directly pertain to the packing of canned fruits, vegetables and fish.

Further resolved, That a copy of these resolutions be forwarded to the Secretary of Agriculture.

JAMES P. OLNEY, Chairman,  
S. F. HASEROT,  
FRIEND F. WILEY,  
HARRY P. STRASBAUGH,  
GEORGE E. DIAMENT.

Mr. L. J. Hunt, of San Francisco, Cal., also spoke on quality in canned goods.

Dr. H. W. Wiley, chief Government chemist, was the chief speaker of Thursday's session, and advanced the principle that canned goods should be dated. He also favored glass as a container instead of tin. Governor Fernald, of Maine, himself a packer, spoke on the value of canned goods generally and their share in the fame of North Pole exploration. Robert L. Innes, secretary of the Canadian Canners' Association, also spoke on the benefits the Canadian system of canned goods inspection had brought. Dr. A. W. Biting, of the Federal Bureau of Chemistry, spoke on canned goods standards.

A snappy address on quality in canned goods was made on Wednesday by H. P. Strasbaugh, of Strasbaugh, Silver & Co., of Aberdeen, Md. The meat of his address was as follows:—

Government inspection has also been proposed; label with weights of contents thereon; seconds should be labeled "seconds" and not knowingly traded in when everyone concerned knows the consumer is being deceived under present policy. Is it right? You all know it is poor policy to pack poor grades because your neighbor does it. A motion will quickly dispose of the matter, and if it is not quality you want, say so, if you can afford to vote in the negative. Some may say "un-



# Welch's Grape Juice

**A window display that will bring people in—it is free**

WELCH Window Displays are attractive. The grape furnishes a good subject for decoration. We have always had good ideas carried out in the best class of lithographic work.

For 1910 we have the most attractive display material that we have ever used. It reaches right out into the street and sells Welch's Grape Juice.

Welch's Grape Juice is being widely advertised. A display in your window or store will bring you increased business.

And best of all, Welch's repeats. The customer who buys one bottle or one case, is pretty sure to come back for more.

We gladly send display matter free to dealers pushing Welch's.

In ordering Grape Juice from your jobber specify Welch's.

**The Welch Grape Juice Company**  
Westfield, N. Y.

## The Label Changes But Nothing More

We have been packing the well-known Fairbank's Lion Brand Canned Meats for the past 25 years, and have now decided to change the label to **SUPREME BRAND**, under which we pack all our other high-grade meat food products.

**Supreme Brand Canned Meats** will be exactly the same in quality as **Lion Brand**, packed in the same factory and in the same manner.

All jobbers carry **Supreme Brand Canned Meats** in stock.

**MORRIS & COMPANY**  
CHICAGO, ILL.

W. A. Millar & Company, 427-31 North Second Street, Philadelphia Agents



constitutional," and if you listen to their arguments you would imagine you were before the Supreme Bench itself.

Mr. H. Hegerle, of St. Bonifacius, Minn., addressed the convention on increasing the consumption of canned goods. He criticised the publicity campaign of the National Cannery Association as not going far enough.

The following officers were elected:—

President, L. A. Sears, Ohio; vice-president, William R. Roach, Michigan; secretary, Frank E. Gorrell, Maryland; assistant secretary, C. M. Dashiell, Maryland; Executive Committee, Grafton Johnson, Indiana; Charles S. Crary, George G. Bailey, New York; Eugene Dickinson, Illinois; Samuel F. Haserot, Ohio, and W. O. Hoffacker, president of Tristate Association. D. E.

## This Bill, Now Coming to the Front, Affects Every Apple Dealer

**But Will Control Only Packages that Go Into Interstate Commerce. Prescribe Size of Package and Divide Apples Into Classes According to Size. Creates New Offence for Shippers of and Dealers in Apples.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

February 10, 1910.

A bill which affects every dealer selling apples is just now coming to the front in the House of Representatives. It is known as the Lafean apple bill, and was introduced early in the session. It was announced during the week that a public hearing would be given on it by the House Committee on Agriculture on February 23d. There will doubtless be opposition, chiefly from the large apple growers of the West. The grocery trade has as yet taken little or no interest in the measure.

Some important provisions of the Lafean bill are here presented:—

That for the purposes of interstate and foreign commerce and commerce within the District of Columbia or the territories of the United States, the term "closed package for apples" shall apply to any barrel, box or basket in which the apples cannot readily be seen or inspected.

That the standard closed packages for apples which shall be shipped or delivered for shipment in interstate or foreign commerce or sold or offered for sale within the District of Columbia or the territories of the United States are as follows:—

The standard box package for apples is a box having a capacity of not less than 2,342 cubic inches, when measured level full without distension of its parts.

The standard barrel package for apples is a barrel of the following dimensions when measured without distension of its parts: Length of stave, 28½ inches; diameter of head, 17½ inches; distance between heads, 26 inches; circumference of bilge, 64 inches outside measurement.

That the standard grades for apples which shall be shipped or delivered for shipment in interstate or foreign commerce, or which shall be sold or offered for sale within the District of Columbia or the territories of the United States, are as follows:—

Apples of one variety, which are well-grown specimens, hand picked, of good color for the variety, normal shape, practically free from insect and fungus injury, bruises and other defects, except such as are necessarily caused in the operation of packing, or apples of one variety, which are not more than 10 per centum below the foregoing specifications, are standard grade "U. S. Size A," if the minimum size of the apples is 2½ inches in transverse diameter; or are standard grade "U. S. Size B," if the minimum size of the apples is 2¼ inches in transverse diameter; or are standard grade "U. S. Size C," if the minimum size of the apples is 2 inches in transverse diameter.

That apples in closed packages shall be deemed to be misbranded within the meaning of the act, approved June 30, 1906, entitled "An act for preventing the manufacture, sale or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines and liquors, and for regulating traffic therein, and for other purposes" (34 Stat. 768), in the following cases:

If the package bears any statement, design or device indicating that the package is a standard closed package for apples as herein defined, and the capacity of the package is a standard closed package of apples, as herein defined, and the capacity of the package is less than the capacity prescribed by Section 2 of this act for standard closed box packages, or standard closed basket packages or standard closed barrel packages for apples, as the case may be.

If the capacity of the package is less than the capacity prescribed by Section 2 of this act for standard closed basket packages or standard closed barrel packages for apples, unless the package shall be plainly marked on end and side, in the case of boxes, with the words "Short Box," or with the number of cubic inches the box actually contains; or, in the case of baskets, with the words "Short Basket," or with

words or figures showing the fractional relation which the actual capacity of the basket bears to the capacity prescribed by Section 2 of this act for standard closed basket packages for apples; or, in the case of barrels, with the words "Short Barrel," or with words or figures showing the fractional relation which the actual capacity of the barrel bears, to the capacity prescribed by Section 2 of this act, for standard closed barrel packages for apples. The marking required by this paragraph shall be in black letters of size not less than 72-point Times Block Gothic.

If the package bears any statement, design or device indicating that the apples contained therein are standard grade "U. S. Size A," "U. S. Size B," or "U. S. Size C,"

as the case may be, and the apples do not conform to the requirements prescribed by Section 3 of this act, for apples of this particular grade.

If the package bears any statement, design or device indicating that the apples contained therein are standard grade "U. S. Size A," "U. S. Size B," or "U. S. Size C," as the case may be, and the package fails to bear also a statement of the name of the variety, the name of the locality where grown, and the name of the packer or the person by whose authority the apples were packed and the package marked.

That this act shall be in force and effect from and after the first day of July, one thousand nine hundred and ten.

HOLT.

Written for the "Grocery World and General Merchant."

## Here's Where the High Food Trouble Lies, Says Pennsylvania Retailer

**Dissects Different Factors in Distribution of Food and Thinks Consumer is Mainly at Fault. Trouble with Wholesaler and Retailer. Where the Advertiser Comes In.**

It is very rarely indeed that I can sum up enough courage to write a letter that might possibly get into print. I say possibly because first I find out after mailing same that I lacked the ability to include enough of the real points at one writing, and second because I try to be honest in the use of the *muck rake*, and by the time I am through we are all smeared more or less. But in this high cost of living proposition I am willing to discard my own selfishness (in other words, give something for nothing).

In my opinion an investigating board should be equally divided or composed of intelligent and reliable consumers, retailers, wholesalers, advertisers (by advertisers I mean those spending money for advertising), individual producers and monopolists. All these representatives are self-defined except the monopolist, and to define him would require an exhaustive political discussion which has been pretty well aired already.

The consumer is at fault, where he should be the controlling factor through intelligent legislation, but if he does vote at all he usually votes crooked to oblige a friend, or if he elects a straight platform he tolerates its being carried out corruptly, and the only motive of tariff legislation is to get more for a thing than its value, to the benefit of the political monopolistic combination at the expense of the consumer. When the consumer is hurt through his own actions he pounds the first man he meets, and who is this first man he meets? Why, the retailer, of course. There are more points against the consumer, such as buying on credit, etc. (which he takes pride in being able to do), but we will drop him and take up the—

Retailer. He is nine times out of ten bankrupt and doesn't even know it. He calculates the accounts on his books as an asset, while they are no asset at all, because the accounts never shrink; on the contrary, they increase, and consequently for every ten dollars of credit he recovers he has to incidentally give out eleven dollars more credit anew. Under such conditions I would like to see the photograph of the actuary that can show me the asset. Owing to this condition of affairs the nine retailers hereinbefore mentioned are compelled to lose the discount which, on an average, amounts to about one-third of his store rent. To this leakage we have to add the constantly increasing credits and the credits which even he is finally willing to acknowledge as lost entirely. To keep his head above the water line he is compelled to raise the already inflated prices he himself pays.

He also permits himself to be the slave of the "advertised



brands" and becomes a party to the package goods graft, only he don't get any of the graft. He sees progressive cut-price houses sell their own labels far under his prices, and be it all said their margin is as large as his own, but he only whines that they are killing him. It never occurs to him to get into the same game. There are plenty of soap houses who will sell him direct under private label in 100-box lots, or even 50, and in some cases possibly 25-box lots, "but" they want the cash with order, or at best ship on order, drawing on him with bill of lading through a local bank, and under such circumstances the low price attraction makes a noise like a hoop and rolls away.

The same or similar conditions apply to extracts, spices, starch, washing powder, coffee, etc. But when it comes to investing cash in stock, bottles, labels, cartons, etc., and packing the goods himself, he can't see it, or through his customers accounts is not able to, and hence a higher selling price.

Wholesaler. The average wholesaler is similar to the average retailer. He is of two classes: First, he is loaded down with a list of long credits and is himself in many instances compelled to do business on paper.

Second, he is the cut-price wholesaler who gives very little credit and only to people who discount all bills in ten days. The aforesaid nine retailers have heard of this fellow, but when they realize how they are to pay his bills that hoop rolls away again. Many wholesale houses also have several prices for the same wares if when they canvass a man who has always discounted his bills they will sell very close rather than lose the order, while the man they know to be slow pay they won't sell at all unless at a good profit.

Advertisers. They don't care what happens so long as they sell their wares. There have been several schemes worked in the drug business to syndicate matters so that the retailers won't have to sell patent or proprietary medicines for little or no profit, and while I am not very well versed in the drug line I understand that they are making some headway in getting at least some of the money they should instead

of it all being given to the advertising mediums.

The grocery trade is affected in the same way with package graft and advertised brands. A brand is extensively advertised and the retailer wants it. He can't get it except through a jobber. Well, that is all right, but the jobber can't get it unless he agrees by contract not to cut the dictated price, and that is all wrong. The reasons why they don't want him to cut are well known, but need not be gone into here. It is enough to say that the same trade papers that are making the most noise about high prices are ever ready to denounce both the wholesale and the retail cutter, because it eats right into their advertising columns.

The monopolistic tariff protected bunch and this independent producer are one and the same to the consumer. The former sets the price and the latter trails along in the same wake until he gets a little too fresh and then the former absorbs him. If he refuses to be absorbed they temporarily slash the prices until he is squeezed out, and how to correct all these evils are easy to understand but difficult to accomplish.

P. L. ARCHER,  
Archer, Bliss Co.

Shenandoah, Pa.,  
February 9, 1910.

## MANY GROCERS

Find it pays them to read the  
"good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

**John B. McFetridge & Sons**

**Printers**

**927 Arch Street**

**Philadelphia**

## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### WANTED.

WANTED.—A second-hand, total adder, cash register. Also a small platform counter scale. Must be in good condition and cheap. Star Store Co., East Bangor, Pa. 8

WANTED.—A merchant who can use from one to three hundred pounds fresh made creamery butter each week. Our entire output sold with above exception. Will put up in any shape desired. Shipped day following churning. Most of our customers have been with us ten years. We also sell fresh gathered eggs, poultry, apples, onions and country lard. Howard Creamery Corporation, Centre Hall, Pa. 7

WANTED.—Manufacturer selling the wholesale grocery trade through brokers is in position to take on a line of goods sold to the same trade. Address "C. R.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

### FOR SALE.

FOR SALE.—Store, stock and fixtures. Two counters, ice box, three show cases. Large cellar, fine dwelling, six rooms and located on the corner. One of the finest grocery stands in the northeast section of Washington. Good reason for selling. John Alt, 600 F St., N.E., Washington, D.C. 8

FOR SALE.—A general store located in northern Pennsylvania, doing a cash business of \$4,000 per year. Some book accounts. Stock consists of groceries, hardware, shoes, rubber goods, dry goods and notions. Stock will inventory, with horse, wagon and fixtures, about \$3,000. Good reason for selling. Will guarantee. Terms right. Town has 100 inhabitants, with a well-to-do farming section around. B. F. Hawley & Son, Little Marsh, Pa. 11

FOR SALE.—A small, well equipped grocery business, outside Philadelphia, in a healthy and prosperous town, supplied with pure water. A splendid opportunity for one wishing to leave the city. S. G. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

FOR SALE.—Grocery and provision store corner Salford and Callowhill Sts., below Sixtieth St., West Philadelphia. Will sell for \$600 if sold at once. 9

FOR SALE.—One of the best grocery stores in a town of five thousand population, doing a business of \$15,000 a year, and by a little more effort the business could be increased a great deal. Reason for selling, the owner wants to go in other business. C. B. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

FOR SALE.—Don't miss this bargain! \$4,100 will buy corner store property. Two bulk windows, eight rooms and bath. Lot, 16 x 75 ft. Only built two years ago. New properties going up all around this section. For full information apply to R. P. Cameron, 2737 Kensington Ave., or Mrs. R. Shaw, owner, 3334 H St., Philadelphia, Pa. 9

FOR SALE.—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 11

FOR SALE.—Small grocery store in West Philadelphia. \$750 if sold at once. R. B. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

FOR SALE.—(leaver's old established butter, egg and grocery store, 4408 Germantown Ave. Will sell for \$600 if sold at once. Jacob W. Scheifele, 4408 Germantown Ave., Philadelphia, Pa. 8

FOR SALE.—One of the best grocery stores in the State. Old established stand and a money maker. Does \$75,000 business a year. Will require about \$6,000 to handle it. Best of reasons for selling. K. J., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 8

FOR SALE.—A small grocery store, 5029 Aspen St., west Philadelphia, Pa. Will sell for \$325 if sold at once. 7

FOR SALE.—Old established grocery store of F. L. Boncot. \$1,500 for stock and fixtures. F. L. Boncot Est., Conshohocken, Pa. 8

FOR SALE OR EXCHANGE.—Three hundred account McCaskey Register. Complete; been used only three weeks; good as new. Address Fred. S. Pfitzenmyer, Ocean City, N. J. 8

FOR SALE.—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

FOR SALE.—An old established grocery store, located on the busiest corner of a live town in central New York State for twenty-seven years. Every modern fixture and improvement, making this the finest store here. No old stock. All property free of any incumbrance. Proprietor desires to retire because of old age. Address "H. C.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

### HELP WANTED.

WANTED.—Salesman. Young man experienced in grocery and delicatessen, to sell and introduce specialties, with team, to city and suburban stores. Salary and commission. S. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 11

### SITUATION WANTED.

WANTED.—A position as outdoor salesman. Energetic young man, with six years active experience in business. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

[The sender of the above advertisement neglected to enclose his address. Will he please send it to the "Grocery World and General Merchant" office at once.]

WANTED.—Young man, twenty-one years of age, wants clerical position with chances for advancement. Will go anywhere. Has had two years experience as bank bookkeeper and receiving teller and two years experience as double entry bookkeeper for wholesale grocery firm. Can open and close any set of books and take off trial balance when desired. Willing to start low with chances for advancement. Good talker and will travel if desired. R. A. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

WANTED.—A young man would like a position as outside salesman. Anything in the grocery line. Willing to travel. Good reference given. Has had experience. Salesman, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

[The sender of the above advertisement neglected to enclose his address. Will he please send it to the "Grocery World and General Merchant" office at once.]

GROCERY CLERK AND MEAT CUTTER in a town twenty miles from Philadelphia. A good grocery clerk who is capable and willing to assist in cutting meats. Steady position and good wages to a good steady man. E. 5, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

CLERK AND SALESMAN NOW EMPLOYED in Virginia wants position as clerk or on the road with reliable house. Age thirty, single. Has had five years practical experience, including window dressing. Will go anywhere. Salary desired, \$65 per month to start. C. 19, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

GROCERY CLERK NOW EMPLOYED with large chain store wishes position under good manager where there is plenty of business and chance to hustle. Good all round



man and can give good references, among them present employer. Age twenty-seven, single. Wants \$12 weekly. Has had experience as manager. C 18, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**YOUNG WOMAN OF TWENTY-THREE** wishes position as clerk in grocery store. Now employed in Pennsylvania store. Has had seven years experience, partly window dressing and store decorating, and can make self very useful. Capable of taking entire charge of small grocery. Salary wanted, \$9 per week. C 17, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**GROCERY CLERK NOW EMPLOYED** in West Virginia wants position in West Virginia as manager of first-class retail grocery. Age thirty-five, married, one child. Had seven years wholesale experience and ten retail. Has knowledge of ad-writing, window dressing, card writing, decorating. Salary wanted—will consider any fair offer. C 16, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**GROCERY CLERK NOW EMPLOYED** in New York State wants position as clerk or at desk work. Age forty, married. Will go anywhere. Has had twenty-two years experience and knows business thoroughly. Wants \$15 per week. C 15, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**YOUNG WOMAN OF TWENTY-FOUR** now employed in Pennsylvania store, wants position clerking or calling on trade. Will go anywhere. Has had six years experience clerking and managing and has considerable knowledge of the business. Salary wanted to start, \$8 per week. C 14, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**GROCERY CLERK NOW EMPLOYED** in eastern Pennsylvania wants substantial position anywhere. Age thirty-one, single. Position wanted is as clerk or manager. Has had eight years' experience as grocery clerk and four years with china and glass. Good selling ability. Salary expected, \$12 per week, and can earn it. C 13, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**PHILADELPHIA GROCERY CLERK** and manager of long and comprehensive experience wants position as manager within forty miles of Philadelphia. Age fifty-two and married. Experienced in grocery and coffee business, including coffee roasting, and has a full, general knowledge of the business. Was in business for himself twelve years. Salary wanted, \$20 weekly. Fine references. C 12, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**PHILADELPHIA GROCERY CLERK** wants position in country store as clerk and bookkeeper. Age forty-five, married. Will go within thirty-five miles of Philadelphia. Had thirteen years active business experience and a good all round man. Will start for \$10 weekly. C 10, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**GROCERY CLERK OR MANAGER** now employed at Allentown, Pa., wants position as manager, assistant manager or department manager, with chances for advancement. Will go anywhere within two hundred miles. Has had experience as buyer and department manager, also has knowledge of advertising and window dressing. Splendid references. Wants \$25 weekly and can earn it. C 9, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**CLERICAL POSITION WANTED BY** Philadelphia young man, eighteen years of age. Had two years experience. Salary wanted, \$8 per week. C 11, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**CLERK NOW EMPLOYED AT NEW** Haven, Conn., wants position or chance to buy interest in Connecticut, Massachusetts, or New York State. Will take position as manager of department or store or make small investment. Has four years' experience as clerk and three years' experience as manager. Age, twenty-three. Single. Has good knowledge of bookkeeping, show card writing and all round salesmanship. Spe-

cialist in tea, coffee and spices. Will also consider wholesale position. Salary desired, \$20 weekly. C 8, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

### BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?  
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.  
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.  
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.  
Write, call or telephone.  
**WARNER & CO.,**  
927 Arch Street, Philadelphia, Pa.  
Phones, Bell Filbert 2500, Keystone, Race 746.

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 556.—In Tioga, grocery, meat and provision business doing \$300 to \$350 per week, on which is netted a clean ten per cent. profit. Fixed charges are very low. Rent only \$40 per month, including two-story brick stable. Owner is going into other business. Will sell fixtures for \$300 and stock at inventory. About \$700 required.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total

investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$1,000.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, meat and canned goods business doing \$200 to \$300 weekly, all cash. Rent low. About \$500 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for for years. Open to the fullest investigation.

### GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

**WARNER & CO.,**  
927 Arch Street, Philadelphia, Pa.

### MISCELLANEOUS.



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 12



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

**The Peters & Reed Pottery Co.**  
ZANESVILLE, OHIO

These trade-mark crisscross lines on every package  
**Cresco Grits and Barley Crystals**  
BREAKFAST AND DESSERT CEREAL FOODS  
FOR CASES OF STOMACH, INTESTINE, KIDNEY AND LIVER TROUBLES  
Delicious foods for sick or well.  
Unlike other goods. Ask Doctors. For book or sample, write  
**FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.**



The cash register, computing scales and 'phone save your time. The housewife appreciates time-savers too. Then tell her about

### MINUTE GELATINE (PLAIN)

It is all measured. Every package contains four envelopes. Each holds just enough to make a pint. Time of measuring saved.

It requires no soaking. It dissolves in less than a minute in boiling water or milk without first soaking in cold water. More time saved.

Besides, it is the clearest, firmest gelatine to be had.

Use these talking points and they'll help the sale. The sale helps you. It pays 36 per-cent. Don't sell at less than two packages for 25c. It's worth even more.

Send your jobber's name and ask for a package to try yourself. It's free.

**MINUTE TAPIOCA CO.,**  
202 W. Main St., Orange, Mass.

## Why Not Make Calls?

Our **Gluten Cereal** is in many practical respects the best cereal on the market. It is the most carefully made of any cereal in its class, and will, therefore, give best satisfaction. Just as importantly, it pays a far better profit than any other cereal on the market—40 per cent.

We admit that at the start you will have more calls for some other cereals, because they are more widely advertised. But wouldn't it pay you to make calls for **Gluten Cereal** when they pay you so well?

Costs you \$1.25, brings you \$1.80.

**A. C. Godshall & Co.**  
Incorporated  
**LANSDALE, PA.**



**CORRECTED WEEKLY. FEBRUARY 14, 1910.**

## ADVANCES.

**Column.**

## DECLINES.

Column.

## ADDITIONS.

Column.

**WEIGH AND MEASURE EVERYTHING YOU BUY.**  
Standard Weights per Bushel.

—I—

## SUGAR.

Candies—Lozange, XXXX.....	5.40
Crystal Dominos.....	7.70
Cut Leaf.....	6.15
Fatent Cues.....	5.50
Powdered.....	5.35
Granulated, standard to fine.....	5.20

TEA.

Foochow Oolong—	Per lb.
Special .....	24
Fair.....	26
Good .....	29
Choice.....	34
Extra choice.....	39
Fancy.....	45
Formosa Oolong—	
Good .....	28
Choice.....	33
Extra choice.....	39
Choicest .....	
Imperial—	
Special .....	27
Fair.....	31
Good .....	35
Choice.....	39
Extra choice.....	45
Choicest .....	49
Young Hyson—	
Fair.....	29
Good .....	35
Fine.....	40
Choice.....	45
Extra choice Moyune.....	50
Gunpowder—	
Fair.....	35
Good .....	40
Choice.....	45
Choicest .....	50
Japan, pan fired or basket fired—	
Good .....	35
Choice.....	40
Extra choice .....	45
Choicest .....	50
English Breakfast—	
Fair.....	24
Good .....	27
Choice.....	33
Extra choice.....	38
Choicest .....	

—2—

Ceylon—		
Tetley's,	No. 1, $\frac{1}{2}$ lb.....	.60
"	No. 2, $\frac{3}{4}$ lb.....	.45
"	Troubadour, 1 lb. tins.....	
Lipton's,	A blend, $\frac{1}{2}$ lb.....	
"	B blend, $\frac{1}{2}$ lb.....	
"	B blend, $\frac{3}{4}$ lb.....	
Bungaloe,	1 lb.....	.25
Princess,	$\frac{3}{4}$ lb.....	.40
"	$\frac{1}{2}$ lb.....	.40

## PACKAGE TEAS.

<b>Lipton's—</b>	<b>Per lb., in ¼-lb. tins</b>
Ceylon and India, A.....	.48
Ceylon and India, B.....	.43
Black and Green, A.....	.48
Black and Green, B.....	.43
English Breakfast, A.....	.48
English Breakfast, B.....	.43
Formosa Oolong, A.....	.48
Formosa Oolong, B.....	.43
¾-lb. tins rc. per lb. more.	
<b>Tetley's—</b>	<b>Per lb.</b>
India and Ceylon, Formosa or Mixed—	
Extra, Gold Label.....	.75
No. 1, Buff Label.....	.60
No. 2, Green Label.....	.45
Sunflower, India and Ceylon, Formosa, Oolong or Mixed—	
1 lb. size.....per lb.	.55
½ lb. size.....per lb.	.56
¼ lb. size.....per lb.	.57
3 lb. packages.....per tin	1.35
5 lb. packages.....per tin	2.25
<b>Spring Garden Tea—</b>	
100 lb. barrels.....per lb. net	.18
<b>McCormick &amp; Co., Banquet brand, Ceylon, Blended, etc.—</b>	<b>Per lb.</b>
1-lb. canisters, 8-lb. boxes.....	.53
¼-lb. " 12-lb. ".....	.53
¼-lb. " 10-lb. ".....	.53
1-lb. " 10-lb. ".....	.53
<b>McCormick &amp; Co., Bee brand—</b>	<b>Per lb.</b>
1-lb. lithographed cans, 10-lb. boxes.....	.56
¼-lb. " 10-lb. ".....	.58
¼-lb. " 10 and 20-lb. bxs.....	.60
Travellers pocket canister, 4 doz.....per doz.	.80

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## AMMONIA.

	Per doz.
Colburn's "A," 16 oz., 3 doz. boxes.....	.90
Colburn's "A," quarts, 1 doz. boxes.....	1.50
Colburn's "A," ½ gals. ½ doz. boxes.....	2.70
Colburn's Mayflower, 16 oz., 3 doz. boxes.....	.75
Colburn's "A," hotel size, 2 doz. boxes.....	1.30
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	87½
Tibbals Dri-Monia (con. dry), 10c. size, ¼ gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

### AXLE GREASE.

Fraser's, 15 lb. pails.....	.80
Fraser's, boxes, ¼ gross.....per gross	9.40
Mica, ¼ gross.....per gross	9.00
Peerless, ¼ gross.....per gross	4.40

## BAKING POWDER.

<b>Sea Foam Baking Powder—</b>	
$\frac{1}{4}$ lb., 4 doz. in case.....	.95
$\frac{1}{2}$ lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., $\frac{1}{4}$ -lb., 4 doz.....per doz.	.45
Davis' O. K., $\frac{1}{2}$ -lb., 3 doz.....per doz.	.90
Davis' O. K., 1-lb., 2 doz.....per doz.	1.65
Davis' O. K., 5-lb., $\frac{1}{2}$ doz.....per doz.	7.20
Cleveland's, 10-c. size, 4 doz.....per doz.	.84
Cleveland's $\frac{1}{2}$ -lb., 4 doz.....per doz.	1.23
Leslie's, nickel.....4 doz. cases	.45
Leslie's, $\frac{1}{2}$ -lb. cans, 2 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
<b>Rumford's Yeast Powder:—</b>	
4 oz. glass, 2 doz.....	82 $\frac{1}{2}$
6 oz. glass, 3 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz. 1 gross. in bbl.....	1.08

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**Rumford Baking Powder:—**

sc.-tins, 4 doz.....	per doz.	.43
con.-can, 2 doz. in box.....	per doz.	.90
½-lb. cans, 2 doz in case.....	per doz.	1.25
1-lb. cans, 1 doz. in case.....	per doz.	1.50
Royal, reg. size, 4 doz.....		.86
" ¼ lb., 4 doz.....		1.30
" ½ " 2 ".....		2.40
" 1 " 1 ".....		4.65

### BLACKING—Shoe.

[illegible]

## SHOE DRESSING.

Mason's—	Dox.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.25
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.65
Brown's, Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.65
“ Oil Polish.....	.85
Admiral Russet Combination.....	.70
Admiral Shoe Dressing.....	.70
Whitmore Bros. & Co.—	
Gilt Edge Polish, black.....	2.00
Boston Waterproof, black.....	2.00
Boston Jr. Waterproof, black, 10-cent size.....	.85
Elite Combination, Baby, black.....	.95
Elite Combination, large, black.....	2.00
Superb Patent Leather Paste, large.....	.75
Champion, black, friction polish.....	2.00
Champion Jr., black, friction polish.....	.85
French Gloss, black, self-polishing.....	.75
Royal Gloss, black, self-polishing.....	.75
Dandy Combination, russet.....	2.00
Star Combination, russet.....	.75
Dandy Russet Paste, large.....	.75
Boesela Waterproof Paste Polish, large.....	.75
Boesela Waterproof Paste Polish, small.....	.40
Quick White, cleans dirty canvas shoes.....	.75
Quick White, cleans dry canvas shoes.....	1.75
Oil Paste black, never dries up, large tin.....	.75



## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25 1/2 .27
Java, Interior.....	.21 .23
Bogatos.....	.13 .14 1/2
Washed, Caracas.....	.13 .16 1/2
Washed, Mexican.....	.12 3/4 .13 3/4
Bucarmango.....	.13 .13 1/2
Guatemala.....	.12 1/2 .14 1/2
Maracaibo.....	.14 .17
Washed Santos.....	.12 1/2 .15
Mocha Seed Santos.....	.11 1/4 .12 3/4
Santos.....	.10 1/4 .11 1/2
Rio.....	.09 1/2 .11 1/2

## ROASTED COFFEE IN BULK.

Victoria Blend.....	.25
Morava Blend.....	.20
Oakdale Blend.....	.18
Radnor Blend, 1 lb. free with 10.....	.18
Special Blend.....	.16
Nectar Blend.....	.15
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.25
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18
No. 2, Santos.....	.13 1/2
No. 3, Santos.....	.12 1/2
No. 3, Rio.....	.12 1/2
No. 7, Rio.....	.12

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	.12 1/2	

## COFFEE ESSENCE AND CHICORY.

Phifer & Diller's "Kosyr"—	
30 tins in box.....	per box 3.90
20 tins in box.....	per carton .95
10-lb. tins.....	per doz. 5.75
George Flote's Sons—	
Coffee Essence, 1/4 gross improved cans.....	per gross 2.25
" " 1/2 gross cans, tin ends.....	2.70
" " 1/2 gross cans, all tin.....	2.85
Vienna Coffee Essence, Manila, 1/4 gross.....	2.25
Package Chicory, 65-lb. cases.....	per lb. .04 1/2
Mummel's Essence, tin can, 1/4 gross, per gross tin ends.....	2.90
" " improved " ".....	2.75
Chicory, Sells's 65's.....	.06 1/2
" English, ground, bags about 160 lbs.....	.05 1/2
" Franks', stick, 65 lbs.....	.06 1/2
" Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....	.05

## AMMUNITION.

Manning, A, bags, 25 lbs.....	2.35
" B, bags, 25 lbs.....	1.90

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Duck, kegs, 12 1/2 lbs.....	4.75
" kegs, 6 1/2 lbs.....	2.65
FG, FFG, FFFG, kegs, 25 lbs.....	4.75
" " kegs, 12 1/2 lbs.....	2.65
" " kegs, 6 1/2 lbs.....	1.50
Drop Shot, Nos. 2, 3, 5, 8, 9, bags, 25 lbs.....	1.85

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" No. 2, 3 doz.....	2.65
" A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 5c. and 10c. asst., 8 lbs.....	Per lb. .30

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/4 gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 3, bbls., 6 doz. barrel.....	5.50
French Laundry, large, 1/4 gross in barrel.....	2.45
Tibbals Cream Indigo, 5c. size, 1/4 gross case.....	4.80
" " 10c. size, 1/4 gross case.....	9.00
Free goods with 1/2 gross 5-cent size and 1/4 gross 10-cent size.	

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.34
" first, ".....	.33
" second, ".....	.32
" third, ".....	.31
" dairy, extra, bakers' use, 30-60 lbs.....	.26-.30
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.31-.36
Print Butter—	
Star or S. D. brands, 1 lb., 20-50-lb. bxs.....	.38
B. B., E. D. brands, 20-50-lb. boxes.....	.37
J. J., C. V., Gilt Edge, Gold Medal, 20-50-lb. boxes.....	.36
Sheaf ("400") Elgin, 20-50-lb. boxes.....	.35
Sheaf.....	.33-.34
Milken Farm, lbs. and 1/2 lbs.....	.36
Gurnee, lbs. and 1/2 lbs.....	.34
Belle Spring.....	.32

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.09 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 3/4
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Neverout, 8's.....	per box 1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 4.50
Quarts, boxes, 1 doz. each.....	per gross 5.00
Pints, wide mouth, 1 doz. each.....	per gross 7.50
Schram's—	
Half gallons, boxes, 1 doz. each.....	6.50
Quarts, boxes, 1 doz. each.....	5.00
Pints, boxes, 1 doz. each.....	
Jar Rubbers—	
Wide, 1 lb. cartons.....	.26
Regular, 1 lb. cartons.....	.26
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.55
Jelly Glasses, fluted, bbls., 21 doz.....	.17 1/2

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## COOKING HERBS.

Colburn's "A," Small—	
Sweet Marjoram.....	per doz. .25
Sage.....	.25
Thyme.....	.25
Savory.....	.25
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
1/2-lb. cartons, 1 doz.....	per doz. .40
1/2-lb. " ".....	.75
1/2-lb. " ".....	1.25
1/2-lb. screw cap bottles, 2 doz.....	.90
1/2-lb. square cans, 2 doz.....	.85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Silver Lake, fancy Jersey.....	.87 1/2
Silver Lake, No. 10, 1 doz.....	2.50
Junior, No. 10, 1/4 doz.....	2.00
Bridgeton, No. 10, 1 doz.....	1.95
Goldsboro, No. 10, 1 doz.....	1.75
Junior, fancy hand picked.....	.80
Riverside, fancy Maryland.....	.75
New Century, fancy, No. 2.....	.55
Brandywine Hills, extra fancy.....	.90
Mrs. Lippincott's, Frying.....	1.15
Our Best, 50 oz.....	1.00
Rival Blue, fancy hand packed.....	.80
Mispillion, fancy Delaware.....	.70
Ford, fancy Maryland.....	.67 1/2
Luncheon, fancy Maryland.....	.80

Lima Beans—	
Silver Lake.....	.90
Silver Lake, No. 10.....	4.50
Brandywine Hills.....	1.30
Boyer's.....	.95
Brownie.....	.70
String Beans—	
Extra fancy.....	1.45
Boyer's, 25.....	.60
Acorn, 35.....	.85
" No. 2.....	.60
Safe, No. 2.....	.60
White Wax Beans—	
Boyer's.....	.60
Acorn, No. 2.....	.57 1/2
Brandywine Hills, No. 2.....	1.10

Beans (Pork and Beans)—	
B. & M., No. 3, plain.....	1.45
" No. 3, tomato sauce.....	1.60
Campbell's, No. 2, plain.....	.95
" No. 2, Boston style.....	.95
Oxford, No. 3.....	1.05
Narragansett, No. 3, tomato sauce.....	.90
Van Camp's, No. 1, sauce, 4 doz.....	1.40
" No. 2, sauce, 2 doz.....	.87 1/2
Moore & Brady, No. 3, plain.....	.92 1/2
" No. 3, sauce.....	.92 1/2
" No. 1, picnic size, plain.....	.42 1/2
" No. 1, picnic size, sauce.....	.47 1/2
Victory, No. 1, tomato sauce, 4 doz.....	.45
Martin Wagner Co., No. 3, plain.....	1.25
" No. 3, tomato sauce.....	1.25
" Midnight Lunch, No. 1, 4 doz.....	.50
Snider's, sauce or plain, No. 3, 2 doz.....	1.80
" " No. 2, 3 doz.....	1.40
" " No. 1, 4 doz.....	.90

Red Kidney Beans—	
Joan of Arc, No. 2, fancy.....	.80
Van Camp's, No. 2, 2 doz.....	.85
Martin Wagner's, No. 2, 2 doz.....	.77 1/2
Corn—	
Kornlet.....	1.75
Paris, fancy Maine.....	1.25
American Beauty, extra fancy, Shoe Peg.....	1.00
Cream of Susquehanna.....	.95
Shoe Peg, Susquehanna, No. 2.....	.85
Rex, No. 2, fancy, whole grain.....	.77 1/2
Vanity, No. 2, whole grain.....	.75

Peas—	
Boyer's, Midgets, No. 2.....	1.55
" Extra Sifted.....	1.25
" Sifted.....	1.07 1/2
" Early June.....	.95
B. B. F., Early June.....	.95
Hermit brand, soaked.....	.55
Lotus, Sweet Wrinkle.....	1.10
Brandywine Hills, extra sifted N. Y. State.....	1.50
Kent County, Sifted.....	.80
Our Favorite, No. 2.....	.80
Plantation Standard, Early June, No. 2.....	.87 1/2
Pride of Delaware Standard, No. 2.....	.75
Wyoming, extra fine, June, No. 2.....	1.25

Beets—	
Silver Lake, fancy, No. 3.....	1.10
Succotash—	
Little Quaker, extra fancy, No. 2.....	1.05
Brandywine Hills, extra fancy.....	1.05
Spinach—	
Champion, No. 3.....	.92 1/2
Farren's, No. 3, 2 doz.....	1.05
Victory, No. 3, fancy leaf, 2 doz.....	.95
M. & W., No. 3, chopped.....	.85

Sweet Potatoes—	
Farmer's, fancy N. Y. State, No. 3.....	1.25
Boyer's, No. 3, 2 doz.....	1.00
Slocumb Farm, No. 3 cans, 2 doz.....	.90
Pumpkin—	
Silver Lake, No. 3.....	.72 1/2
Apollo, 3's.....	
Lilly Lake, 3's.....	.62 1/2
Easton, No. 3.....	.60

Asparagus—	
Oak, large, 2 1/2's.....	2.65
Superior, large, No. 2 1/2's.....	2.50
Staple, medium, No. 2 1/2's.....	2.35
Swan, medium, No. 2 1/2's.....	2.40
Del Monte Tips, No. 1 1/2's.....	2.15
Extra Tips, No. 1 1/2's.....	2.10
El Rio, choice California, No. 2 1/2's, 2 doz.....	2.00

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## California Canned Fruit.

	Per doz.
Apples—	
Extra quality.....	2.75
Extra standard.....	1.60
Standard.....	1.40
Pears—	
Bartlett, extra quality, 2 1/2's.....	3.00
" extra standard, 2 1/2's.....	2.00
" standard, 2 1/2's.....	1.75
Cherries—	
Extra quality, 2 1/2's.....	2.90
Extra standard, 2 1/2's.....	2.00
Standard, 2 1/2's.....	1.80
Peaches—	
Tioga, No. 2 1/2's, extra standard, lemon cling.....	1.75
Agate, No. 2 1/2's, standard, lemon cling.....	1.50
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.00
Columbus, No. 2 1/2's, pie, peeled, yellow, free.....	1.30
Plums	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.30
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples	
Golden Crown, No. 3, 2 doz.....	.90
Spring Garden, No. 3, 2 doz.....	.85
Bull Head, No. 3, 2 doz.....	.85
Spring Garden, No. 10.....	2.65
Blackberries—	
Silver Lake, syrup, No. 2.....	1.30
Nigger Head, No. 2.....	1.05 1/2
Spring Garden, No. 2.....	.85
Blueberries—	
Maine, Eagle No. 2.....	1.25
Loggies, No. 10.....	6.00
Cherries—	
Boyer's, No. 2, white, extra.....	1.37 1/2
Flour City, white, No. 2.....	1.10
Flour City, red, No. 2.....	
Peaches—	
Berry's, yellow, No. 3.....	1.25
Castle Haven, white, No. 3.....	1.05
Standard, pie, No. 3.....	.90
Pears—	
Silver Lake, No. 10.....	3.75
Hero, No. 3.....	1.00
Raspberries—	
Red Farmside, extra preserved, No. 2.....	2.45
Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.75
Silver Lake, No. 10, 1 doz.....	1.90
Strawberries—	
Anchor, No. 2, water.....	.75
Silver Lake, No. 2.....	1.40
Pineapple—	
Acorn, E. & C., No. 2.....	1.90
General, E. & C., sliced, No. 2.....	1.80
Indian River, E. & C., No. 2.....	1.65
Orange Grove, E. & C., No. 2.....	1.20
Singapore Chunks, No. 1 1/2's, 4 doz.....	1.50
Wallace, grated, No. 2.....	1.40
James, No. 3, pie, grated.....	.85
Singapore, cubes, No. 1 1/2's, 4 doz.....	1.10

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

	Per doz.
Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
" No. 2, 2 doz., McMenamin's.....	3.25
Clams—	
Star, No. 1, 4 doz.....	.85
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.35
" " flat, 4 doz.....	4.35
B. & M., No. 1/2, flat, 4 doz.....	2.30
" No. 1/2, flat, 4 doz.....	1.40
Star brand, No. 1/2, flat, 4 doz.....	1.35
" No. 1/2, flat, 4 doz.....	2.25
Shrimps—	
L and D, No. 1, pickle, 4 doz.....	1.20
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	
" " No. 2, 2 doz.....	
" " No. 3, 2 doz.....	
Victory, No. 1, 2 doz.....	.75
Kipperd Herring—	
Maconache's, 2 doz., plain.....	1.50
Gilt Edge, 4 doz.....	1.37 1/2
Connor's, 4 doz.....	1.32 1/2
Salmon—	
Hapgood's, No. 1, tall.....	2.05
" No. 1 flat.....	2.15
Horseshoe, No. 1.....	1.65
White Raven, red, 1/2's.....	
Chef, red, No. 1/2, flat, 4 doz.....	.90
Terrapin, pink, No. 1/2, 4 doz.....	.80

## SARDINES—Imported.

Boneless and peeled, 1/2's.....	28.00
" D. & G., 1/2's.....	26.50
" Ispa, 1's.....	28.00
" Gondolier, 1/2's.....	100 17.00
" Landell, 1/2's.....	100 8.50
" Martell, 1/2's.....	100 10.50
" ".....	100 14.00
" Loyal, 1/2's.....	100 9.50
Argonauts, 1/2's.....	100 14.00
Orion, smoked, 1/2's, key.....	100 8.00
Tomato sauce, 1/2's.....	100 15.00
Truffled, 1/2's, key.....	100 12.50
Spiced, 1/2's.....	100 10.00
Skipper, 1/2's.....	100 11.50
" tomato sauce, 1/2's.....	100 11.50
Royanette, oval, 1/2's.....	100 11.50



# Manufacturers Whose Goods are Sold Through Grocers Have a Message for Them. We Show Them the Best Way to Deliver It for the Least Money

## *The Grocery and Allied Trade Press of America*

consists of 28 clean up-to-date publications which influence retail grocers because they have proven their friends and because they are filled with the sort of information grocers want.

They make sworn statements of circulation, accompanied by Post Office mailing receipts. Their rates are standard—same to everybody and they are read regularly by the kind of grocers whom manufacturers want to sell—the live ones—the ones that stay in business.

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"Inland Grocer," Cleveland, Ohio	"Omaha Trade Exhibit," Omaha, Neb.
"American Grocer," New York	"Grocery World and General Merchant," Phila., Pa.
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"Grocers' Magazine," Boston	"National Provisioner," New York
"Retail Grocers' Advocate," New York	"Merchants' Journal," Topeka
"New England Grocer and Tradesman," Boston	"Interstate Trade Bulletin," Denver
"Merchants' Journal and Commerce," Lynchburg, Va.	"Southwestern Commercial Bulletin," Los Angeles, Cal.
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"Trade," Detroit, Mich.	"Merchants' Index," Denver, Col.
"Twin City Commercial Bulletin," Minneapolis and St. Paul	"General Merchants' Review and Mixed Stocks," Chicago, Ill.
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"Interstate Grocer," St. Louis	"The Retail Merchant," Dallas, Texas
"Eli Grocer and General Merchant," St. Louis, Mo.	"Merchant and Manufacturer," Nashville, Tenn.
"Retail Merchants' Journal," Peoria, Ill.	"Hutchinson Wholesaler," Hutchinson, Kansas
"Beverage and Food," Cincinnati, Ohio	

We make your trade paper advertising campaign effective, because we know what to say and how to say it to interest our own people. We make it easy for you to use the Trade Press by taking all the work off your hands.

Write us for the "Short Path," it is full of things you want to know. It solves the problem of REACHING THE RETAILER.

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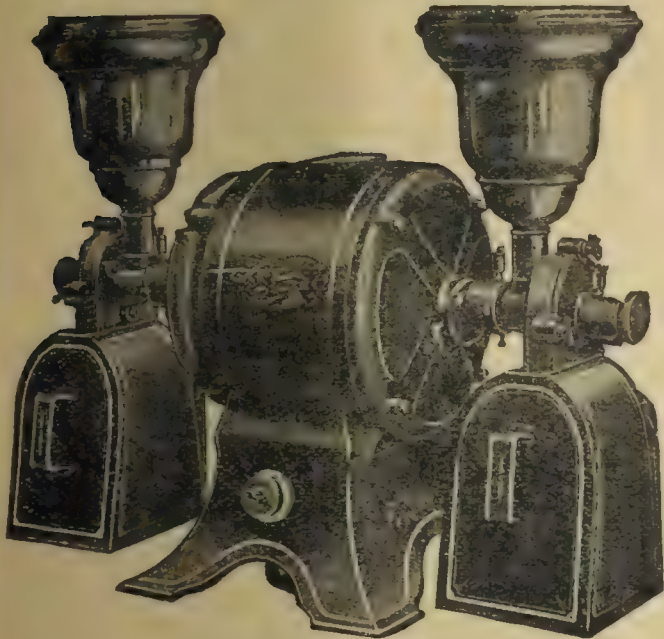




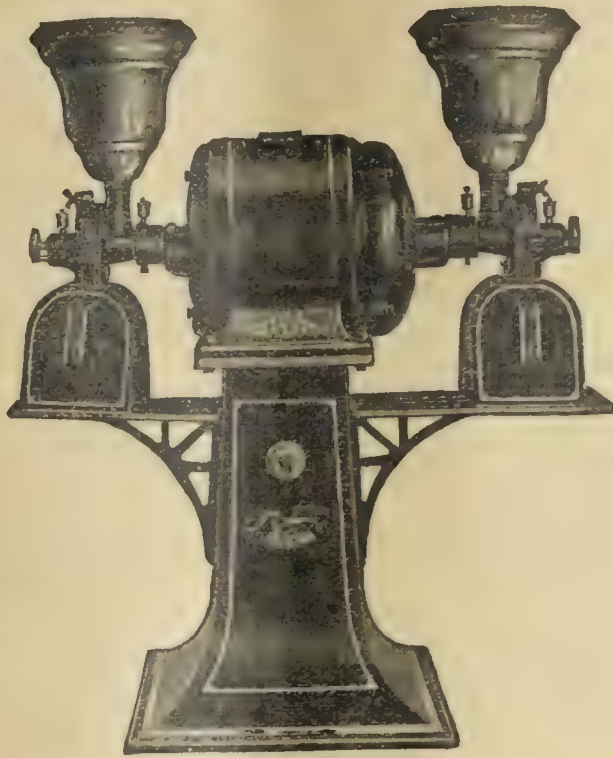


# HENRY TROEMNER'S Electric Coffee Mills

ARE THE FAVORITE MILLS  
SAVING DOLLARS AND LABOR  
THEY ARE FOOL PROOF



No. 192 MILL



No. 192 P MILL

WRITE FOR PRICE LIST

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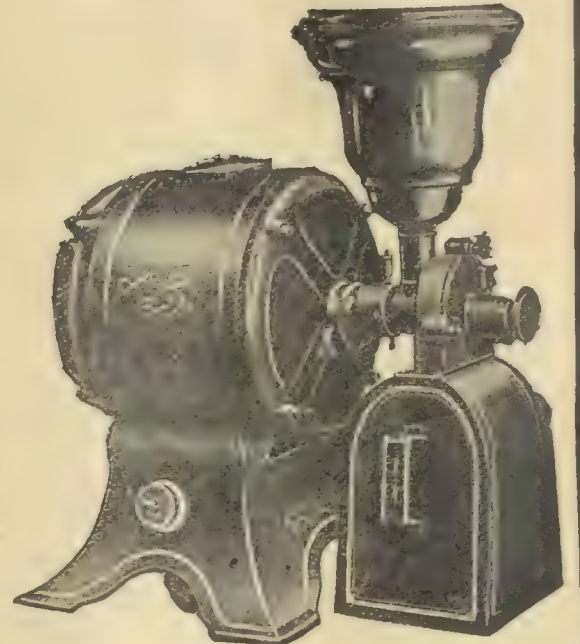
J. A. FLESCH & SON, 115 Adams St., Chicago, Ill.  
GENERAL AGENTS FOR UNITED STATES

### ESTABLISHED 1840

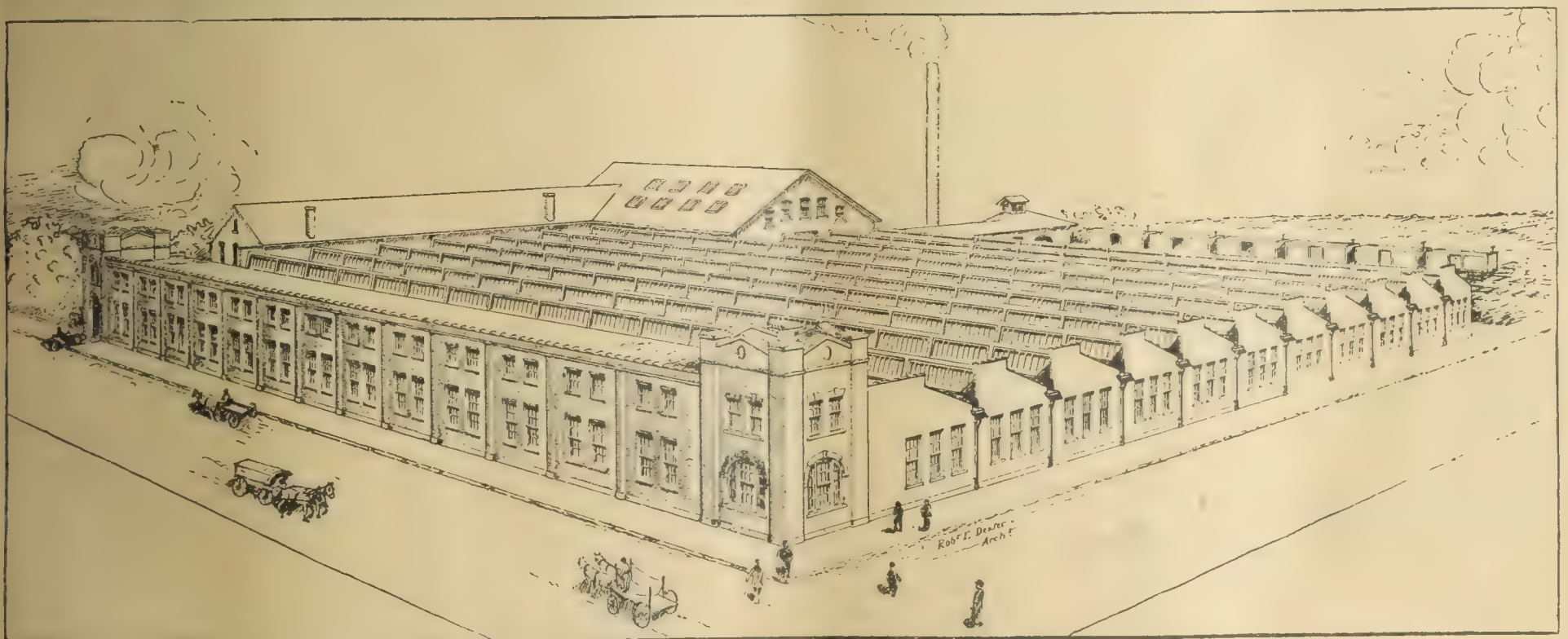
Illustrations show mills fitted with direct-current motors; made also for alternating-current services.

Don't be talked into buying something "as good." There's nothing like or as good.

### TROEMNER'S IS UNEQUALED



No. 19 MILL



### HOW DOES THIS LOOK TO YOU?

250x410 GROUND SPACE  
150,000 SQUARE FEET OF FLOOR SPACE

The construction will be of the most modern for factory purposes. The roof is of the well-known saw-tooth style, assuring the greatest amount of daylight, without the heat and blinding glare of direct rays of the sun. This style of construction also facilitates the securing of perfect ventilation.

### FIRE-PROOF CONSTRUCTION THROUGHOUT

Part of this structure is already in use, and the balance is being rushed to completion with all possible haste. All machines, assembling and adjusting tables will be placed on separate foundations. This eliminates all vibration from the building and makes conditions most ideal for accurate, careful and precise work; a condition absolutely essential in the manufacture of perfect weighing devices. *New building, new location, new machines, new tools and dies, new plating works, new enameling ovens and the old, experienced mechanics and employees.* What better prospects could we have for the supplying of the ever-increasing demand for the famous DAYTON MONEYWEIGHT SCALES? Shipment of our goods will be greatly facilitated by our own private switch track, making direct connection with the Pennsylvania Railroad.

THE COMPUTING SCALE CO.  
Factory, Dayton, Ohio

Please mention "Grocery World and General Merchant"  
when asking for catalog

Sole  
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### MONEYWEIGHT SCALE CO.,

35 State Street  
CHICAGO

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"







*A Business Getting Plan for all*

# RETAIL MERCHANTS

**Better Than Newspaper Advertising  
Better Than the Trading Stamp Plan  
Better Than Your Own Premium System**

AND

## Costs You Less Money Than Any of These

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### You Can Profitably Use Our Plan

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

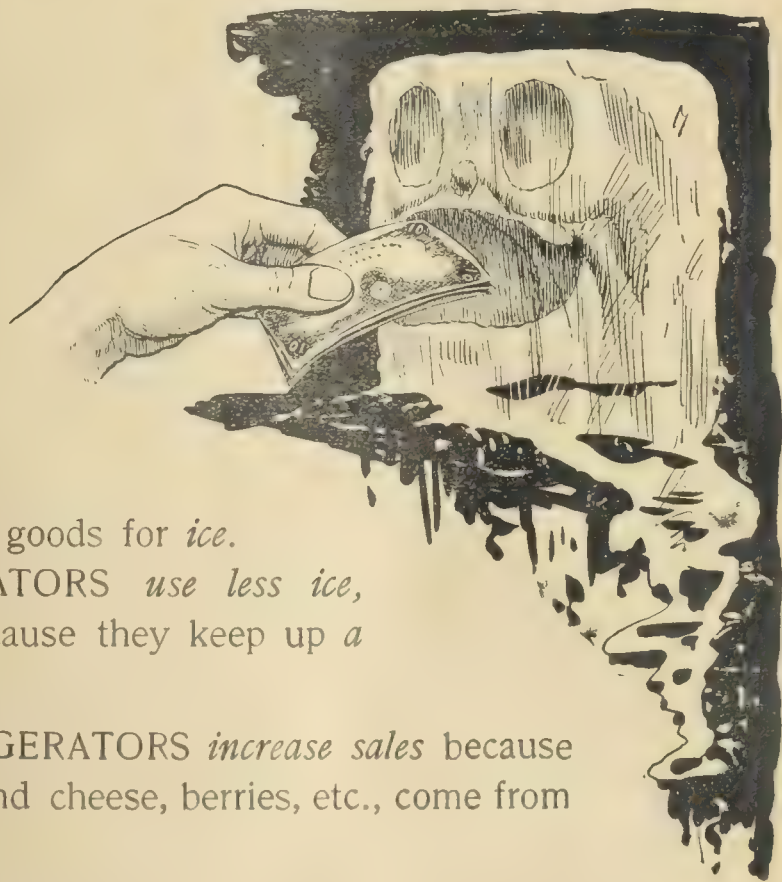
**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**

## How Much Money Will You Put Into Ice This Summer?

The answer is easy—unless you install a MCCRAY REFRIGERATOR, your ice bill will be *bigger* than it should be. Trying to preserve perishable goods in a poor refrigerator means spending most of the profits on those goods for *ice*. And the goods *don't always keep!* MCCRAY REFRIGERATORS *use less ice*, because they are *better insulated*; and *refrigerate perfectly*, because they keep up a *constant current of chilled air* as long as there is any ice left.

Besides preserving their contents perfectly MCCRAY REFRIGERATORS *increase sales* because your customers will advertise the fact that the freshest butter and cheese, berries, etc., come from your store.

Don't wait until the weather gets warm and the ice bill gets big, but send us a postal asking for our "Refrigerator Catalogue No. 66." This catalogue tells why you've had trouble in keeping butter, cheese, berries, prepared meats, etc., and how you can avoid all trouble. It is especially written for grocers. Send a postal for the catalogue while you think of it.



**MCCRAY REFRIGERATOR COMPANY**

120 Lake Street, Kendallville, Ind.

Philadelphia Branch, 206 South Eleventh Street

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



-17-

FARINACEOUS GOODS.

Corn Meal—	Per bag.
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
“ table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
“ yellow, 24 packages	1.80
Farina—	
Hecker's, 24 lbs.	per case 1.56
Beans—	Per bushel.
California Lima, about 80 lbs.	per lb. .05 1/2
Marrows, fancy, N. Y. State, grain bags.	3.15
Michigan Pea, bags 160 lbs.	2.50
Red Kidneys	3.30
Peas—	
Green	2.35
Scotch	2.35
Split, yellow	2.30
“ green	2.30
Lentils—	Per lb.
common, 110-lb. bags	.03 1/2
Less quantity	.03
Shaker Corn—	
Fancy, barrels	
Less quantity	
Hominy—	
Lea's Breakfast, 10 packages	per case 1.60
“ Pearl, 100 lbs.	per bag 2.20
Schumacher's Breakfast, 10 pkgs.	to case 1.45
Western Pearl, 100-lb. bags	1.85
“ Grits, 100-lb. bags	1.85
Mother's, Grits, 36 packages	2.35
“ Pearl, coarse, 36 packages	2.35
Barley—	
OO	
No. 3, 100 lb. bags	2.75
Needles—	Per case.
Smith's, 30 10-c. packages	1.90
“ assorted, 5 and 10-c.	1.90
Golden Egg, 5 and 10-c.	1.75
“ 5-c.	1.75
“ 10-c.	1.75
Royal Crown, 4 doz. 36.	1.30
Royal Crown, 8 doz. 100.	1.10
Oatmeal—	
B, 100-lb. bags	per bbl. 4.95
B, 100-lb. kegs	per keg 2.90
Mother's, steel cut, 24 packages	2.65
Oatmeal Goods—	Per case.
Mother's Crushed Oats, 18 packages	1.47 1/2
“ 30 packages, large	3.90
Rolls Oats—	
Avena, 180 lbs.	per bbl. 5.25
“ 90 lbs.	per keg 2.75
“ 90 lbs.	per sack 2.50
Standard, 180-lb. bbls.	5.10
“ 90-lb. bags, fresh	2.50
Mother's, compressed, 18 tins	2.12 1/2
Sago—	
Colburn's, 36 1-lb.	per lb. .06 1/2
Flour	per lb. .04
Topical—	
Instantaneous, 30 1-lb.	per box .07 1/2
Colburn's Hasty, 36 packages	.06 1/2
Minute, 36 grains	per box 2.75
Flake, about 135 lbs.	per lb. .03 1/2
Pearl, 150 lbs.	per lb. .03
“ less quantity	.03 1/2

CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 1-lb.	per case 4.50
Reg-O-Sees, 36 packages	2.50
“ Corn Flakes, 36 packages	2.50
Maple Flakes, 36 packages	4.50
5-cake lots	3.85
Post Toasties, 36 packages	2.80
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages	2.50
1 doz. 20-oz. packages	2.25
2 doz. 10-oz. packages	2.70
3 doz. 20-oz. packages	6.75
Grape Nuts—	
2 doz. 1-lb. packages	2.70
3 doz. 1-lb. packages	4.05
Post Toasties—	
2 doz. family size	2.80
3 doz. popular size	2.80
Shredded Whole Wheat, 30 packages	5.00
“ 25 packages	3.60
Mother's Corn Flakes, 36 packages	2.55
“ Wheat Hearts, 18 packages	1.90
Corn Wheat, 30 packages	4.50
Wheatlets, 30 packages	3.60
Wheatena, 30 packages	4.50
Corn Nuts, 24 packages	2.70
Triumph, 30 packages	2.50
Vita, 30 2-lb. packages	4.25
Kellogg's Toasted Corn Flakes, 36 packages	2.80
H-O Company—	Per case
Force, 200	2.00
Korn-Kinks, 360	1.45
Presto, small, 180	1.60
Presto, large, 100	2.25
Flour, self-raising, small, 180	1.60
Flour, self-raising, large, 100	2.10
Buckwheat, compound, small, 180	1.50
Buckwheat, compound, large, 100	1.50
Pancake, 180	1.50
H-O (steam cooked oatmeal), 180	1.55
Pawnee Oats, regular size, 180	1.50
Pawnee Oats, family size, 200, without china	3.00
Pawnee Oats, family size, 100, with china	3.40
O-G, 180	1.50
O-G, family size, china, 200	3.40
O-G, family size, no china, 200	3.00
DE-FI, barrels, 180 pounds	5.00
DE-FI, sacks, 90 pounds	2.35
Quaker Oats Co., The—	
Apitzo Biscuit, 240	3.00
Avena, 180 packages	1.45
Banner Oats, 20 packages	4.00
Quaker Breakfast Biscuit, 240	1.85
Old Fashioned Scotch Brand Oat Meal, 240	2.60
Silver Brand Farina, with spoon, 240	2.80
Saxon Wheat Food, 240	3.00
Parched Farinose, 240	2.70
Quaker Cracked Wheat, 240	2.40
Quaker Oats, round, 360	4.25
Quaker Whole Wheat Flour, 100	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 240	1.85

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Scotch Brand Pearl Barley, 240	Per case. 1.40
Pettijohn's Breakfast Food, 180	1.97 1/2
Quaker Puffed Wheat, 360	2.85
Quaker Puffed Rice, 360	4.25
Quaker Oats, 180	1.45
Quaker Oats, 200 Family (with China)	4.00
Quaker Oats, 360 Tins	4.25
Schumacker's Farina	1.40

GELATINE AND PREPARED DESSERTS.

Knox's Crystal	Per doz. 1.20
“ Acidulated	1.20
Cox's, large	1.65
“ small	.97 1/2
Plymouth Rock, pink or white	1.30
Nelson's	1.40
Bromangelon, assorted, 3 doz.	.90
Jell-O, assorted flavors, 2 doz.	.90
Jell-O Ice Cream Powder, 2 doz.	1.00
Jellycon, assorted flavors, 3 1/2 doz.	.87 1/2
Chalmer's	.90
Mother's, small, 1 doz.	.45
“ large, 1 doz.	.90
Cooper's	.85
Tryphosa	.95
Gelatine, McKinley's	.85
Wetmore's, double refined, 36 10-c. packages	.80
Pudding, assorted, 2 doz.	per case 3.70
Minute Gelatine, plain	per gross 12.75
Minute Gelatine, plain	per doz. 1.10
Minute Gelatine, flavored	per gross 10.80
Minute Gelatine, flavored	per doz. .90

MACARONI.

Domestic.	Per lb.
Larosa Alphabets, square, 25 pkgs.	.06 1/2
“ Elbows, square, 25 pkgs.	.06
“ Macaroni, long, 25 pkgs.	.06
“ Spaghetti, long, 25 pkgs.	.06
“ Vermicelli, square, 25 pkgs.	.06
“ Macaroni, bulk, 25 pkgs.	.06
Woodcock, long, 25 pkgs.	.10 1/2
Crystal, long, 25 pkgs.	.06 1/2
Crystal, Elbows, 24 pkgs.	.06 1/2
Crystal, Spaghetti, 25 pkgs.	.06 1/2
Crystal, Vermicelli, 25 pkgs.	.06 1/2
Extra, long, 25 pkgs.	.04 1/2

Imported.

B. S. J. Macaroni, 25 pkg.	.08 1/2
B. S. J. Elbows, 25 pkg.	.08 1/2
B. S. J. Spaghetti, 25 packs.	.08 1/2
B. S. J. Vermicelli, 25 packs.	.08 1/2

FIXTURES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 25 per cent. discount.	
600-lb. Platform Scale	18.00
Ten Caddies, Red, No. 52	14.00
Ten Caddies, Red, No. 53	10.00
Ten Caddies, Red, No. 54	8.00
Ten Caddies, Red, No. 55	5.00
Scoops, Galvanized, Flour	.30
Scoops, Galvanized, Sugar	.25
Scoops, Galvanized, Starch	.15
Tobacco Cutters	1.25
Alarm Money Drawers	1.50
Bag and Twine Holders	.75
Barrel Covers, 21 in.	3.50
Barrel Covers, 19 in.	3.00
Cheese Cutters	15.00
Bung Bore, No. 2, 1 1/2 to 2 in.	1.50
Coffee Mills, No. 7	10.00
Coffee Mills, No. 9	16.00
Coffee Mills, No. 12	45.00
Less 25 per cent. discount.	

Counters.

Sherer's Eclipse Counters—	
No. 1	Length. No. of Drawers Each.
6 1/2	3 feet, 8 inches 9 18.00
8 1/2	4 feet, 10 inches 13 22.00
10 1/2	6 feet, 12 inches 15 28.00
12 1/2	7 feet, 3 inches 18 32.00
14 1/2	8 feet, 6 inches 22 36.00
16 1/2	9 feet, 8 inches 24 40.00
18 1/2	10 feet, 10 inches 27 45.00
20 1/2	12 feet, 12 inches 30 50.00
Capacity of Drawers, 40 to 60 lbs. each.	

Scoops.

Indestructible, No. 4	per doz. 9.00
“ No. 5	13.00
“ No. 6	15.00
Ex. Galvanized Steel Blades, No. 3	per doz. 4.00
“ No. 4	5.40
“ No. 5	7.20
X Quality, No. 3	2.60
“ No. 4	3.00
“ No. 5	3.40

SMOKED FISH, CODFISH AND MACKEREL.

Shredded Cod.	
Beardsley—	
Dime cartons, 2 doz. in case	per doz. .90
Tina, Keyed (Jewel), 2 doz. in case	.90
Large cartons or tins, 2 doz. in case	2.00
Dime Tumblers, 2 doz. in case	.90
Bulk, 15 lbs.	per lb. .15
Thredded Fish.	
Thistle, 24 packages	.65
Swansdown, 2 doz.	per doz. .65
Osprey, 2 doz.	“ .65
Swift & Co.—	
Talisman brand, 20-lb. boxes	per lb. .10 1/2
“ 20-lb. cartons	per case 1.50
Fresh Codfish Steak.	
Swift & Co.—	
Talisman brand, 24 1-lb. tins	per case 3.20

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New Mackerel.

New.	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	20 lb.
Ex. Norway, No. 1, 170-190	35.00	18.10	9.25	3.00	
Ex. Norway, No. 2, 230-260	25.00	13.10	6.65	1.50	
Ex. Norway, No. 3, 320-360	19.00	10.10	5.25	1.20	
Ex. Norway, No. 4, 420-460	17.00	9.10	4.75	1.10	

Summer					
Ex. Bloaters, XX, 100-110	35.00	18.10	9.25	3.00	
Fancy Shore, No. 1, 130-150	28.00	14.60	7.50	1.65	
Ex. Shore, No. 1, 130-150	26.00	13.10	6.65	1.50	
Shore, No. 1, 130-150	24.00	12.60	6.50	1.40	
Extra Irish, No. 2, 325-375	16.00	8.60	4.50	1.05	
Medium Irish, No. 2, 350-400	15.00	8.10	4.25	1.00	
Small Irish, No. 2, 410-450	14.00	7.60	3.90	.95	
Small Irish, No. 3, 475-525	13.00	7.10	3.65	.91	
New Medium Shore, 160-180					
New Large Shore, 110-130					
Large, No. 2, 210-230					
Cape Shore, 110-130	16.00	8.60	4.50	1.05	
Holland, 400-450	11.00	6.10			

Herring.

Lab. Split, Lg. No. 1	200 lb.	100 lb.	50 lb.	20 lb.	8 lb.
Lab. Split, Lg. No. 2	7.00	4.60			
Shore, Round, Large	6.00	3.60			
Shore, Round, Med.	7.00	4.10			
Ocean Fish	5.00	3.10			
Shad, No. 1, Mesa	11.00	6.10	3.05	.75	
Shad, No. 2, Mesa					
Haddock, Pickled					
Red Salmon	12.00	6.60			

Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06 1/2
Gilt Edge, 40 lbs.	.06
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish	Per lb.
12 3/4, wood boxes	.15 1/2
12 3/4, “	.15 1/2
24 3/4, “	.16
10-lb. boxes	.15
5-lb. “	.15
Cakes, 24 in fancy box	per case 2.80
“ 10-lb. cartons	per carton 1.20
24 jars, fancy box	3.10
12 “	1.65
Strips, 40 size, boxes	.10
“ 20 “	.10 1/2
Middles, 40 size, boxes	.12
“ 20 “	.12 1/2

Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06 1/2
Snow White, 2-lb. bricks, 40 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07 1/2

Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case	1.50
“ small size, 2 doz. in case	.90
Small Tumblers, 2 doz. in case	.90
Large Jars, sealed, 2 doz. in case	1.50

Loose Codfish.

Extra Large Georges Cod	.08
Large Bank	.07 1/2
Medium Bank	.06 1/2
Pollock	.06
Hake	.06
In original cases, 450 lbs., 1/2 c. less.	

Smoked Fish.

New Extra Scaled Herring	per box .16
Boneless Herring, fancy 10-lb. boxes	per lb. .13
Smoked Salmon, whole fish	.27
Cromarty Bloaters, 500	per box 1.10
“ 1000	2.10
Swift & Co.—	Per case.
Talisman brand Boneless Herring, in glass, 100 size, 24 vacuum jars	2.95
Talisman brand Boneless Herring, in glass, 100 size, 24 screw-top jars	1.80

Sliced Halibut.

Swift & Co., in glass, 24 jars	3.10
“ 24 cartons	2.10

FRESH FISH.

Cisco	Per lb. .07
Halibut	.18
Salmon, fresh	.14
Codfish	.06
Large Hake	.06
Haddock	.05
Spanish Mackerel	.20
Sheepshead	.15
Smelts	.18
Cat Fish	.13
Butterfish, frozen	.08
Ells	.10
Sea Bass, frozen	.08
Weak	.07
Blue, frozen	.15
White Perch	.14
Spotted Trout	.15
Whitings	.03
Frozen Herring	.03 1/2
Steak Fish 1/2 cent per lb. additional	

OYSTERS.

Cove, Primes	per M. -10.00
Cove, Culls	4.50 - 5.00
Blue Points	5.00
Blue Points	per bbl. 6.50
Absecon, Primes	per M. -9.00
Absecon, Culls	4.50
Rockaways	per bbl. -5.50

CLAMS.

Clams	per M. 6.00 - 9.00
Necks	5.00 -

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DRIED FRUITS.

Raisins—		Per box		
Extra Dessert Clusters, 22-lb. boxes.....		2.95		
Connoisseur Clusters, 22-lb. boxes.....		2.05		
California Clusters, 20 No. 1 pks.....		1.75		
		Per lb.		
Muscadel, Fcy Cal. 4 cr. loose, 50-lb. boxes.....		.05 1/2		
Fcy Cal. 3 cr. loose, 50 lbs.....		.05		
Fancy Cal. 2 cr. loose, 50 lb. boxes.....		.04 1/2		
Valencia, Rogers Fcy, 4 cr. Ondara layers				
28 lbs.....		.06 1/2		
5 or 10-box lots.....		.06 1/2		
Standard Brands, 28-lb. boxes.....		.06 1/2		
Seeded—				
Owl, Ex. Fancy, 36-1s.....		.07		
Union Seal, Ex. Fancy, 36-1s.....		.06 1/2		
Ensign, Fancy, 36-1s.....				
5 or 10-box lots.....				
G. & S. Fancy, 36-1s.....		.06 1/2		
5 or 10-box lots.....		.06 1/2		
Admiral, fancy, 40-1s.....		.06 1/2		
Queen Bee, choice, 36-1s.....		.06 1/2		
Easter Brand, choice, 36-1s.....		.06 1/2		
Pride of Malaga, choice, 36-1s.....		.05 1/2		
5 or 10 box lots.....		.05 1/2		
Jay Eff, choice, 36-1s.....		.05 1/2		
5 or 10-box lots.....		.05 1/2		
Seedless—Imported Sultanas, ex. fancy, new				
7 cr., boxes about 30 lbs.....		.09 1/2		
Fancy, new, 5 crown, boxes about 30 lbs.....		.08 1/2		
Gold Cord Brand, Thompson's Bleached,				
seedless, extra fancy, new, 36-1s.....		.10		
Thompson extra fancy Bleached, new, 50-lb.		.10 1/2		
Thompson fancy Bleached, new, 50 lb. boxes		.10 1/2		
Not-A-Seed, new, 36-1s.....		.06 1/2		
5 or 10-box lots.....		.06 1/2		
G. & S. Thompson Seedless, 50-1s.....		.06 1/2		
Notawun Brand, Thompson's Seedless,				
fancy, new, 45-1s.....		.06 1/2		
Victor Brand Sultana Seedless, 40 1-lbs.....		.05 1/2		
5 or 10-box lots.....		.05 1/2		
Thompson's Seedless, fancy, 50-lb. boxes...		.04 1/2		
California Seedless Muscadel, fancy,				
stemmed and cleaned, 50-lb. boxes.....		.03 1/2		
5 or 10-box lots.....		.03 1/2		
California Sultana, fancy, 50 lb. boxes.....		.03 1/2		
5 or 10-box lots.....		.03 1/2		
Prunes—				
	Wheel Brand, Fancy New Santa Clara	Preferred Growth Fancy New California		
		Stannard Brands Fancy Santa Clara		
		Ruby Extra Fancy New		
20-30, 25 lbs.....				
30-40, 25 ".....		.08 3/4		.10 1/2
40-50, 25 ".....	.07 3/4	.07 1/2	.07 1/2	.09 1/2
50-60, 25 ".....	.06 3/4	.06 1/2		.08 1/2
60-70, 25 ".....	.05 3/4			.08 1/2
70-80, 25 ".....				.07 1/2
80-90, 25 ".....				
90-100, 25 ".....			.04 1/2	
30-40, 50 ".....				
40-50, 50 ".....				
50-60, 50 ".....	.06 1/2			
60-70, 50 ".....	.06		.05 1/2	
70-80, 50 ".....		.04 1/2	.04 1/2	.06 1/2
80-90, 50 ".....		.04 1/2		.06 1/2
90-100, 50 ".....	.04			
100-120, 50 ".....				
Prunes—Herbert's Challenge Brand, ex. fancy				
new Santa Clara, 20-30s, 25-lb. boxes.....				.12
Currants—Gold Medal, new, 36-1s.....				.07 1/2
Gold Medal, new, 25 lbs., loose.....				.07 1/2
Admiral, new, 40-1s.....				.07 1/2
Admiral, new, 30 lbs. loose.....				.07 1/2
Citron—Extra, fancy, new (all whole pieces),				
10-lb. hinge lid boxes.....				.13 1/2
Lemon Peel, fancy, 10-lb. hinge lid boxes.....				.12
Orange Peel—				Per lb.
Fancy 10 lb., hinge lid boxes.....				.12
Dates—				Per lb.
Fard, fancy, new, boxes about 14 lbs.....				.08 1/2
Hallowe'en. very fcy, new (Gldn) abt. 70 lb.				.04 3/4
Sair, new, about 70 lbs.....				.04 1/2
5 box lots.....				.04
Century, new, 30 packs.....				.05 1/2
Orient, new, pitted, 30 packs.....				.08 1/2
Figs—				
Fancy, new, Cal., 10-1s.....				.77 1/2
Extra fancy new Smyrna layers, 5 crown,				
boxes about 12 lbs.....				.1 1/4
Fancy new Smyrna layers, 5 crown, boxes				
about 12 lbs.....				.12 1/2
5 or 10 box lots.....				.12
Apricots—				Per lb.
Blenheim, extra fancy large, very bright				
Santa Claras, 25 lb. boxes.....				.14 1/2
5 or 10 box lots.....				.14 1/2
Wheel Brd fancy new Moorpark, 25 lb. bxs.				.14
Forest King, fancy, new, 25 lb. boxes.....				.12 1/2
Victory, fancy, new, 25 lb. boxes.....				.12 1/2
5 or 10 box lots.....				.11 1/2
Commander Brand, new, 25 lb. boxes.....				.11 1/2
5 or 10 box lots.....				.11 1/2
Red Banner, extra choice bright, 25 lb. bxs.				.11
5 or 10 box lots.....				.10 1/2
Champion Brand, 25 lb. boxes.....				.10 1/2
Moorpark Slabs, fancy, very bright, 50 lb....				.11 1/2
Cherries—				Per lb.
Extra fancy Cal., white, Royal Anne, pitted,				
25 lb. boxes.....				.27 1/2
Wheel Brand, extra fancy white, Royal				
Anne, unpitted, 25 lb. boxes.....				.13 1/2
Wheel Brand, unpitted, new, Cal. Black				
Tartarian, 25 lb. boxes.....				.11
Nectarines—				Per lb.
Reliance Brand, choice white, 25 lbs.....				.06 1/2
5 or 10-box lots.....				.06 1/2
Peaches—				Per lb.
Purple Ribbon, ex. fcy jumbo, yellow, 25 lbs.				.10
G. & S. Fortuna Brand, fancy Muirs, 25 lbs.				.10
Purple Ribbon, ex. fcy large yellow, 25 lbs.				.10 1/2



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

## YOU GET BUSINESS

by catering to the wants of the people. Do they want embalmed food? It is not natural to mix drugs with what we eat. Drugs are medicines to be prescribed by doctors, not by food manufacturers.

# HEINZ 57 VARIETIES PURE FOOD<sup>®</sup> PRODUCTS

are always "Safe to Buy." They will be as safe next month or next year as they are today, because they are good and pure.

With only reliable brands of pure foods on his shelves, no grocer need fear trouble or loss, either legally or through the dissatisfaction of his customers.

There are plenty of clean, pure goods without Benzoate of Soda. Why should any merchant sell goods that contain it?

### H. J. HEINZ COMPANY

New York

Pittsburgh

Chicago

London

## TO THE TRADE:

Have You Seen the Latest  
and Most Striking Evi-  
dence of the

## INCREASING AMERICAN DEMAND

FOR

# CEYLON TEA?

Read This:

## Exported to America

Jan. 1 to Dec. 31, 1908

BLACK — 10,193,550

GREEN — 3,305,935

Jan. 1 to Dec. 31, 1909

BLACK — 12,307,024

GREEN — 4,065,001

(Over Two and Three Quarter  
Millions Increase in Direct  
Shipments Alone.)



## FOREIGN AND DOMESTIC GREEN FRUITS.

### HORSERADISH.

INK.

**LAMP GOODS.**

## LIME.

LYE AND POTASH.

## MATCHES.

## MINCE MEAT.

## OILS.

## OLIVES.

**Olive Oil—Imported.**

## American Oil.

**PAPER.**  
**Wrapping.**

### Toilet Paper.

## Paper Bags.

## PICKLED MEATS AND FISH.

## POTATO CHIPS.

## POPPING CORN.

## PEANUT BUTTER.

## PICKLES.

## VINEGAR.

## PROVISIONS.

Star Hams, regular, 10 to 10 lbs.	.....	16 1/4
"          "          "          "          "	.....	16 1/2
"          "          "          "          "	.....	16 3/4
"          "          "          "          "	.....	17
Shield Hams, 10 lb. average.	.....	15
"          "          "          "          "	.....	15 1/2
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Nobody can make  
a better wagon  
than we do, and  
nobody can make  
as good a wagon  
cheaper :: ::

We not only make old wagons LOOK  
as good as new, but we repair them so  
skillfully that they WEAR almost as  
good as new.

Let us estimate on your next job.

## Rech-Marbaker Company

Eighth Street and Girard Avenue  
PHILADELPHIA, PA.



"My boy, I'm pleased with your work.  
I've just been looking over the salesbook  
and I'm going to give you that raise. I  
wish every man in the place could learn  
to sell goods like you do."

"Well, they can learn the same as I  
did, I guess. You see, I've been taking the  
SHELDON COURSE of Scientific  
Salesmanship, and,—"

"Oh, you have, eh! Well, you've got  
the right idea, Frank. Keep it up!"

Go thou and do likewise.

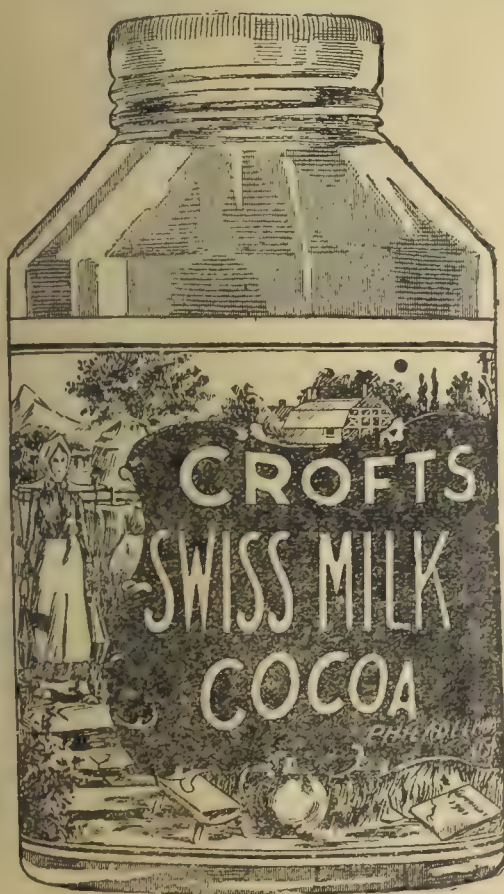
*Write for our catalogue.*

## Sheldon School

505 Republic Building

Chicago

## How to Make Other Cocoas as Good as Ours



Take the average cocoa on  
the market and carry it through  
another process or two, and you  
may have an article about as  
good as Croft's Swiss Milk  
Cocoa.

The trouble is that other man-  
ufacturers will not use that  
"other process or two," because  
of its cost. They prefer to send  
out their product half made, as  
it were—containing indigestible  
and ill-tasting ingredients which  
should have been eliminated—  
so that they can save a little on  
the cost of making.

Croft's Swiss Milk Cocoa  
has everything taken out that  
should be taken out, and for  
that reason, among others, it  
has the smoothest, finest flavor of  
any cocoa made.

Will you mention the "Grocery  
World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb.  
boxes

**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA



-25-

Swift & Co.—		
Premium brand Hams, 8 to 10 lbs.	.....	.17
" " " 10 lb.	.....	.17
" " " 14 to 16 lbs.	.....	.17
" " " 18 lb.	.....	.17
" " " skinned, 18-20 lbs.	.....	.18
" " " bottled, skinned, fatless	.....	.06
" " Bacon	.....	.22
" " Dried Beef, inside	.....	.30
" " Beef Tongues, short cut	.....	.19
Winchester brand Hams, skinned, all aver.	.....	.15 1/2
" " " 8 to 10 lbs. aver.	.....	.15 1/2
" " " 12 lbs. aver.	.....	.15 1/2
" " " 14 to 16 lbs. aver.	.....	.15 1/2
" " " 16 to 18 lbs. aver.	.....	.15 1/2
" " " Picnic	.....	.12 1/2

Above average loose, if packed 1/4 cent a lb. advance.

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs.	.....	.14 1/2
Plain tube, 50 and 60-lb. cans	.....	.14 1/2
10-lb. tin pails, 60 lbs.	.....	.15 1/2
5-lb. " 60 lbs.	.....	.15 1/2
3-lb. " 60 lbs.	.....	.15 1/2
Armour's—		
Shield Pure, 60-lb. tube	.....	.15 1/2
Simon Pure Leaf, 35, 50 and 100	.....	.17 1/2
White Cloud Compound, tube	.....	.11 1/2
" " " tierces	.....	.11 1/2
Vegetole, tierces	.....	.11 1/2
" " " tube	.....	.11 1/2
Swift & Co.—		
Premium brand, tierces	.....	.15 1/2
Silver Leaf brand, tierces	.....	.14 1/2
Jewel, compound, tierces	.....	.11
Cotoquet, tierces	.....	.11 1/2

## DRESSED MEATS.

	Per lb.
City Dressed Beef—	
Choice, native	..... .08 1/2 - .10
Common	..... .07 1/2 - .08 1/2
Western Dressed Beef—	
Choice, native cattle	..... .08 1/2 - .10
Common to fair	..... .07 1/2 - .08 1/2
City Dressed Veal—	
Prime	..... .12 - .14
Good to choice	..... .12 - .14
Dressed Hogs—	
Pigs	..... .11 1/2 - .12
Hogs, heavy	..... .11 1/2 - .12
" 120 lbs.	..... .11 1/2 - .12
" 160 lbs.	..... .11 1/2 - .12
" 140 lbs.	..... .11 1/2 - .12
Dressed Sheep and Lambs—	
Lamb, western, good	..... .10 - .13
" " " culls	..... .10 - .13
Sheep, choice	..... .10 - .11
" " " medium	..... .08 1/2 - .09 1/2

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues..... each	.....	-.75
Cow Tongues.....	.....	-.70
Calf Heads, scalded.....	.....	-.75
Sweetbreads, veal..... per pair	.....	-.40
" " " beef..... per doz.	.....	-1.00
Calf Livers..... per lb.	.....	-.25
Beef Kidneys..... per doz.	.....	-1.00
Beef Livers.....	.....	-.06
Ox Tails..... per doz.	.....	-.50
Hearts, beef..... per lb.	.....	-.03
Rolls, beef.....	.....	-.05
Tenderloin, beef, western	.....	-.13
Fresh Pork, loin, city	.....	-.13
" " " western	.....	-.14 1/2

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.		
Turkeys—		
Western, young hens, 8 to 10 lbs.	.....	-.25
" " " young toms, 15 to 17 lbs.	.....	-.25
Old hens and toms	.....	-.23
Common to good	.....	-.20
Brilliant—		
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy	.....	-.25
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair	.....	-.24
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy	.....	-.25
Western, 4 to 4 1/2 lbs. to pair, fancy	.....	-.19
" " " 3 to 3 1/2 lbs. to pair, fancy	.....	-.19
" " " fair to good	.....	-.15
Fowls—		
Western, fancy	.....	-.18
Heavy Roasters, 4 to 5 lbs.	.....	-.20
Fair to good	.....	-.18
Old cocks	.....	-.12 1/2
Squabs—		
Prime, large, fancy	.....	3.50-4.50
Mixed	.....	2.75-3.75
Dark	.....	1.50-2.00

## LIVE POULTRY.

	Per lb.
Spring Chickens, nearby, 1 1/2 to 2 lbs.	..... .18 - .20
Large Springers	..... .16 - .18
Fowls	..... .16 - .17
Roasters	..... .11 - .12
Ducks	..... .15 - .16

## POULTRY SEASONING.

Bell's Spiced Seasoning—		
Small, or rec. size, 1 doz.	.....	.90
" " " 1 doz.	.....	.90
Large, or rec. size, 1 doz.	.....	1.80
1-lb. cans, 1 doz.	.....	per case
5-lb. cans, 1/2 doz.	.....	12.00

## SAUER KRAUT.

Barrels, 45 gals., Oakdale	.....	6.75
Half barrels	.....	2.70
Kegs, 14 gals.	.....	2.70
3 lb. tins, cases, 2 doz. each	.....	.85

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## PLUM PUDDING.

Richardson & Robins—	Per doz.
Individual size, 1/2 lb.	..... .95
Round conical, with key, No. 1, 1 doz.	..... 2.30
" " " No. 2, 1 doz.	..... 4.10
" " " No. 3, 1/2 doz.	..... 6.30
" " " No. 4, 1/2 doz.	..... 8.15
P. P. Sauce, No. 1, 2 doz.	..... 1.50
Atmore's Genuine English, seedless—	Per case
Individual, 2 doz.	..... 2.10
No. 1, cans, 1 doz.	..... 2.30
No. 2, cans, 1 doz.	..... 4.10
No. 3, cans, 1/2 doz.	..... 3.35
No. 4, cans, 1/2 doz.	..... 4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	Per doz.
No. 32, jars	..... .97 1/2
No. 5, toy pails	..... 2.45
American, pure apple, tumblers, assorted slices	..... .88
Schimmel's, No. 10, tumblers	..... .83
National, No. 10, tumblers	..... .72 1/2
" " " No. 6, tumblers	..... .49
PRESERVES—	Per lb.
Schimmel's, pure, 30-lb. pails	..... .13 1/2
National, 30-lb. pails	..... .09
Southwark, 30-lb. pails	..... .06
" " " 4 1/2-lb. toy pails, 1/2 doz.	..... 4.15
Fruit Butters—	Per doz.
Apple, No. 32, jars	..... .98
" " " Southwark, No. 3, tins	..... 1.00
" " " No. 5, toy pails	..... 2.70
" " " 30-lb. pails	..... per pail
" " " 20 lb. crocks	..... per lb.
" " " Schimmel's, 30-lb. pails	..... .07 1/2
Prune, 30-lb. pails	..... .07 1/2
Peach, 30-lb. pails	..... .07
Jams—	
Schimmel's, pure, jars, 2 doz.	..... 1.70
Southwark, assorted, jars, 2 doz.	..... .93
Orange Marmalade—	
Hartley's, imported	..... 1.80
Schimmel's, pure	..... 1.65
Warrock's Guava Jelly—	
1-lb. tumblers	..... 4.00
1/2-lb. " "	..... 2.25

## FRESH FRUIT JAMS.

	In No. 1 tins, per doz.	In No. 1 glass jars, per doz.
Curtice Bros.—		
Strawberry Jam	..... \$1.25	\$1.65
Raspberry Jam	..... 1.25	1.65
Raspberry and Currant Jam	..... 1.25	1.65
Cherry Jam	..... 1.25	1.65
Apricot Jam	..... 1.25	1.65
Red Currant Jam	..... 1.25	1.65
Quince (sliced) Jam	..... 1.25	1.65
Peach Jam	..... 1.25	1.65
Pear Jam	..... 1.25	1.65
Blackberry Jam	..... 1.25	1.65
Gooseberry Jam	..... 1.25	1.65
Green Gage Jam	..... 1.25	1.65
Damson Jam	..... 1.25	1.65
Grape Jam	..... 1.25	1.65
Orange Marmalade	..... 1.25	1.65
Pineapple Marmalade	..... 1.25	1.65
Red Cherry	..... 1.25	1.65
White Cherry	..... 1.25	1.65
Black Currant	..... 1.25	1.65
Egg Plum	..... 1.25	1.65

Tins packed in cases of four dozen each. Glass jars packed in cases of two dozen each.

## DRUGS.

## Family Medicines.

	5c. sz.	10c. sz.	50c. sz.
Castor Oil	.....	.45	1.25
Sweet Oil	.....	.45	.75
Spirits Nitro	.....	.45	1.95
Spirits Camphor	.....	.45	1.95
Spirits Painters' Commercial	.....	.45	1.95
Paregoric	.....	.45	1.95
Glycerine	.....	.45	1.95
Syrup Squilla	.....	.45	1.95
Syrup Rhubarb	.....	.45	1.95
Syrup Ipecac	.....	.45	1.95
Turlington Balsam	.....	.45	1.95
Golden Tincture	.....	.45	1.95
Tincture Arnica	.....	.45	1.95
Balm of Malta	.....	.45	1.95
Bateman Drops, rd. bot.	.....	.45	1.95
Godfrey's Cordial, rd. bot.	.....	.45	1.95
Turpentine	.....	.45	1.95
Laudanum, rec. size	.....	per doz.	.88
" " " 5c. size	.....	per doz.	1.95
5 per cent. discount in gross lots assorted.			
Alum, powdered, bulk	.....	per lb.	.03
Borax, powdered, bulk	.....	per lb.	.07
" " " lump, bulk	.....	per lb.	.06
Butter Color, W. & R.	.....	per doz.	8.00
Bluestone, bulk	.....	per lb.	.08
Copperas	.....	per lb.	.01 1/2
Camphor, gum, 1-oz. blocks	.....	per lb.	.05 1/2
" " " flakes, 50-lb. bbls.	.....	per lb.	.03 1/2
" " " less quantity	.....	per lb.	.03 1/2
" " " Tar Balls, 50-lb. bbls.	.....	per lb.	.03 1/2
" " " less quantity	.....	per lb.	.03 1/2
Castoria, Fletcher's	.....	per doz.	2.80
" " " Pitcher's	.....	per doz.	.75
Carbonate of Ammonia	.....	per lb.	.11
Epsom Salts	.....	per lb.	.00
Glauber Salts	.....	per lb.	.01 1/2
Glue, ordinary	.....	per lb.	.09 1/2
" " " white	.....	per lb.	.20
Gum Arabic	.....	per lb.	.30
Haarlem Oil	.....	per doz.	.30
Husband's Magnesia	.....	per doz.	2.85
Jamaica Ginger, Hires', 5-lb. boxes	.....	per doz.	.90
Licorice, P. & S., 5-c. stick, imported, per doz.	.....	per doz.	.36
" " " M. & R., 5-lb. boxes	.....	per lb.	.03
" " " lozenges, 5-lb. boxes	.....	per lb.	.07
" " " 40, 60, 80, 120, 160, 5-lb. boxes	.....	per lb.	.24
" " " root	.....	per lb.	.12
Putty, 25-lb. cans	.....	per 100 lbs.	1.60
" " " 30-lb. cans	.....	per 100 lbs.	1.55
Petroleum Jelly, screw top, 5c. size	.....	per doz.	.31
" " " 10c. size	.....	per doz.	.75

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Paris Green, 100-125-lb. kegs	.....	per lb.	.24 1/2
" " " 1/2-lb. packages	.....	per lb.	.29
" " " 1-lb. packages	.....	per lb.	.28
Rosin	.....	per lb.	.04
Roach Powder, Omega, 4-oz. cans	.....	per gross	9.00
Roachault, roc. size	.....	per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.	.....	per lb.	.06 1/2
" " " granulated, about 100-lb. kegs	.....	per lb.	.06 1/2
Sulphur, flour, 175-lb. bbls.	.....	per 100 lbs.	2.55
" " " 100-lb. bags	.....	per 100 lbs.	2.35
" " " less quantity	.....	per lb.	.03 1/2
Venetian Red	.....	per lb.	.01
Whiting	.....	per lb.	.02
Goff's—		Per doz.	
Cough Syrup, 5c. size	.....	per doz.	1.75
Herb Bitters, 5c. size	.....	per doz.	1.75
Oil Liniment, 5c. size	.....	per doz.	1.75
Sarsaparilla, 5c. size	.....	per doz.	3.50
Worm Syrup, 15c. size	.....	per doz.	1.20
Horse and Cattle Powder, 15c. size	.....	per doz.	1.20
Dyspepsia Tablets, roc. size	.....	per doz.	.75
Iron Glue, McCormick & Co.—			
No. 5	.....	per doz.	.40
No. 10	.....	per doz.	.75
Tube V	.....	per doz.	.75
McCormick & Co., Bee Brand—			
Insect Powder	.....	per doz.	.85
Root Beer	.....	per doz.	.80
Talcum Powder	.....	per doz.	.75
Triangular Quinine	.....	per doz.	.80
Quinine Capsules	.....	per doz.	.80

## Druggists' Sundries.

Acid Phosphate, Horsford's	.....	per doz.	4.15
Bath Brick, box 25 bricks	.....	per box	.60
Sealing Wax	.....	per lb.	.03
Silver Band	.....	per bbl.	1.25
Tar, pints	.....	per doz.	.75
" " " quarts	.....	per doz.	1.00
" " " gallons	.....	per doz.	.30
" " " 1/2 bbls.	.....	per doz.	3.50
" " " bbls.	.....	per doz.	6.00
McCormick & Co.—			
Jockey Animal Food, 3 doz. 1-lb. packages	.....	per case	3.75
and premiums	.....	per case	3.00
U. S. Nerve and Bone Liniment, 5c. size	.....	per doz.	3.00
McCord's Magic Medicine, 5c. size	.....	per doz.	4.00
" " " 50c. size	.....	per doz.	4.00
McCormick's Tasteless Chili Tonic, 5c. size	.....	per doz.	4.00
McCormick's Watermelon Syrup, 50c. size	.....	per doz.	4.00
Reliable Brand Headache Powders, roc. size	.....	per doz.	.75

## Extracts and Essences.

McCormick & Co., Bee Brand—		Per doz.
Vanilla, Rose, Pistachio, No. 2 size	.....	.90
" " " No. 3 size	.....	3.00
" " " No. 4 size	.....	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size	.....	.85
" " " No. 3 size	.....	1.75
" " " No. 4 size	.....	2.00
Lemon, No. 2 size	.....	.90
Orange, No. 2 size	.....	.90

## SAUER'S PURE EXTRACTS

FOR FLAVORING LICES ETC. BEST BY TEST AT YOUR GROCERIES 104 &amp; 25C. WHOLESALE SALE OF ANY BRAND IN ALL UNITED STATES

Sauer's Flavoring Extracts—			
No. 1, Lemon and Vanilla	.....	per doz.	.45
No. 2, Vanilla and Rose	.....	per doz.	.90
No. 3, Lemon and assorted	.....	per doz.	.85
No. 4, " " "	.....	per doz.	2.00
No. 4, Vanilla	.....	per doz.	2.25
Assorted cases, Nos. 1 and 2	.....	per doz.	10.80
" " " Nos. 1, 2 and 4	.....	per doz.	11.80
Bulk		pts.	qts.
XXX Vanilla	.....	1.50	3.00
XX Vanilla	.....	1.25	2.50
X Vanilla	.....	1.00	2.00
Lemon, Orange, Wintergreen, Cinnamon, Peppermint, Cloves, Calory	.....	1.00	1.60
Peach, Rose, Apricot, Violet	.....	1.50	2.75
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit	.....	1.25	2.25
Tea	.....	per doz.	7.00
Kitchen Queen—		Per doz.	
Extract Vanilla, No. 25	.....	per doz.	2.00
" " " No. 25 X	.....	per doz.	.80
" " " No. X	.....	per doz.	.45
Extract Lemon, No. 25	.....	per doz.	1.75
" " " No. 25 X	.....	per doz.	.40
" " " No. X	.....	per doz.	.45
Ingersoll's Flavoring Extracts—			
High Grade Vanilla	.....	per doz.	1.75
" " " Lemon	.....	per doz.	1.75
" " " Almond	.....	per doz.	.85
" " " assorted	.....	per doz.	.85
" " " small size	.....	per doz.	.45

## Mapleine.



## A Special Profit



We are giving a special profit at this season on

### Swift's Pride Washing Powder

The nearest *Swift Branch House* will gladly give you particulars if you write and ask. This is important to you because our big advertising means many calls and each is a chance to secure this special profit.

**Swift & Company**  
CHICAGO, U. S. A.



## There Is Only One "Exton"



The "Exton" Oyster Cracker has been the Oyster Cracker for 63 years! Think of it! For 63 years no other cracker manufacturer has been able to equal to "Exton" in quality or in popularity.

To-day it is "The Best Known and Known as the Best"

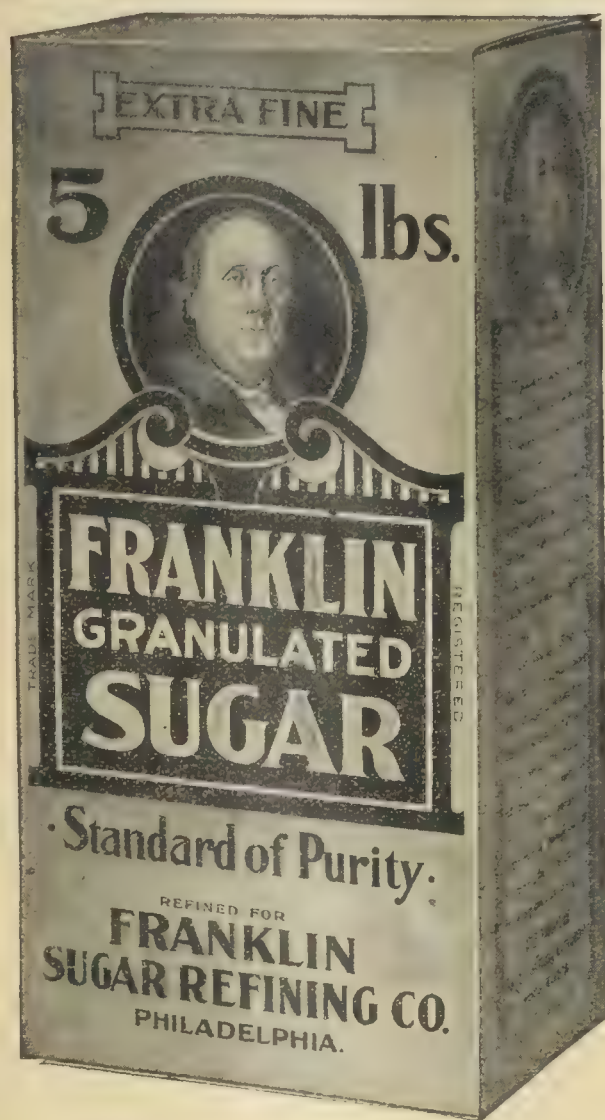
Is not that a good reason why you should be prepared for this season's business by ordering your stock now?

No better value **has** been offered you. No better value **CAN** be offered you, and no better value **WILL** be offered you.

**A. EXTON & CO., = Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.



PACKED ALSO IN 2-POUND CARTONS

## Here's Our Idea of a Merchant

The merchant is not he who simply displays goods for sale, meets all competitors' prices and fills the orders that come in.

A blind boy could do that.

The merchant is he who, for example, has been selling bulk sugar for years at little or no profit, but who sees in **Franklin Carton Sugar** a chance to turn the loss into a profit, and who instantly adopts it.

The merchant, in other words, is he who first learns the weak spots in his business, and, if there is a tonic for them, gets it and applies it.

There are two ingredients in **Franklin Carton Sugar** as a tonic—first, the fact that you can't give more than sixteen ounces to a pound, and second, the fact that all labor of selling is eliminated.

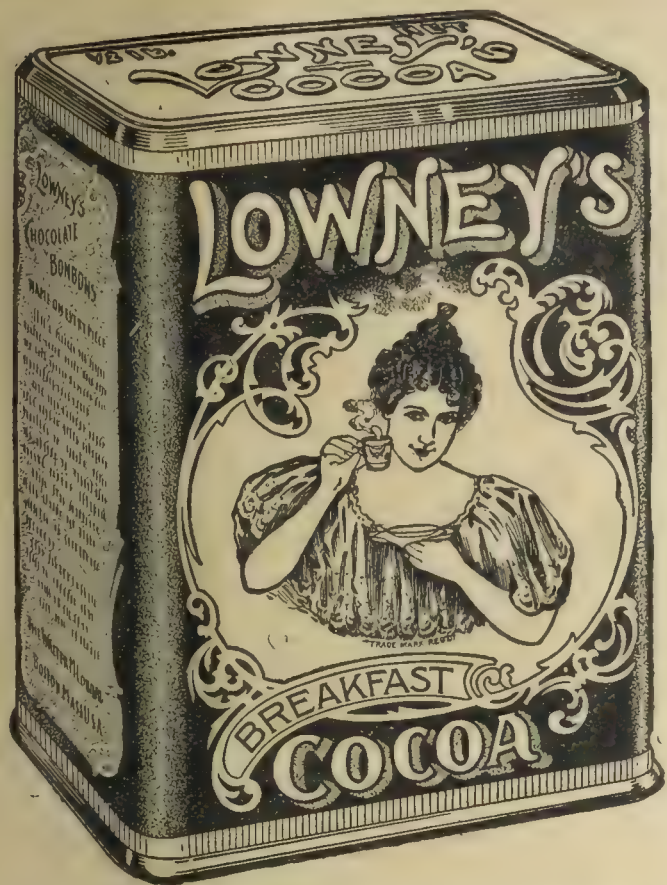
Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**  
PHILADELPHIA, PENNA.









Reckon Up the Profit on LOWNEY'S COCOA and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

# SOAPS

Young's Scouring  
Soap  
Cygnets Soap

**CHAS. W. YOUNG & CO.**

ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

## LAMSON

*Air Line*

# CASH CARRIERS

Keep a check on your sales

Fix responsibility—lessen labor—reduce selling expenses—give quick service—please your customers.

*Bulletin E explains all.*

**Lamson Consolidated Store Service Company**

BOSTON

Philadelphia Office, No. 500 Penn Mutual Building

# SERVICE

Nothing can compare with the satisfaction of knowing that you are being treated fairly; this is particularly true when applied to Coffee, because there are so many grades and varieties.

We guarantee to give you exactly what you buy, every time you buy, and back our guarantee up with our reputation gained during the past hundred years.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter. [ ]

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, February 21, 1910.

No. 8.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE

GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.

P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3-50  
To Great Britain and Continent of Europe  
and Asia ..... 4-50  
Single Copies ..... -10

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## United States Government Bestirs Itself Against Illegal Food Products

**Sends "Grocery World and General Merchant" Largest Batch Yet of Prosecutions Under Federal Food Law. Banned Products Include Extracts, Dried Fruits, Cheese, Baking Powder, Catsup, Pepper, Etc.**

The "Grocery World and General Merchant" has received from the United States Government during the week the facts of the largest batch of prosecutions under the Federal food law that have been announced since the enforcement of the law began. The cases cover both food and drugs, but are chiefly food, and the cases run from No. 134 to 164.

The first case reported was a confiscation proceeding against Baird-Daniels Co.'s. Distilled Buchu Gin. Without an equal for kidney and bladder trouble." The Government analyzed it and found 38.66 per cent. of alcohol "and a mere negligible quantity of buchu." This was considered a fraud, and to this conclusion the manufacturers apparently agreed, for they made no defence. The goods were released on the filing of a bond and the payment of costs.

The second case was against "Paddock's Standard Lemon Flavor. Made from oil of lemon, alcohol and water. Paddock Coffee and Spice Co., Kansas City, Mo." The Government's analysis disclosed practically no oil of lemon at all. The Paddock concern did not deny and were prosecuted criminally. They plead guilty and were fined \$25 and costs.

The third case was a confiscation proceeding against fifty packages of cheese labeled "full cream" and packed by Crosby & Meyers, Louisville, Ky. They were marked with weights which the Government found from 1½ to 2 pounds short. Seizure followed and the goods were released upon filing a bond.

The second cheese case also had Crosby & Meyers as the defendants, and the charge was also short weight. The case took the same course.

Another adulterated peach case was reported as follows:—

On or about August 21, 1909, an inspector of the Department of Agriculture found in the pos-

session of Henry P. Kern, at No. 1115 D street, N. E., Washington, D. C., 35 boxes of peaches, each box containing 50 pounds, labeled "Le Rioux Peaches." These goods had been purchased by said Kern from the firm of Miller, Clagett Co., Washington, D. C., and were intended for use in the manufacture of pies. A sample of the peaches was collected by the inspector and submitted to the Bureau of Chemistry for examination, where it was found to be filthy, decomposed, mold-covered and infested with worms and unfit for human consumption. On August 21, 1909, the facts were reported by the Secretary of Agriculture to the United States Attorney for the District of Columbia and libel for seizure and condemnation was duly filed. The court ordered the goods destroyed.

There was also a case brought against a brand of cheese, improperly marked "English." The facts were as follows:—

On or about December 3, 1908, an inspector of the Department of Agriculture found in the possession of Githens, Rexsamer & Co., Philadelphia, Pa., 375 boxes of cheese labeled "English Dairy Cheese, Our Dandy Full Cream," which had been shipped by the Phenix Cheese Co., from Bridgewater, N. Y., on November 28, 1908. A sample of this cheese was subjected to analysis in the Bureau of Chemistry, United States Department of Agriculture, and found to have been made from milk and not from cream, and information had been obtained which showed that the cheese was not manufactured in England, but in Bridgewater, N. Y., by the Phenix Cheese Co. The goods were therefore misbranded within the meaning of Section 8, paragraphs 2 and 4 covering such instances of misbranding as alleged in this case, viz., the labeling of the article so that it purports to be a foreign product when not so; and the

presence on the label of the false and misleading statements before quoted regarding the ingredients and substances contained in said boxes. On December 4, 1908, the facts were reported to the United States Attorney for the Eastern District of Pennsylvania and the above mentioned libel for seizure and condemnation was duly filed, with the result that the goods were released upon filing a bond.

Short-weight baking powder supplied the subject of another prosecution, the brand being "Hi-Lo Baking Powder," made in Nashville, Tenn. The facts were these:

On or about February 27, 1909, an inspector of the Department of Agriculture found in the possession of the Consolidated Grocery Co., Pensacola, Fla., 720 cases of baking powder labeled and branded "50 one-pound Full Weight High Grade Hi-Lo Low Price Baking Powder, Pure, Continental Baking Powder Co., Nashville, Tenn.," which had been shipped by the Continental Baking Powder Co. from Nashville, Tenn., to the said consignee, on September 24 and November 26, 1907. A number of cans were weighed in the Bureau of Chemistry, United States Department of Agriculture, and the average net weight found to be 14.9 ounces, showing a shortage of 1.1 ounces or 7 per cent. The goods were, therefore, misbranded within the meaning of Section 8, Paragraph 3, of the act, which provides as follows:—

That an article \* \* \* shall be deemed to be misbranded \* \* \* if, in package form, and the contents are stated in terms of weight or measure, they are not plainly and correctly stated on the outside of the package,

and on February 27, 1909, the facts were reported by the Secretary of Agriculture to the United States Attorney for the Northern District of Florida and libel for seizure and condemnation was duly filed. The owner got the goods by filing a bond.

Another brand of evaporated apples—"Victor Brand Prime Funsten Evaporated Apples"—was also found unfit for food. In this case the Government brought criminal prosecution against the R. E. Funsten Dried Fruit and Nut Co., of St. Louis, Mo., and a fine of \$10 and costs. The facts were these:—

On or about February 14, 1908, an inspector of the United States Department of Agriculture purchased the sample of evaporated ap-

ples labeled as above from A. Janszen & Co., at Cincinnati, Ohio, which sample was forwarded to an analyst in the Bureau of Chemistry of said Department, where it was found that it consisted of wormy and partly decayed fruit, and that it was not made from selected stock.

A. Janszen & Co. and the R. E. Funsten Dried Fruit and Nut Co. were duly notified that said product was misbranded in the above particulars and were given an opportunity to be heard and were heard in regard to said misbranding and it appearing that a violation of the act had been committed, the facts were reported by the Secretary of Agriculture to the Attorney-General and the case referred to the United States Attorney for the Eastern District of Missouri, who brought the action.

The Phoenix Brand of Seedless Raisins also came in for a drubbing, on the ground of containing "worms and other animal matter." The facts were as follows:

Inspector of the United States Department of Agriculture found on the premises of John C. Ewald, No. 1244 Florida avenue, Washington, D. C., twelve 50-pound boxes of seedless raisins, labeled as above described, which had been shipped from Comly, Flannigan & Co., Philadelphia, Pa., on or about August 7, 1909. The inspector ascertained that samples taken from three of the above boxes were infested with worms and other insects, and so contaminated as to be unfit for use in foods. On September 21, 1909, the Secretary of Agriculture reported the facts to the United States Attorney for the District of Columbia, who filed the above libel, with the result that the court ordered the goods destroyed.

There was also a case of adulterated pepper, the defendant being Parrish Bros., of Baltimore, Md. This was a criminal prosecution, the defendants being fined \$50 and costs. Here are the facts:

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Corporation Practice, Cases Under Food Laws  
Trade-Mark Registration  
General Practice



# First Blood for the Free Employment Bureau.

Every day new registrations are coming in from employers who want managers and clerks, and from managers and clerks who want improved positions. The "Grocery World and General Merchant Free Employment Bureau" is going to be one of the most useful enterprises open to the trade. And certainly one of the most inexpensive, since it costs nothing.

Here is a letter from a clerk who registered with the Bureau only a few weeks ago:—

652 West Clearfield St.,  
Philadelphia,  
Pa.

Grocery World Pub. Co.,  
Employment Bureau,  
Phila., Pa.

Gentlemen:—

I have gotten a situation in Wilmington through one of your letters, for which I am much obliged to you.

Yours sincerely,

*A. A. D. M. H. L. L. A. N. D.*

No doubt about it, we have the ideal plan of getting employer and employee together. The man in position to use it who doesn't use it is an exceedingly foolish individual, since it doesn't cost him a penny from beginning to end.

**The Grocery World and General Merchant Employment Bureau**  
927 Arch Street, Philadelphia, Pa.



On March 19, 1908, an inspector of the Department of Agriculture purchased from M. J. Gately, Fredericksburg, Va., a sample of an article of food (I. S. 1,760-a) labeled and branded "The Best in Spices. Levering's Brand Pure Spices, Pepper." This sample was part of a shipment by Levering Coffee Co., from Baltimore, Md., to the said Gately, on or about January 14, 1908, and was included in a bill of pepper sold on or about January 14, 1908, by Parrish Bros. to the said Levering Coffee Co. under a guaranty. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture, and it was found that it contained an excess of pepper shells, and extraneous mineral matter (dirt). Parrish Brothers plead guilty and were fined as aforesaid.

#### Packers Defend Their Meat Prices in Missouri.

Competition rather than combination or agreement among packers fixes the prices of meats, according to testimony of packing company officers given last Thursday in the investigation of the methods of the nine packing companies doing business in Missouri. A general denial that prices are fixed at meetings of representatives of the companies was entered by the three witnesses examined during the day—namely, C. W. Armour and C. H. Hodge, of Kansas City, president and assistant to the president of the Armour Packing Co., and G. F. Swift, of Chicago, in charge of the hog packing department of Swift & Co. C. W. Armour, the first witness, declared the Armours had no financial interests in the National Packing Co. of New Jersey. He denied having any knowledge of its business except as a competitor. Mr. Armour contended that competition fixed the price at which meats were sold. He denied that representatives of his firm met with other packers to fix prices. He said his company always met the prices of his competitors. Mr. Armour testified his firm is a member of the Kansas City Produce Exchange, and that the Exchange fixed prices by bidding for offerings. Mr. Hodge testified that the Armour Packing Co. and Armour & Co., of Illinois, slaughtered cattle, sheep and hogs to the value of \$115,000,000 during 1909.

## Churches Help Larkin Schemes Against Retail Merchant

National Secretary Green Prints Original Letter to Prove Unfair Discrimination. National Association Working with Oleo Interests for Repeal of Tax.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

February 17, 1910.

The following bona fide letter just received will possibly throw some light upon the methods of securing business by the mail-order houses. It is aggravating, to say the least, that our churches engage in this kind of business and come in direct competition with its own members.

Our experience teaches us that when contributions for church work are to be secured the business men of the church interested are the first ones to whom the membership or the government of the church turn for assistance. This is no new thing, but some means should be considered by the members of the church, if for only decency's sake, that methods of this kind should not be encouraged. The following is a letter and part of the advertising which accompanied it:—

Dear Cousin:—We are having a contest at our church to see who will sell the most Larkin soap, and the money made from this is to be turned into the building fund for our new church. The child selling the most soap wins a prize, and of course I am trying to win the prize. Inclosed find a Larkin list which you can look over, and if there is anything you would like, I would be delighted to receive your order by next Saturday, as the contest closes then. I will deliver the goods you order as soon as I receive them.

Yours very truly,

What are our business men doing to educate church members to the real facts in the case?

It is not long since the writer heard the question asked in an assembly of ministers, "What can we do to increase the attendance of men at the church service?" A splendid answer could be made by presenting to those men a copy of this letter.

\*\*\*

Up to the present time there has been no effort in regard to the passing of any parcels post legislation and from outward appearances it would seem that there would be none during this session

of Congress. While there have been a few petitions from the Patrons of Industry and from a few of the Farmers' Alliances in its favor, there have been scores of protests against any legislation of this kind, so that it is safe to say the chances for parcels post legislation this year are very slim indeed.

\*\*\*

There has been pending in the National Congress a bill to amend the oleomargarine law. At the national convention in Portland it was unanimously agreed that we should use every means at our command to repeal the tax of 10 cents per pound on colored margarine.

The bill of Representative Burleson, known as H. R. 13,842, provides for the proper branding of oleomargarine, for stamping it and branding it so that it cannot be sold for anything but what it is, and at the same time repeals the tax of 10 cents. The retailers' license at the present time is \$48 per year, and the bill in its present form makes no provision for reducing that amount.

On February 4th I arrived in Washington and took up the matter of reducing the retailers' tax to \$6 per year and otherwise amending the bill so as to make it conform to the desires of the retail grocers of the United States. I found that Representative Burleson was as anxious to pass his bill as we were to have it passed and he expressed his willingness at once to amend his bill along the lines suggested.

There is, however, another bill in preparation, but which has not as yet been introduced, which also provides for a \$48 tax to the retailer, but the author of this bill also agreed, in case it is introduced, to amend it so as to provide a \$6 tax only for the retailer. This second bill, however, provides for the uniform tax of 2 cents per pound upon both white and colored oleomargarine.

It is a question just at the present time whether any bill amend-

ing the oleomargarine can be passed. The popular sentiment all over the United States is in favor of amending the oleomargarine act and if not entirely wiping out the 10-cent tax on colored oleomargarine to reduce it 2 cents per pound, as recommended by the Secretary of the Treasury.

The session is well advanced. Other business matters are crowding the legislators close. After being on the ground for two days, it would seem to me that with very little effort on our part in forcing the consideration of this bill by the committee, that we could get a hearing and favorable legislation along these lines, but whatever is done will have to be done quickly. The Committee on Agriculture, to whom this bill is referred, does not seem to be anxious to consider it, but has promised to do so after taking up some other matters, which will probably take three or four weeks.

There has been introduced a bill by Senator Penrose, of Pennsylvania, which will absolutely prohibit the manufacture of oleomargarine in any form. But little attention is paid to it and it is not taken seriously into consideration. I would advise the State secretaries of our associations to write to their Congressmen on behalf of the members of their State, urging consideration of the Burleson bill as amended to satisfy our desires. If this is done at once public opinion will demand the passage of the Burleson bill.

\*\*\*

The bill introduced in Congress by the Hon. Swager Shirley, of Kentucky, to amend the bankruptcy act has been referred to the Committee on Judiciary. This bill has a provision in it that says "No wage earner shall become a voluntary bankrupt unless his accounts exceed \$300." This bill has been referred to the Committee on Judiciary and a hearing was had on it some weeks ago.

We are waiting anxiously the report of the committee. A like bill was introduced last year by Mr. Shirley, and when it was reported from the committee the \$300 clause had been taken out, this affording the retailer no protection whatever.

The national convention at Portland voted unanimously in



avor of the repeal of the bankruptcy act. There is a bill along these lines, introduced by Representative Henry, of Texas, which has not had a hearing before the committee.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

Written for the "Grocery World and General Merchant."

### This Jobber Thinks Factory Brands Will Supplant Private Brands.

A Leaf from His Own Experience with Both. Says Private Brand is Loose, Both for Packer and Jobber and Becomes Unstable. Factory Brand Packer's Own and Much Less Open to Instability.

As a wholesale dealer, I have had an experience with private brands as against what are termed the factory brands of packers, which has made me believe that in time the private brand will be supplanted by the factory brand. Possibly my experience may interest someone else.

Of course, as is generally known among the jobbing trade, though perhaps not so generally understood among the retail trade, a private brand is owned outright by the jobber. Usually he invents it and has his own labels printed. He can protect it against any other person who seeks to use it. A factory brand is owned by the packer, and he simply gives a jobber control of it in a given territory, so that it is practically the jobber's own brand, though he does not own it. The packer provides the labels for factory brands and sells the goods to the jobber exactly as he would sell any brand to him, except that he sells that particular brand to nobody else in the territory.

The weakness of private brands as against factory brands I have found by my own experience to be two-fold: As a merchant I am looking for goods to pack under my own brand that will pay me the best profit. I select a certain packer's goods this year, we will say, as the best I can get. Next year some other packer may offer me something better or cheaper, and I am never proof against the temptation to change the goods if it will pay me to do so. That makes my brand unstable, which

## How to Get the Biggest Interest on Your Savings

Will you *let* us insure your life for a *thousand dollars* if we guarantee not only to give your heirs the thousand dollars, but also return to them every dollar you pay us in premiums if you should die within a specified period, and *give you* in the meanwhile **10% to 15%** yearly dividends on your payments—for that is what you get in our Annual Dividend Contract. Can you realize what this means? It means just what we say—the premiums you pay us not only give you insurance and earn money for you besides, but *we give back every dollar* if you die. We are actually *paying you to accept a profitable investment*.

Can you afford to miss such an opportunity? You only have to send us the coupon and we'll explain.

PENN MUTUAL LIFE INSURANCE COMPANY,  
925 Chestnut St., Philadelphia, Pa.

Furnish particulars regarding insurance proposition.

Name .....

Address .....

Date of birth .....

It is understood that this inquiry does not impose any obligation on me.  
H. O. A.

PENN MUTUAL LIFE  
INSURANCE COMPANY

925 Chestnut St., Philadelphia, Pa.

is the worst thing that can happen to a brand, even though the quality does not deteriorate by the change.

Another weakness is the fact that the brand means nothing special to the packer. His label is not on it, and he is therefore not generally responsible for it, though of course he is to the jobber. No matter how bad the goods are, the packer's reputation is safe from harm, except with one man—the jobber. This I feel sure often leads to a little relaxing of the care which should be taken in packing goods.

In the case of a factory brand, the packer owns it, his name is always behind it and sometimes on it; the goods are absolutely his own. My experience is that the average packer is almost sure to use more care in keeping up the quality of the brand under these conditions. Likewise also, it is impossible for me to render the brand unstable by packing one packer's goods under it one year and another packer's the next.

Further than that, the factory brand is more convenient to handle than the private brand, because the packer is more directly responsible for swells and so on.

My experience has been that a well-selected factory brand will pay as good a profit as the average private brand *ought to pay*, and usually as much as it does pay. S.

Philadelphia, Pa.,

February 17, 1910.

### Bleached Flour Cases on Trial.

Cases brought by the United States Government against artificially bleached flour are on trial in New Orleans, La., and Council Bluffs, Iowa. In the New Orleans case Dr. A. L. Winton, chief of the United States Pure Food Laboratory at Chicago, said that the bleaching of flour tended to destroy the rich and nutty flavor and substance of the flour. He added that nitrogen peroxide used in the bleaching process was injurious to health. In the Council Bluffs case the Updyke Milling Co., of Omaha, and the Shawnee Milling Co., of Shawnee, Kan., are defendants.

Florida peppers range from \$2.50 to \$3 per crate and are selling well.



# WITH THE EDITOR

Still apropos of the always interesting topic of retail meat profits, another retailer sends in the following personal experience:—

**Less than  
Ten Per Cent.**

As one instance I took a lamb weighing 42 pounds and, cutting off the legs, chops and shoulders, figuring out what each would bring, I made exactly 54 cents. The lamb cost me little short of \$6. The prices I used in figuring how much money the lamb returned me were 28 cents for chops, 20 cents for the legs, 16 cents for the shoulders, and also counting in what we get for our fat trimmings.

You can judge for yourself where the trouble lies. It takes at least 14 per cent. of the amount of business done to carry on the retail butcher business.

There is much reason to believe that the average retail meat profit is much *less* than even the dealer himself supposes, for by no means every retailer understands how or is sufficiently methodical to properly calculate waste.

And now comes a bleat against high food prices from Wall street, that financial vulture which has preyed on the general public so long that it sees even in honest merchants' competitors for ill-gotten money. The "Wall Street Journal" disseminates the following ignorance regarding cold storage:—

**Eggs Three  
Years Old.**

We have arrived at a state where, for all but a fortunate few, really fresh eggs do not come on to the market at all. They are bought at their cheapest and when they are most plentiful. They are stored, and even at such times the market is supplied with eggs which may be anything from a year to three years old. The bakers who manufacture the cheapest kind of pastry are supplied with garbage which is actually five years old—eggs which could not even be used for political purposes outside a South American revolution.

The matter must be faced seriously. The extent to which cold storage can be used must be defined in the interest of the public health. It is simply obtaining money under false pretenses to sell as fresh food stuff which has been preserved for an indefinite time by an artificial process. It need not be positively putrid, and yet the buyer is robbed deliberately of something he has paid for. The case is one for both State and Federal legislation. No perishable commodity should be kept in cold storage longer than, for one season, when it should be destroyed under Government inspection, or offered

on the market, plainly dated, for what it will fetch on its merits. The Federal Government has the power to enforce this regulation upon all corporations doing business in more than one State. The State of New York can pass a similar statute for all cold storage warehouses within its borders.

The question of whether beef will keep for longer than one year, or whether one commodity will keep longer than another, is beside the point. All that is required is to provide such cold storage as will distribute the year's food product evenly throughout the year. There would be two results from such legislation. One would be an immediate improvement in the quality of food, and the other would be a reduction in its price.

There would undoubtedly be more in the above argument were it not based on the wholly false premise that "fresh eggs \* \* \* are stored, and even at such times the market is supplied with eggs which may be anything from a year to three years old."

The incident to which National Secretary Green calls attention in another column, in which church members sent out soliciting letters for Larkin soaps, is interesting, but not new. The "Grocery World and General Merchant" has repeatedly called attention to the fact that churches all over the land were doing that most shamelessly. Shamelessly because representing actual treason to the local retailer. Hardly a church but gives social functions, and for every one the local grocer is importuned to buy this or to give that. And in most cases he does it. Why? Partly because it is usually a good customer who asks him, but mainly because the church is a public benefit and deserves support. How do the churches return the retailers' generosity? By engaging in every cheap scheme to take bread from his mouth they can possibly dig up! Encouraging the hypocritical Larkin scheme is one, another is to beg the same goods that the grocer sells—sometimes from him—and to then sell it themselves in competition with him. Both are bitterly unfair, both are nothing more than mean greed wearing a religious mask.

**The Church as the  
Grocer's Enemy.**

The grocer should assume precisely the same attitude toward churches that he assumes toward anybody else—a reciprocal attitude. If they support and stand by him, he should support and stand by them. If they betray him and work against him, he should support them no more than he would any other enemy.

The writer is informed that the advertising campaign of the National Canners' Association is finished, and that in the course of it some \$23,000 has been expended. So far as can be learned, the expenditure of this substantial sum has not increased the consumption of canned goods by a single can. Obviously such a campaign could not possibly increase it, for it refused the most potent aid of the retail dealer, without which any plan would inevitably fail.

**The End of a  
Failure.**

So far as the writer has seen—and his scope of observation is rather wide—the managers of the advertising campaign placed no more than one comparatively small advertisement in any one publication. Consider the utter futility of such a course. The sole object of the campaign was to correct the prejudices of persons who think all canned goods poisonous and bad. And this revolutionary object was to be accomplished with one small advertisement, run one time! But even that one advertisement was not strong, being simply a tame generalization about the cleanliness, the purity and the wholesomeness of canned goods—all canned goods, incidentally, when in fact all canned goods do not satisfy this description at all.

At the Canners' Convention in Atlantic City last week plans were laid to have all members pay 1 cent a case on the canned goods they pack, this to create a general fund for the exploitation of canned goods through advertising and other ways. They estimate that a quarter million dollars a year would be raised in this way, and with this something could be accomplished, though the sum

would by no means be as monumental as it seems when compared with the task expected of it.

Here is respectfully suggested the bones of a plan to increase the consumption of canned goods: First, improve and make uniform the quality of the goods; second, advertise their advantages pointedly to consumers, simultaneously emphasizing to jobbers and retailers, particularly retailers, the fact that this work is being done, and that—from selfish motives—they should bring canned goods to the front in order to get the benefit of it for themselves.

It would take quite a good deal longer to work this plan than it does to state it, but the writer believes it would increase canned goods consumption if anything would.

A somewhat amusing incident has been added to the literature of the retailer's profit. There is a certain Western company that

**Shrewd or Unfair.**

has been for years a vigorous advocate of the retailers charging a good profit for his goods. In every possible way this company, through advertisements and by word of mouth, has preached the doctrine that the retail laborer was worthy of his hire, and that every manufacturer who hampered his right to get it, either by printed price on his package or in any other way, was an enemy to the trade.

Good gospel and well preached.

The Philadelphia manager for this concern lives in Germantown, Philadelphia, and buys his household supplies from a grocer there. The manager's loyalty to his employer burns through all hours of the day and night, and inspired by this he has frequently dropped into the store of the grocer in question and preached to him the fact that he should not only get a living profit on everything in general, but on the product of this manufacturer in particular. The grocer listened with courteous attention and agreed with every-



hing said. From that time on he charged the manager 12 cents for the product of the manager's employer, meanwhile selling it to everybody else for 10. On the other corner is another store selling the product to everybody for 10 cents, but the unfortunate manager cannot go there and buy because if he does he gives the lie to his own preaching. Neither can he complain of the 12-cent price to himself, for he admits that 12 cents is not excessive, and contends that it really ought to be the price to everybody. At first glance one smiles at the shrewd wit of the grocer in putting a customer in such a position, but when one thinks a little more deeply on the subject, the thing seems hardly fair; in fact, hardly square.

Florida oranges are coming right along, but the percentage of fancy fruit is small and the price very high. Fancy 126 pineapple oranges have brought \$5.50 to \$6 during the past week and are in demand. Ordinary grades and sizes, however, begin as low as \$1.50.

## Why Soap Has Advanced

**Comparative Statement Shows that Practically All Raw Soap Materials have Nearly Doubled in Value in Five Years and in Some Cases have Trebled in Value. Further Soap Advances Predicted.**

Concerning the advances in many brands of soap, which was reported in the last issue, the soap manufacturers claim that they have been placed in a very unfortunate position by the heavy advances in all soap products in the last six years, and that the advances already made do not begin to cover the actual increase in raw materials.

One of the largest soap manufacturers in business has prepared for the "Grocery World and General Merchant" a comparative statement of the cost of lard, stearine, prime tallow, choice white, grease, yellow grease and cotton oil to-day as compared with the cost within the last few years. All of these products are used by soap manufacturers. The figures are here presented:—

COMPARATIVE STATEMENT OF PRICES RULING ON PACKING HOUSE PRODUCTS DURING THE MONTH OF JANUARY, 1905-1910

	1910	1909	1908	1907	1906	1905
Lard.....	12	9 1/2	7 1/2	9 1/2	7 1/2	6 1/2 per lb.
Stearine.....	17	12 1/2	7 1/2	11 1/4	7 1/2	6 1/2 "
Prime Tallow.	7 1/2	6 1/2	5 3/4	6	5 1/2	4 3/4 "
Choice White.	...	...	...	...	...	...
Grease.....	8 1/2-9	6	5 1/2	5 1/2	5 1/2	4 1/2 "
Yellow Grease	6 3/4	4 1/2	4 1/2	4 1/2	4 1/2	3 1/2 "
Cotton Oil.....	53	40	38	40	31	20 per gal.

These figures show a remarkable condition. They show that lard which was 6.75 in 1905 is now 12 cents; that stearine which was 6 1/2 cents in 1905 is to-day worth 17 cents; that prime tallow has advanced from 4 3/4 cents in 1905 to 7 1/2 in 1910; grease, from 4 1/2 in 1905 to 8 1/2-9 in 1910; yellow grease, from 3 5/8 cents in 1905 to 6 3/4 cents in 1910, and cotton oil, from 20 cents per gallon in 1905 to 53 cents in 1910! These are among the largest advances noted in groceries and allied products.

The soap manufacturers state that further advances must posi-

tively be made in soap in the near future. About the only brands which have not advanced are the leading advertised brands, which are priced high enough to allow for fluctuations.

### No More Jobbing Sugar Discounts.

The Sugar Trust and allied refineries announced during the week that after March 1st they will invoice their sugars at the net selling price and do away with the plan of discounts. The Arbuckles decided upon a similar course a few days ago and Philadelphia and Boston refineries will, it is understood, likewise dispense with the discounts on March 1st. The Federal and Warner refineries at New York have been selling on the net basis for some time and their quotations have been apparently lower than their rivals, which has probably been the real reason for the change just announced by the other refiners.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.

# Persistency Pleases Progressive People

**Our Branch** of your business goes a long ways in making up your profits; *be sure now, not then*, that you *are* handling Coffees, Teas and Spices most certain to produce the desired results: *Ours will: they are bought right and sold right*, an immense output makes *that* point a certainty. *Our* Great Roasting Plant guarantees sameness and fresh, properly roasted goods for *every* section. Importing our Teas, we buy *what we want and you ought to have*—you will after coming here just once. **SPICES STRICTLY PURE**—our guarantee, good as a bond. Fifty years doing right, entitles us to your confidence.

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us



## The New York Letter

European Eggs Brought in for First Time in Five Years. New Debt-collecting Plan Comes to Grief. Various Items of New York Trade News and Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, Feb. 18, 1910.

Much discussion has been caused in the trade by the importation this week of European eggs. This is the first time in five years any European eggs have been brought here. The imported eggs are all being handled by one wholesale house, your correspondent found, and according to the members of the firm the eggs are finding a ready market here.

When seen by your correspondent, the manager of the egg department of this house, who does not wish to have his name used, said that the markets abroad are flooded with eggs, which makes the price so low that they can be shipped here and disposed of at a profit despite the high tariff and cost of shipping.

The eggs are preserved by a process not in vogue here, but which has been used in Europe for five years or so, it is said. The process is said to be a secret. Some of the dealers say, however, that the eggs are placed in retorts in which slight heat is applied and the air withdrawn so that any air spaces in the eggs become vacuums, as the shells are porous. Then the shells are coated with a compound of paraffin.

The claim is made by the European dealers that these eggs can be stored indefinitely, but the New York wholesaler who is handling the eggs says that this claim is not true, and that he has found many bad eggs among the 900 cases which he has received.

The eggs are packed in cases containing from 60 to 120 dozens, instead of the 30-dozen cases in use here. The eggs after arriving here are taken from the European cases and packed in the smaller cases to meet the requirements of the trade in this country.

The eggs are being shipped here from Hull, England, but come originally from Austria, France and Germany. They are of a good quality and compare favorably with the best grades of domestic stored eggs. In appearance they are rather watery, but the taste is sweet

and the dealers say they can be used for any purpose for which fresh eggs are used.

The shipments began to arrive last week. So far three shipments, consisting of 900 cases in all, have arrived. More are expected this week, and a representative of the firm handling the eggs told your correspondent that the importations would probably continue for a month. By that time, he said, if the weather continues favorable, the price of fresh eggs will be as low as that which the storage eggs are now bringing, so that it would not be profitable to import them. The imported eggs have sold for 23 to 24 cents a dozen, which is a cent to a cent and a half more than the price of domestic stored eggs.

Your correspondent also found that a shipment of fresh European eggs is expected this week. Dealers say, however, that these eggs will probably be of a poor quality, as the price of the better grades of fresh eggs in Europe is too high to make it profitable to ship them to this country.

It costs 5 cents a dozen for duty, besides about 4 cents a dozen for freight to import eggs from Europe.

This week the importers of the European eggs were surprised when the Federal Food Bureau began to hold up all shipments until an analysis of the contents of some of the eggs can be made. Three shipments came during the week and all have been detained.

It is said that complaint was made by holders of domestic eggs, who argued that some of the paraffin compound may be absorbed through the shell of the eggs and may be harmful to the consumer. It is further suggested that if any chemical is absorbed it is in the nature of an adulterant.

Two of the largest of the wholesale dealers in eggs, who are not handling the foreign product, told your correspondent to-day that they had tested to their own satisfaction the imported article. Both said that the foreign eggs may be boiled or poached or cooked in any other way and have an excellent flavor, while the ordinary domestic

storage egg is not likely to do as well, especially when poached.

It was further said in behalf of the paraffin compound that it is an entirely harmless preparation.

The English brokers sending the eggs here are Thomas Robinson Sons & Co., of Hull.

\*\*\*

A grocer at 223 W. Sixty-third street tried a new way of collecting bills recently and was surprised by the result. He posted in a window of the store a placard on which was printed, "Mrs. Winnifred O'Connor, come in and pay your bill of 41 cents." Mrs. O'Connor went in and took another woman with her. The two women threw things around the store, and finally threw the grocer on the floor. He had the women arrested, but the Magistrate told him that he had got what he deserved. The sign was highly libelous and improper, the Court said, in dismissing the women.

\*\*\*

The New York Retail Grocers' Union has decided to try a new scheme for getting members to attend the meetings. At the next meeting, each grocer present will draw for a case of Babbitt's "1776."

\*\*\*

At a recent meeting of the Brooklyn Retail Grocers' Association, the numerous arrests for violating the weight and measure regulations were discussed. Secretary Hanson, who is an inspector in the Bureau of Weights and Measures, advised the members to have every new scale and measure examined by an official before using it, as otherwise they might innocently violate the law. Secretary Hanson also requested members who have stores near the large chain groceries to inform the department when these chain stores advertise barrels of potatoes below the market price. Several members have complained that these chain stores frequently advertise potatoes under market prices and suspicions are entertained as to the actual weight of the potatoes in the barrel.

\*\*\*

The combination market and grocery store of Dugan Bros., 287 Broadway, Brooklyn, was destroyed by fire this week. The damage is estimated at \$20,000. The explosion of a large ammonia tank in the cold storage plant added to the difficulties of the firemen and the building was completely gutted.

A number of the retail grocers of Elmira have joined together and incorporated a wholesale company under the name of the Elmira Wholesale Grocery Co. The new company will purchase groceries at wholesale rates for use in the individual stores of the members, the plan being similar to that of the buying exchanges.

\*\*\*

It is rumored in the trade that canners who do not use benzoate of soda in preserving their products have held a meeting this week in this city, with a view of taking some action on the letter sent by the Secretary of Agriculture, James Wilson, to the National Canners' Association during its convention last week at Atlantic City. These canners, who are ardent supporters of Dr. Harvey W. Wiley in his campaign against benzoate of soda, object to the stand that Secretary Wilson took in advocating its use in preference to the essential oils of spices and acids used, he said, by other companies which have discarded the benzoate preservatives. Just what form the protest is to take cannot be learned.

\*\*\*

The American Sugar Refining Co. has notified the trade that beginning in March it will discontinue its present plan of giving two discounts and will invoice shipments at the net selling price. It will allow a cash discount of 1 per cent. on seven days. The present plan, known in the trade as the "factor plan," of giving 5 per cent. discount from the quoted list price and 5 cents per hundred pounds, has been found burdensome to the refiners. Several other refiners have already dropped the system, which was adopted several years ago with a view, as one refiner said yesterday, of "aiding wholesalers to make a profit."

The Federal and Warner refineries have been doing business for some time under the net price system and their quotations have appeared to be lower than those of their competitors, who were working under the discount plan. This is probably the real reason for the change.

\*\*\*

Armed with an order obtained by District Attorney Wise from the United States District Court, Marshal Henkel seized Tuesday 1,200 pounds of dried eggs at the salesrooms of Reiss & Bernhard, on Greenwich street. The eggs, it is



said, were shipped here from Chicago in September. Condemnation proceedings were set for March 18th, and will be conducted in accordance with the provisions of the Pure Food Law.

\*\*\*

The Mercantile and Produce Exchanges here have both passed resolutions to be presented to the Board of Aldermen expressing disapproval of the proposed cold storage legislation. In its petition the Mercantile Exchange, whose members are large handlers of the cold storage products, says that the regulations which have been proposed are impracticable and, if passed, they will be a hardship to producer, dealer and consumer. The system of cold storage, the petition says, is not a speculative operation, but it provides a reasonable price the year round.

\*\*\*

Manufacturers of package goods and their representatives here have been talking among themselves this week about the recent remarks of President Sullivan, of the National Association of Retail Grocers. His attitude against fixed prices and remarks attributed to him as to package goods have caused some resentment among a number of the manufacturers, but none of them seems ready to talk on the subject for publication.

Your correspondent was told that no action has been taken by the manufacturers and that none is contemplated, at least at this time. It had been reported that they might take some action with reference to the new advertising arrangement recently effected, but there does not seem to be any basis in reality for the report. Some of the manufacturers are undoubtedly angered and are probably communicating with the National officers with reference to the subject and that is probably all that there now is to the matter.

\*\*\*

New incorporations filing certificates in the last week included the following:—

Dominici Bros., New York, importers of fruit and other food products; capital stock, \$50,000. Incorporators, G. Dominici, J. T. Riddle, B. C. Austin.

Niles-Kinney Co., Binghamton, N. Y., farm products and cold storage; capital stock, \$50,000; H. A. Niles, D. D. Kinney and B. R. Kinney.

L. H. Lang Co., Borough of the

Bronx, New York, groceries, meat and provisions; capital stock, \$25,000; L. H. Lang and E. B. Lang, New York; A. K. Wing, Brooklyn.

#### SUMMARIZED MARKET CONDITIONS.

The sale of 20,000 bags of Santos stirred the coffee market here, dealers not knowing whether this means a renewal of exports from that port or whether it was merely an incidental sale. The general opinion seems to be that with the 20 per cent. additional duty on these coffees no continued exportations need be expected until July 1st, when this duty will be removed. Prices are firm, but business is slow, the country being still well stocked. Mild coffees are in fair demand, with prices well maintained. The position of these coffees is considered unusually strong, as the crops are small.

Supplies of teas are rather short, but the demand is not heavy, so that prices have not changed. The country is said to have little stock on hand, but it is not inclined to buy in large quantities. A fair jobbing business, however, is being done, Formosas being in good demand. Complaints are still heard of the stringent examination of imports and the delay in inspecting them.

Raw sugar is firmer this week in sympathy with reports from London. Two cargoes were ordered into store by owners this week in preference to selling at the same figure—2.22-32 cents, for which Warner obtained similar lots late last week.

New business is commencing to come in the refined sugar market. Withdrawals on old orders are becoming lighter. Prices are firm.

There is a good jobbing demand for grocery grades of molasses with prices well maintained, the supply being rather short. Dealers are waiting for news of the Porto Rican crop, which is due here the latter part of March, but no news has been received here yet concerning it. Blackstrap is in good demand for feeding purposes.

There is more business in the flour market this week, the raise in the price of wheat having caused buyers to look over their stock carefully and to prepare for a possible raise. Some of the buyers, however, are inclined to



## Push It Now

You haven't a customer who won't buy

**Duff's  
Molasses**

if you remind them of it. It is molasses season. The only reason you don't sell ten times as much is because you don't talk about it.

**Duff's  
Molasses**

is known all over the country as the brand that everybody keeps buying. The kind that children love—and it's good for them.





discredit the reports of poor wheat crops, as they say that such stories come up every year about this time. A few of the mills have raised their list prices a little, but it is said most of them are willing to do business at the old price if buyers can be found.

Opening prices of the 1910 pack of California asparagus were announced Tuesday by most of the prominent packers. The prices were found to be about 15 cents lower than the initial figures last year, but from 2 to 3 cents above the price at which actual business for forward delivery was done. Buyers are inclined to take hold of the new pack, as spot stocks are unusually short. Several packers also announced the prices on the 1910 pack of Maine corn this week. The prices were about what dealers expected, varying from 87½ to 92½ cents. Most of the brokers have been busy in figuring out the new prices, so that business has been rather slow. Tomatoes are in good demand, but packers are too high in their prices to suit possible buyers. Peas are in demand and considerable business was done this week in them. Spot Wisconsin peas are especially attractive to buyers.

There is little demand for State gallon apples, but holders are firmer this week and refuse concessions. The appearance of considerable off stock in the market, however, has a disturbing effect, so that few sales are being recorded. Other canned fruits are firm but quiet.

Butter has been firm all week and took an upward turn in the middle of the week, advancing about 1 cent. The specials were quoted yesterday at 30 cents and extras at 29 cents. Receipts of fancy grades are all readily absorbed by the market. Process butter is irregular.

Eggs have been somewhat firmer for several days. The extras advanced to 29 cents Thursday. Fresh gathered eggs from New York and Pennsylvania bring as high as 35 to 38 cents for fine grades. Storage eggs have been selling from 19 to 23½ cents, most of the sales being at 21 cents. The European eggs arriving of late in paraffin or wax coating have been sold at 23 to 24 cents by the wholesale house which receives them.

FRED. A. MCGILL.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Make A Lot Of Lent.**—You'll hear lots of men say that "Lent trade isn't what it used to be." The fault is ours. The religious rites haven't changed. The people's sincerity of observance hasn't changed. But the trouble is we haven't changed. If you're giving people the same old kind of cod-fish and the same old kind of mackerel dug out of the same old dirty-looking barrel, of course "Lent isn't the same as it used to be." That's easy guessing.

But if you take eight or ten feet of front store space and show up your kits of mackerel at \$1, and some on platters by the pound, along with package cod-fish, smoked herring in 10-cent bunches, and in between canned salmon, sardines, lobster, etc., with a ticket on each one and a big sign hanging over the show "Special Prices for the Lenten Season," you'll find the Lent trade as good as ever. People today want to be shown. You've got to get the stuff under their eyes and make it look like eating. If you have the good sense and energy to do this you're going ahead.

\*\*\*

**Do You Miss Anybody?**—Customers will drop away. They do, I know, in the best regulated stores. It's your duty to report every missing customer. Sometimes the firm will write her a letter. Often the fellow that reports will be asked to go and see her. It's a feather in your cap to reclaim a customer. And you shouldn't be backward in letting her know it. Get her back if she's worth getting back! That's your mission. That's good, effective work. Some women like to be noticed. They like to know that their patronage is important to the general success of the business. It's a good impression to give. A woman of this stamp is a good advertiser. Being self-centered, she'll talk of your personal attention. She'll speak of

the interest the firm has in good customers. So I say keep after good customers that are missing. There should be no excuse to lose a regular customer. The danger is in delaying and allowing her to get in friendly relations with the other concern.

\*\*\*

**When A Price Drops,** especially on a thing like eggs or a thing like butter, *tell it*. To be sure, the boss may for a few days be a loser, but it shows you're there with the market price at the market time, and that's a wonderfully good name to get.

\*\*\*

**Keep Above The "Knocker."**—The knocker is a coward. Sometimes he has ability; sometimes you'll find him a worker, but one thing you'll always find him to be—a coward. At one of our clerk meetings I said, "Gentlemen, there's to be no knocking in this concern except right at these meetings face to face with the subject of your grievance." Boys, act above the knocker. Face your man in a manly way and spit it out. It will give you self-respect and it will instill respect from others. God help the miserable knocker—the man that smiles with his lips while they're smeared with poison. Making trouble is tonic for him. Learn to detest the fearful habit. Act the man to your fellow-worker.

\*\*\*

**"I Can And I Will."**—These are the best five words you can engrave on your mind for getting along. There's no stopping the fellow that acts on them persistently. All the powers on earth can't keep down the clerk with the I-can-and-I-will habit. As I said not long ago, there are going to be, in the near future, in this country hundreds of big paying positions for first-class grocery men of executive ability. Study your business and get yourself in shape for the opportunity. It's coming. Be fully determined

about it and when trifles come your way kick them over, ever holding the I-can-and-I-will spirit.

\*\*\*

**What Are You Doing With Dried Fruits?**—The boss will probably buy a lot of choice peaches one of these days; they're very cheap. Fill the window and put a big 10-cent sign on them, and watch the people carry them off. Display your prunes. It's the very height of the season. Same with apples, cherries, etc. February is the very best dried fruit month. Making a success of the grocery business, mind you, is very largely the result of studying conditions. Again I want to impress you—don't let the boss do all the thinking. The more you do to-day the more you'll get to do to-morrow, and the first thing you know that little counter space will be too small for you.

Rhubarb is still coming from Michigan and is averaging 65 cents. Some of the receipts are frozen, but when not frozen are very good. The demand has hardly opened as yet.

### 1910 California Asparagus is Slightly Above Last Year.

#### Largest Packer Names Prices for Coming Season.

The California Fruit Cannery Association, the largest packer of California asparagus, named prices on 1910 asparagus during the week, and the figures, as compared with last year, are presented below:—

	Price per dozen, F. O. B. California.			
	1910	1909	1908	1907
"Del Monte" Brand, Mammoth, No. 2½ square cans	2.25	2.65	2.30	2.65
"Del Monte" Brand, Tips, No. 1 square cans (small spears)	1.85	2.30	1.75	2.20
"Del Monte" Brand, Tips, No. 1 square cans (medium spears)	2.00	2.45	.....	.....
"Oak" Brand, Large stalks, No. 2½ square cans	2.15	2.45	2.10	2.35
"Swan" Brand, Medium stalks, No. 2½ square cans	2.05	2.35	2.00	2.10
"Manzanita" Brand, Small stalks, No. 2½ square cans	2.00	2.25	1.85	2.00
"San Leandro" Brand, Ungraded, No. 1 tall salmon cans	1.00	1.25	.90	1.05
Peeled Asparagus, Mammoth, No. 2½ square cans	3.00	3.40	3.05	3.40
Peeled Asparagus, Large, No. 2½ square cans	2.75	3.10	not quoted	3.10

The prices average slightly above last year.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.



# THROW OFF the Credit Mask and buy for CASH



WE are after your Business, not with Dark Lantern, Jimmy and Revolver in hand, but by sound and sane argument and actual experience; we wish to convince you, if possible, that we can save you money on your purchases of Groceries through our Cash - No - Traveling - Salesman-System.

## Send Us a Trial Order This Week

Mackerel, Fancy, new, fat Irish, 300 to 320 fish . per bbl.,	\$14.25
½ barrels, 100 lbs. net weight . . . . . per ½ bbl.,	7.63
50-lb. blue-painted tubs (¼ barrel) . . . . . per tub,	3.91
Larger fish than No. 3 Norways, and several dollars per barrel lower in price. They are a bargain in fine quality Irish Mackerel.	
Peas, Kent County Early June, not soaked, 2 doz.,	.67½
5 or 10-case lots . . . . . per doz.,	.66
Chow Chow, 5-gallon kegs . . . . . per keg,	1.45
Mixed Mustard, 5-gallon kegs . . . . . per keg,	1.10
Sardines, Eureka Brand, ¼s, in mustard, 100 cans with key . . . . . per case,	2.70
Columbian Brand, ¼s, in mustard, 100 cans . . . . . per case,	2.50
10-case lots or over, either kind or assorted, 5 cents per case less.	
Great bargain in mustard sardines.	
Tomatoes, Hignutt Brand, Fancy, cold packed, No. 3 cans, 2 doz. . . . . per doz.,	.70
5 or 10-case lots . . . . . per doz.,	.67½
Finest quality, red ripe fruit, full cans, elegant goods to retail three cans for 25 cents.	
Catsup, Golden Gate City Brand, large 5-cent bottle, crown cap, 4 doz. . . . . per doz.,	.47½
5 or 10-case lots . . . . . per doz.,	.45
The best quality and the biggest 5-cent bottle of catsup that we have ever seen or ever offered.	
Mixed Vegetables, Lauraville Brand, No. 2 cans, 2 doz. . . . . per doz.,	.75
5 or 10-case lots . . . . . per doz.,	.72½
Winslow Corn, Extra Fancy Maine, yellow label, 2 doz. . . . . per doz.,	1.05
5 or 10-case lots . . . . . per doz.,	1.02½
No better quality Maine Corn on the market, no matter what price.	
Salmon, Tatoosh Brand, fancy, red No. 1 flat cans, 4 doz. . . . . per doz.,	1.47½
No. 1 tall cans, 4 doz. . . . . per doz.,	1.45
In 5 or 10-case lots, either tall or flat cans, or assorted, 2½ cents per dozen less.	
Electro Silicon . . . . . per doz.,	.72½
3 doz. lots . . . . . per doz.,	.70
Butter Color, Wells & Richardson, 25c. size . . . . . per doz.,	1.82½
3 doz. lots . . . . . per doz.,	1.80
Prunes, Caesar Brand Fancy Santa Clara 40-50s 25-lb. boxes . . . . . per lb.,	.07¾
5 or 10 box lots . . . . . per lb.,	.07¼
Palmetto Brand, Fancy Santa Clara 60-70s 25-lb. boxes . . . . . per lb.,	.05½
5 or 10 box lots . . . . . per lb.,	.05¼
Pineapple, Golden Cube Brand, Imported Singapore No. 1½ flat cans, 4 doz. . . . . per doz.,	.97½
No. ¾s flat cans, 4 doz. . . . . per doz.,	.67½
5 or 10 case lots, either size or assorted, 2½c. per doz. less.	
Herring, medium, scaled, new, 5 boxes in bundle . per box,	.11
25-box lots or over . . . . . per box,	.10½
We do not sell less than a bundle (5 boxes).	
Candy, Matinee Assorted Cream Chocolates, 10 flavors, 10 shapes, containing walnut tops, pineapple tops, wrapped silver, 30-lb. pails . . per lb.,	11½
Two or three cents per pound lower than other people will ask you for this high-grade of Cream Chocolates.	

These Prices for This Week Only—Feb. 21st to Feb. 26th, inclusive.

WRITE FOR THE "CASH GROCER," CONTAINING OUR QUOTATIONS ON A FULL LINE OF GROCERIES

**BARBER & PERKINS**  
WHOLESALE CASH GROCERS  
29, 31, 33 N. Water Street      28 N. Delaware Avenue  
PHILADELPHIA, PENNA.

## BURK'S

# "Butternut" Bacon

(Trade-Mark Reg. U. S. Pat. Off.)

Among the many brands on the market, this Bacon is a distinct favorite, being selected from prime corn-fed pigs, and is mild, sweet and of exquisite flavor, specially cured with granulated sugar.

It is not sold sliced or in jars, but is put up in narrow strips cut absolutely square, strung with white cord, making any waste impossible; wrapped in high glazed and parchment paper and embellished on two sides with an attractive label of alternate blue and white diagonal bars bearing the words Burk's Butternut Boneless Breakfast Bacon. A red seal is also attached to the cord, stating the specific merits of this product.

The package makes an attractive window display and because of its distinctive label is readily recognized at a distance.

"Butternut" Bacon is the best for family use.

# Burk's Lard

(KETTLE RENDERED)

is guaranteed to be absolutely pure and to contain nothing but what results from the rendering of good, wholesome hog fat, and to contain all its original properties, none of which has been extracted.

Many brands of Lard are "pure," but the rich oils have been extracted so that manufacturers can make a larger profit.

Others are Steam (or Tank) Rendered and as a result of the condensation of the steam used in this process, contain a large percentage of moisture, which not only reduces the quality of the Lard, but causes it to sputter and splash when it is used for frying.

## Burk's Lard contains no Stearine

Notwithstanding the Government permits the use of 5% of Stearine in "Pure Lard" we do not avail ourselves of this privilege, having shipped Lard for years without the use of any stiffening, because it would reduce the natural richness of our product.

## LOUIS BURK

Girard Avenue and Third Street  
PHILADELPHIA





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XXXVIII.—The Buyer's Remedy in Case the Seller of Merchandise, Under Contract, Defaults.

There still remains to be considered the remedy of the buyer who has contracted with a seller of merchandise for the purchase of same where the seller defaults in delivery.

A seller's default may occur in either of two ways: 1, he may either fail to deliver at all; or 2, he may deliver goods inferior to or different from those ordered. In either event the buyer has a clearly defined remedy.

The course which that remedy takes depends in part on whether title to the goods has passed to the buyer or not. I have already discussed the importance of this phase of contract law; important because upon it depends very largely the rights of the parties in case controversy arises.

It should be stated at the start that the buyer of merchandise under contract can never compel the seller to deliver, unless the merchandise is of special and unique character. An illustration will make clear the principle which governs here. A buys of B fifty cases of a brand of canned tomatoes which is sold by practically every wholesale dealer in such products. B refuses to deliver. The law says to A, "we will not compel B to deliver the goods; you can easily get them somewhere else. But for any damages you have sustained through B's failure to deliver, you have an action against him." In other words, an action for damages is supposed to afford an adequate remedy, and the law contents itself with that.

But where the merchandise sold is special and unique, and cannot easily be obtained in the open market, the law will compel the seller to deliver. This is called the doctrine of specific performance.

Where no title has passed to

the buyer, and the seller refuses to deliver, the buyer can bring an action against him for the difference between the price he was to have paid and the price he will have to pay in the open market on the day the seller refuses to deliver.

Sometimes this right of action amounts to something, sometimes not, for if the buyer can buy the goods of another seller for the same price he was to have paid the seller who defaulted, obviously he has sustained no damages. But even in this case he has an action against the seller, for an action lies for the breach of any contract. The buyer can then recover only nominal damages, however, such as 6 cents, which scarcely affords sufficient incentive to sue.

Where the goods are partly delivered the rule is the same, but will of course be applied only pro rata.

Where the subject of the sale was merchandise that had no fixed market value, the rule for the estimating of damages is different. Here the buyer can either compel the seller to deliver the specific thing, or if for any reason he cannot do that he can recover what he can prove he fairly lost by the seller's default.

As a rule, the profits which the buyer would or might have made by a resale of the goods cannot be included as an item of damages. Especially is this the case where the goods are the ordinary merchandise of the open market and could have been obtained by the buyer from another seller. In that case he might have bought elsewhere and still made his profits. There are some exceptions to this rule, however. Where the goods are of a special character, or the seller knew that the buyer was buying for the pur-

pose of some special resale, the lost profits can be recovered as special damages.

Occasionally a seller refuses or neglects to deliver, even after the buyer has paid for the goods. In such a case the buyer simply sues to get his money back.

Consider now the second way in which a seller may default, i. e.—by delivering goods inferior to or different from those contracted for. Let us first suppose that the buyer has paid for the goods, and subsequently without negligence on his part, finds they are not what he ordered. He has his choice of two courses:

1.—He can keep the goods, and if they are worth less than the goods he was to have gotten, and less than the price he paid, he can sue for the difference; or

2.—He can reject them entirely and sue to recover the entire sum paid.

If he adopts the first course the measure of his damages is the difference between the market value of the goods which should have been delivered, and the market value of those which were delivered. This at date of delivery, regardless of what the market does before that date or after it.

This may not impress the reader with being a very important point, yet many cases depend on it absolutely. For example, in a case which came under my own eye, A contracted with B to deliver certain merchandise on the first of the following May.

Early in April B notified A that his factory had burned down and he would not be able to deliver. A immediately went into the open market and bought goods to cover the contract that had thus fallen to the ground. He was compelled to pay a much higher price than the contract price with B. After A had bought and by May 1st the market declined again to about the contract price with B. A sued to recover the difference between the contract price and the higher price he had paid, but the court refused him, ruling that the market price *on the day of delivery* was the criterion.

Where the buyer has not paid for the goods, and the seller has delivered different or inferior merchandise, the buyer can defend an action for the price, if

the seller brings it, whether he has rejected the goods in toto, or decided to keep them at the lesser sum they are worth. In the first case his defence will go to the whole price sued for; in the second it will only go to that part of the price which corresponds with the difference between the value of what he was to get and what he got.

Where the seller delays delivery, the buyer also has an action for his damages, even though he accepts the goods when they finally come.

(Copyright, February, 1910, by Elton J. Buckley.)

Question: \* \* \*, Rome, N. Y.—If possible, and if not asking too much, kindly look up the laws of the State of New York and let us know if it would be a misdemeanor for a wholesale merchant dealing in oleomargarine to guarantee to protect the retail grocer from any fine imposed for handling same? For example, we grocers in Rome have been dealing in John F. Jelke Co's. oleomargarine and in each case comes packed thirty-six 1-pound packages, also thirty-six globules containing coloring matter to be given away with each pound of oleo. Now, the jobber claims that he has a written guarantee from the manufacturers to the effect of guarding him against any fine imposed for giving this coloring matter out. They also give the retailer one of these guarantees. Now, can a jobber be compelled to pay said fine if statement is turned over to the Government, or is it a misdemeanor for the jobber to guarantee such fines? If I tell a party to do an unlawful act, and he does it, he is prosecuted, not myself, and it would be a misdemeanor for me to say I would protect him.

Answer.—There is no legal objection to a wholesale dealer in oleomargarine guaranteeing retail dealers who buy from him against loss if they happen to be fined. That is purely a matter between the wholesaler and the retailer. He can agree to refund their fines to them if he likes and can be compelled to do so. There is nothing illegal about it. Such an arrangement, however, has no power to transfer the prosecution from the retailer to the wholesaler, because the law contains no such provision, as some food laws do. In such a case the retailer would have to pay his fine, but he could immediately come back on the wholesaler for the amount thereof.

The reason why the above



agreement is not a misdemeanor is that the coloring of oleomargarine is not necessarily an unlawful act. So far as the retailer's end is concerned, it is almost certain not to be unlawful, for this reason: The jobber sells the oleomargarine to the retailer, accompanied by capsules of color. Presumably the retailer sells the combination exactly as he received it, to the consumer. It is entirely legal for the consumer to add the color if he prefers his oleomargarine that way, and it being lawful for him to do that, it is equally so for the retailer to have sold him the materials.

### Canned Singapore Pineapple Business About Dead, Thanks to New Tariff.

**Fulfillment of Prediction that Increase in Duty, by Lifting Product from Ten Cent Retail Class, Would Destroy American Business. First Hands Market Bare and No Importer is Bringing Any Over. Next Thing is Porto Rico, at Higher Price.**

When the new tariff act went into effect the "Grocery World and General Merchant" predicted that one of its inevitable effects would be to cripple if not destroy the business heretofore done in this country in Singapore canned pineapple. The act greatly increased the duty on pineapple in syrup, as was then explained, and made it cost so much delivered in this country that it could no longer be sold as a 10-cent article, as which it had gotten its greatest demand. The prediction has been confirmed somewhat sooner than was anticipated; at the present time, at least, the business in Singapore pineapple is dead. Later it may revive somewhat, but it is doubtful.

At the present writing not one of the large importers of Singapore pineapple has any to offer, and the market in first hands is therefore bare. Neither is any importer bringing any out. Some of the importers say they may bring some over within the next few months, but there seems to be no actual certainty about it. The jobbers have a little on hand, but this is going out and soon, if supplies are not replenished, there will be nothing left of the Singapore pineapple business but a memory.

There is nothing to take the place of Singapore pineapples at

the same price. It was the lowest-priced pineapple on the market and had a considerable vogue on that account. The quality was about on a par with the price. The only thing that can be used as a substitute, particularly on chunks, is Porto Rico pineapple, which is far superior and which has had some increased demand since Singapore became unavailable. Neither the Baltimore nor the Hawaiian packers pack 1½-pound chunks, which are a popular seller, while the Porto Ricans do. They sell in a large way at around \$1.15 per dozen, against around 90 cents for the Singapore 1½-pound chunks.

### Food Prices Drop Slightly.

The widespread agitation against high prices for foodstuffs has caused an appreciable reaction in the general price level. Boycotts, investigations and threats of prosecutions were widely heralded in January. As a result, more or less weakness developed in connection with some foodstuffs, but on the whole the undertone of the price situation remained remarkably firm. In fact, the index number compiled by Bradstreets for February 1st showed a recession of 1.7 per cent. from the figures as of January 1st. In other words, the index number for February 1st was \$9 0730, as against \$9 2310 for January 1st, when the figures touched high record point. The fall noted is a slight one, to be sure, but, on the other hand, it represents the first decline that has occurred after a period of nine months of steadily advancing prices. This number, \$9 0730 for February 1st this year shows an increase of 9.2 per cent. over February 1, 1909, while it reflects an advance of 11.6 per cent. over the same date in 1908. As compared with February 1, 1907, when prices were also on a very high level, the increase predicted on the most recent data is about eight-tenths of 1 per cent. Comparison with February 1, 1906, brings out a gain of 10.8 per cent., while contrast with the like data in 1905 mirrors an advance of 12.2 per cent.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

We guarantee this plan to sell ***Skipper Sardines***. Isn't that worth investigating?

### Angus Watson & Company

SOLE PROPRIETORS "***Skipper***" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



## Need Expert Coffee Advice?

We offer you the advice and services of the coffee expert to the United States Department of Agriculture—our William B. Harris.

Mr. Harris is particularly strong on telling coffee merchants how their business can be improved. He is also a specialist in selling teas and coffees by mail with all extra expenses off. A little advice from him has occasionally been worth a thousand a year to a retail coffee dealer. Will you write in?

**William B. Harris Co.**

167 Front St., New York, N. Y.

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



## Butter and Oleo Interests Now Fight Through Country Papers

Oleo Interest's Efforts to Inspire Local Dealers to Argue for Oleo Leads Butter Interests to Follow the Same Plan. Text of Argument Which Retailers Everywhere have been Asked to Get in Their Local Papers.

The oleo interests of the country are carrying the campaign for their product into local towns all over the country. Wherever they have a local dealer in oleo they are soliciting his aid in having certain arguments which they have prepared for the purpose, inserted in the local papers. Naturally the oleo campaign has been greatly aided by the very high price of butter.

The butter interests have begun to notice this and to work the same plan. The "Grocery World and General Merchant" has obtained during the week a copy of an article which the butter interests have sent to retail dealers in various sections, with an earnest appeal to get it in their local papers either in whole or in part.

It is considered sufficiently interesting to reproduce:—

Many misleading articles have lately appeared in the newspapers of the country calculated to antagonize the public against the present National law imposing a tax of 10 cents per pound on colored oleomargarine. Through these articles the false impression is conveyed that the taxation of colored oleo is a grave injustice to both manufacturers and consumers of this commodity, that there is no reasonable ground for restricting the coloration of oleo and at the same time permitting the artificial coloring of butter, and that the only effects of the law have been to free the members of the "butter trust" from a legitimate competitor, enabling them to push butter prices to the present excessive level, and to rob the American consumer of a cheap and wholesome butter substitute.

We wish in a few words to point out the falsity of these claims and to show why the butter consumers of the country should use their united influence not only to retain the present oleo tax, but to secure

the passage of a law which will still further protect them from the fraudulent substitution of oleo for butter.

The claimed existence of a butter trust is absurd. According to figures recently compiled by the Department of Agriculture there are in the United States 6,225 independent creameries engaged in the manufacture of butter. The product of these plants is purchased by hundreds of independent buyers and dealers who store the surplus during the season of heavy production and sell it as demand warrants during the fall and winter when the make is light. The course of butter values throughout the year is governed by supply and demand and the high values of the present year are mainly the result of the unequal expansion of our population and production and the prohibitive tariff wall which cuts us off from outside relief.

The present oleo tax was not designed to protect our dairy interests from honest competition with an honest substitute, nor to hinder the legitimate sale of that substitute to anyone desiring to buy it as such. Its object was solely to prevent the fraudulent substitution and sale of oleo for butter, and we claim that this can only be done by the imposition of a prohibitive tax on the colored article or the prohibition of the manufacture of yellow oleomargarine. A large part of the people who eat butter and desire to eat it in preference to oleo do not buy it themselves, but are served it at table, and when they cannot tell by the appearance of the food whether they are served with butter or oleo they are sure to be deceived. To them a law requiring that all oleo be sold in plainly marked individual packages is no protection. It is

therefore in the interest of the butter consumer that oleo be made only in a form easily distinguishable from butter, and it is this that justified the restriction of oleo coloration in imitation of yellow butter. As to the artificial coloration of butter, this is done not to cover up a defect nor to enable the product to masquerade as something different from what it is, but simply in response to popular demand.

Under the present law the tax on uncolored oleo is but  $\frac{1}{4}$  cent per pound and when thus sold it can be bought at its true value and not at a price inflated by its resemblance to butter and the consequent ease of deceiving consumers by substituting it for the product of the dairy.

Since the present National oleo law became effective loopholes have been found in it which injure its effectiveness. By the choice of ingredients containing no artificial coloration, manufacturers have been turning out yellow oleo and paying only a  $\frac{1}{4}$  cent tax. Most of this yellow oleo is bought and eaten as and for butter and to prevent a continuation of this imposition will be one of the objects of a new bill which will probably be introduced into Congress this winter. The measure should have the hearty support of everyone interested in the suppression of fraud in food products.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.

ESTABLISHED 1808

# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia



John B. McFetridge &amp; Sons

Printers

927 Arch Street

Philadelphia

THE NEW FLAVOR  
**MAPLEINE**Better  
Than  
MapleThe Crescent Mfg. Co.,  
Seattle, Wash.**BUTTER & HARDING, Brokers**  
5 S. Front St., Philadelphia, Pa.

## We're Waiting for Your Postal

☐ Every minute of the day there are people here waiting for your postal to come in, so we can send you samples of Teas and Coffees.

☐ Aren't you curious enough to even ask whether we can save you money on Teas and Coffees? Asking is simple—send us your own samples to match or ask us to send our own.

☐ If we can do as we say we can—sell you cheaper by mail than *anybody* can sell you through salesmen, the rest is easy.

**DURYEE & BARWISE** Roasters and Packers TEAS and COFFEES  
89 FRONT ST. - NEW YORK  
ESTABLISHED 1897

## Millbourne Flour

GOOD OLD MILLBOURNE

Good for 150 Years

GOOD TO=DAY

Millbourne Mills, 63d &amp; Market Sts., Phila., Pa.

## The Label Changes But Nothing More

We have been packing the well-known Fairbank's Lion Brand Canned Meats for the past 25 years, and have now decided to change the label to **SUPREME BRAND**, under which we pack all our other high-grade meat food products.

Supreme Brand Canned Meats will be exactly the same in quality as Lion Brand, packed in the same factory and in the same manner.

All jobbers carry **Supreme Brand Canned Meats** in stock.

## MORRIS & COMPANY

CHICAGO, ILL.

W. A. Millar &amp; Company, 427-31 North Second Street, Philadelphia Agents



## What'll Your Butter Be Next Week?

Chance is if you buy the ordinary print butter you never get two shipments alike. That isn't the jobber's fault—it's the fault of conditions which nobody can control except as we control them. We invented the **Gurnse** brand of fancy dairy butter, and we think so much of it that we're after it night and day keeping it, above all, uniform. No butter made or to be made is any sweeter, richer or more absolutely regular than **Gurnse**. It is precisely what many a butter trade is suffering for to build it up.

We follow **Gurnse** butter from the milk to the brine-dipped parchment wrapper. We *know* it's all right.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—35 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.



# THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Paterson, N. J., Jan. 11, 1910.  
Editor "Science of Advertising."

Dear Sir:—Inclosed please find two advertisements which would like you to criticize. Am advertising in one of the daily papers and am anxious for your opinion.

Yours truly,

GUSTAVE F. GRUTERS,  
per W. G. B.

Mr. Gruters incloses two advertisements, both six inches double column. Here are both, somewhat reduced in size:—



**GUSTAVE F. GRUTERS,**

Bell Tel. 2209.  
Sub. Tel. 157-Y.

"Square Deal  
Merchant,"

Park avenue car passes  
the door. Get off at East  
23rd street.

**316 Park Avenue.**

## To Our Friends and Patrons:

I wish to publicly thank you for your assistance in making my first four months in storekeeping a great success.

My effort has been to establish one of the finest Fruit, Vegetable and Fish Markets in the city, where only the first quality of goods are sold and where you can get anything that is in the market. Many predicted failure, but my friends and patrons have stood by me so well that it has led me to greater efforts for the coming year.

Instead of sending circulars around, it is my intention to advertise daily in The Call, so that you can keep informed as to what new things we have at the store.

Some of our especially nice things this week are:

Hothouse Grapes,  
Casaba Melons,  
Artichoke,  
Mint,  
Shives,

Cucumbers,  
Sweet Peppers,  
Cal. Pears,  
Root Artichoke,  
India River Oranges,

Mr motto: "Not how  
cheap, but how good a  
quality of goods I can  
serve my customers with."

Mushrooms,  
Rhubarb,  
French Endive,  
Hothouse Radishes,  
Barbe-de-Capuchin,  
Yellow Beans.

Look for change of ad-  
vertisement on Mondays  
and Thursdays.

Is the picture of Mr. Gruters' wagon, his name and address worth half of the space of this advertisement? I doubt it very much. As a matter of fact, the way this cut looks makes it more of a detriment than anything else. It is a half tone, printed on very poor paper, the effect of which is always abominable. Either the cut should have been a very wide screen—the sort made especially for poor paper—or it should have been a line drawing. The latter would not have had the effect of a photograph, but as a cut it would have looked immensely better. I should have saved some space by cutting

down the size of the cut somewhat and cutting most of the horse out altogether. The wagon is the only interesting point. This shortening of the cut would have allowed it to be pushed over to one side and type set alongside it. As for the name, I should have taken all those lines out of the centre of the advertisement and put them at the bottom, in much

smaller type. There is absolutely no necessity, from any standpoint, for giving up the very choicest space in an advertisement to the least important thing in it. What is advertising for? To exploit a name? No, to exploit goods. Where is the logic, therefore, of pushing the goods into a corner and giving the centre of the stage to the name and address?

\*\*\*

As I read over Mr. Gruters' advertisements, I become convinced that he has a very good proposition. Particularly a good advertising proposition. The choice, fancy things that other grocers don't keep—that is what I understand Mr. Gruters sells, and

PARK AVENUE

Bell Tel. 2209.  
Sub. Tel. 157-Y.



**GUSTAVE F. GRUTERS,  
"Square Deal Merchant,"  
316 Park Avenue**

### Sunbeam Maple Syrup

Pure Maple Syrup is one of the table delicacies that is hard to get in this city owing to the prevailing idea that people will not pay the price for pure syrup. We have some Vermont pure sap syrup with good flavor, nature color, free from adulteration and guaranteed to give satisfaction. 25c. pt. bottle; 48c. qt. bottle.

I wish to say to my patrons that all goods I advertise are the very best that can be bought in the market, and the prices are no higher nor as high as elsewhere for the same grade of goods.

My ambition is not how cheap I can sell, but how good a grade I can serve my customers with, which in the long run gives the best satisfaction. My motto: A square deal in price and quality to all.

### Comb Honey

Pure Honey is not to be had at all times. I have waited three months for this honey. I have sold it for the last six years and know it has a good flavor; the combs are well filled and it has always given satisfaction. The trouble is I only received half my usual supply. While it lasts, 23c. per box.

### Buckwheat Cakes

Made from the old fashioned Buckwheat, raised over night, and served with Sunbeam Syrup and Country Sausage, is a breakfast relished by many. Why not try our Buckwheat? We receive it direct from the mills, where it is fresh ground and strictly pure. 3 lbs. for 15c.

there is a splendid chance to do good advertising for it. In my judgment he isn't doing good advertising for it now, however. He has literally crowded the real meat of his advertisement—the story of the goods—into the most

inconspicuous part of it, and has given over the best places to the picture of his wagon and his own name and address. Let me see if I can't show by a rearrangement of one of these advertisements what is in my mind:—

## Three Things You'll Like

CUT OF WAGON

I wish to say to my patrons that all goods I advertise are the very best that can be bought in the market, and the prices are no higher nor as high as elsewhere for the same grade of goods.

My ambition is not how cheap I can sell, but how good a grade I can serve my customers with, which in the long run gives the best satisfaction. My motto: A square deal in price and quality to all.

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Pure Maple Syrup is one of the table delicacies that is hard to get in this city owing to the prevailing idea that people will not pay the price for pure syrup. We have some Vermont pure sap syrup, with good flavor, nature color, free from adulteration and guaranteed to give satisfaction . . . pint bottle, 25c.; quart bottle, 48c.

### Comb Honey

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**G. F. Gruters, "Square Deal Merchant," 316 Park Ave.**

Bell Phone, 2209; Sub. Tel., 157 Y

As for the text of Mr. Gruters' to-heart, chatty talk. Nothing advertisements in the main, it is stiff, nothing formal, simply the unusually good. Friendly, heart-newsy talk of the store.

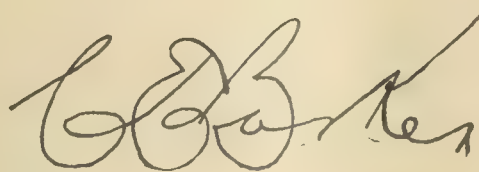


*The Hamilton Corporation,**Charles E. Barker and E. Hamilton Barker.*

GENERAL MANAGERS

*Guaranteed Resources \$1,000,000.00.**Executive Offices: 29-35 West 32<sup>nd</sup> Street.**New York,*

GROCERS--YOU ARE THE GREATEST ADVERTISING MEDIUM  
IN THE WORLD. We have a plan whereby manufacturers  
must recognize this advertising value of yours and  
will pay you for it. We want you to know what our  
proposition is and as soon as we hear from you we will  
tell you--you write us with the understanding that you  
can't spend a penny with us even if you want to. We  
simply want your opinion of a plan which we believe  
will materially increase your profits on staple goods.  
Write NOW.







In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

CONDUCTED BY IVAN P. THOMPSON

#### A Lenten Display.

Lent will be with us for forty days, and therefore I fancy another "fish" window dressing suggestion will not come amiss.

First make a flooring of boxes of uniform size, but leave a space of about two inches between it and the window glass. Cover your flooring with green cheesecloth and fill in the space between the window glass and flooring with peanuts or nuts of any kind. Place a sign with the price of the nuts used in the centre of the window against the glass. On the floor, right in front, place sardine boxes, more or less following design, and have the two corner boxes open to give the spectator an appetite and show how easy it is to open the cans. On the two centre cans place a large can of salmon or lobster. In the middle of the floor place a box covered with green cheesecloth and lean against it an open box of dried or smoked fish—one that shows the shape of the fish to the best advantage. Place a sign across the box containing the fish and write on it the price of the fish and what

it is called. On each side of this box of fish put glass vases containing celery. Slightly in front of this display build two columns of salmon cans and lean a sign against it, and immediately behind the salmon or lobster can in the front centre of the window, as in design. Peeping out from beneath this sign have some more cans lying sideways. To left and right place four as decorative sauce ketchup bottles as you can find of the same height. On these place a square of glass bearing a glass dish containing large fish of any kind. Around the base of the dish place some parsley and stick a price and name card in centre of fish. Back of the celery build a row of boxes and in centre place another piece of glass (or board covered with green cheesecloth, if glass is not available) supported by four bottles and with a vase of celery on each end of it. In the middle of it build another platform such as the one just described and beneath it place a dish of fish with parsley around its base. On last platform place a stemmed glass dish with grape-



fruit in it, and a glass dish without a stem and containing lemons at each end.

Then on the boxes, which are covered with green cheesecloth, place to right and left of centre piece a pyramid of salmon or lobster cans surmounted by a vase of celery.

If the window happens to be against a wall, as in design, build shelves and place a row of vases containing celery along the top one. The others fill up with lobster or salmon cans, surmounted by flat sardine cans topped by mustard sardine cans slightly at an angle like the cans next to the open ones in the front of the window.

This will produce an attractive effect and make one feel that one does not have to go hungry even in Lent

#### A Tea Window.

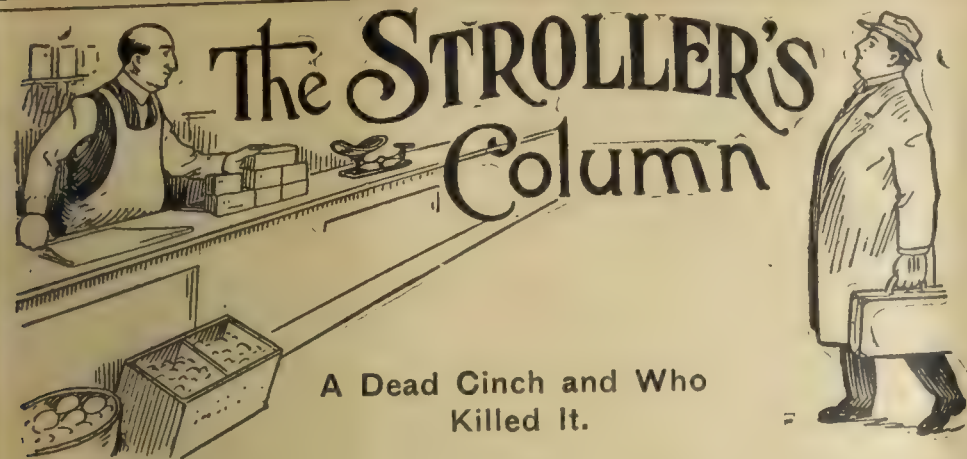
The cup that cheers but does not give a fellow a headache next day is always acceptable in my opinion. With this in mind I suggest a tea window.

In front of the window build two mounds of loose tea. The interior of these mounds can be padded with a box or anything that will answer the purpose and lessen the quantity of tea used in the design. Of course the floor is covered with a cloth; any color will do. Let these mounds flow to the edge of the window thinly. As in design, place packages of tea up and down the mounds. At each corner of the window place a stemmed glass dish with a pyramid of square tin boxes of tea. At the back of window, allowing

room for a background to the tea, consisting of cube sugar, build three steps of boxes covered with a red or green cloth. On each side of these steps build the other set of three steps, similarly draped, in such a way that it will give the impression of a semi-circle. At each end of this semi-circle build a pyramid of the largest packages of tea at your disposal. Place back of the mound of sugar and across from the bottom step of one side set of steps to the other a sign such as in design, and in the store have a pretty girl ready to serve a cup of fragrant tea, such as you wish to sell the most of, to any customer who asks for it. On all three bottom steps put some dishes with little cakes in them. On second steps put some sets consisting of a plate, saucer, cup and spoon. On the top centre step place a teapot with a bowl of natural or artificial flowers on each side of it. On the top left hand step place cream pitcher and bowl of flowers. On the right hand top step place sugar bowl with loaf or cube sugar in it and a bowl of flowers. Back of all this put a railing (it need not be any more semi-circular than the boxes because the drapery will hide it) covered with a colored cloth, say red or green or blue, to which you have fastened some cut-out-of-yellow paper sunflowers.

Now, as a finishing touch to your picture, cut out of black cardboard (or printed paper) the letters T, E and A. Fasten each one to the outside of an open Japanese umbrella and fix the latter to the railing, as in design.





A Dead Cinch and Who Killed It.

"I told you so," is a pizen mean thing to say, because it usually rubs something in after a fellow has already got it in the neck. Still, I said it the other day; to tell the truth, I darned near sung it.

I had expected the thing so long and had told the fellow so often it would come.

But here—you'll want to know something about it.

It's one of the things that have just fit in with the howl against high prices of victuals.

The man this tale is about is about fifty years old. He has a grocery store—"fancy grocery," he calls it—in a new suburban part of a good live town about half way between Philadelphia and Pittsburg. When he located where he is, about six or eight years ago, it wasn't much of a quarter, but he had some inside news about a scheme that was on to build it up, and he took a long chance. As a matter of fact, it was the best thing he ever did, for it built up quick. Not with rows of two and three-story houses, but big places with silver dollars for shingles.

His was the only grocery store there and the only one that could go there unless somebody put up a building, which didn't seem in the wind at all then.

And that's where he made his big mistake. He thought he had the place cinched, and so he had for a good while.

I've told him I don't know how many times, when I've found out what he was charging, that something would come along some time to cook his goose. He didn't see it then, but he does now.

The prices that fellow charged his people were the kind you speak of in whispers. So far as I could see, he just about doubled his money on everything. Of course I mean on the average.

I knew about one brand of canned peas he sold. It was a

good brand, in fact I don't know any better, but it wasn't worth what he charged for it. At the time he told me about it he was paying \$1.30 a dozen and was charging 25 cents a can!

Wouldn't that make your mouth water? *If it could last?*

And everything he sold was the same way. His average price for ordinary large prunes was 15 and 16 cents a pound. For Mocha and Java coffee that I swan he didn't pay over 22 cents for he got 45.

I know him well enough to talk plain, and I did talk plain.

"Jim," I said, "this is like finding money while it lasts, and if it lasts forever you'll be all right. But it can't last forever. These people are sure to find out some time and some how that they're paying too much, and then where are you? I tell you, old man, you're digging your own grave!"

"That's all right," he said once, "I'm furnishing good goods and these people can afford to pay what I ask for them. What's wrong with that?"

"What's wrong with it is that you're charging more than the goods are worth," I said. "You wouldn't attempt to tell me you couldn't sell goods cheaper than you do and make money."

"I might if I had to," he said.

"Sure you could," I said, "but when the time comes when you have to your name will be mud."

Well, he had about three years of silk velvet. Nobody in his neighborhood to compete with him, no particular kick about his prices—just sold fine goods at a hundred per cent. profit and rolled along on easy street.

Then it happened.

There's a live little fellow who has a store in another town about twelve miles from this one. He's a comer, that fellow is. His eyes are peeled all day and all night.

Somehow he heard about this good thing my friend had over in

the other place. I never told him, though it wouldn't have been strange if I had, because I'm seeing him right along and we talk together a good bit. But he heard about it anyway, and one day he went over there and looked over the field. He sized up the place and then got next the prices that were being gotten by the only fellow in the mine. Then he whistled to himself and went home.

In three weeks that little hustler had persuaded a real estate man in the town to put him up a building on the outskirts of the suburb, and in six months it was done. He put in as nice a little store there as you ever saw, with meats, which the other fellow didn't have.

When he put in his stock he did a mighty sharp thing. The other fellow had issued a catalogue and out of that he of course saw what his brands were. He put in the same brands exactly—real fancy stuff a lot of it was. And his prices—gee whiz, but his prices looked like a five and ten-cent store beside the other fellow's.

That's where he was clever to put in the same brands. He knew if he didn't the other fellow would say when told his prices were lower, "yes, but the goods aren't the same." He made 'em the same so the prices would have a show.

Then he started out to rustle up the trade, and he went from house to house. What he stirred up was a plenty. For several weeks he didn't get very far. "No, we've been dealing with so-and-so for several years, and he's given fair satisfaction, and we don't care to change," etc., etc., etc.

Then he'd leave a catalogue of his own and ask 'em to compare it with the other man's. And in a few days he'd go back to see if they had. It was an uphill job—not at all the cinch you'd think it would be—but by and by it began to work and the other man began to get kicks and questions—"why was he charging 30 cents for Hartley's raspberry jam when the new man sold it for 24?" and so on and so on.

Well, to cut a long story short, he found he was pretty much up against it. You know when a fellow right around the corner from you is selling a thing for 10 cents, you can talk till your teeth drop

out and you can't make 15 cents look good to a buyer who knows about the 10. So he was kicked into explaining something a dozen times every day. I don't mean explaining, I mean trying to explain.

In the end he came down on practically everything. But what good did that do? Not a bit—it did harm, for it *confessed* that he'd been putting it all over them for five years.

One woman put it right at him in that way. One of his clerks told me about it afterward.

She was a lady with a big house, and bought a lot of stuff. One day she was in the store and the question of prices came up.

"I see you've charged me less for three things on this bill than you formerly did," she said.

"Yes, ma'am," said the boss, "we've come down a little on those."

"Why did you?" she said, as sharp as a steel trap, "because the other store did, I presume." Then she waited for an answer.

"Well," he said, "you know we have to meet competition when it comes."

"Which is equivalent, I suppose," says she, "to admitting that when you had no competition you overcharged your customers."

"Oh, no, ma'am," he said, but his "Oh, no ma'am" didn't work. She was busy thinking of all the money she had paid him simply because there was nobody there to keep him down. What's more, she'll go on thinking about it.

It ain't right to have a customer thinking things like that of you. Usually it's the beginning of the end, if there's any other store to go to.

That fellow's cinch is dead. He himself killed it. If he'd charged fair prices from the beginning ten chances to one the other fellow never would have come in there, and if he had he probably wouldn't have got enough of his customers away to fill a jury box.

Did he have any right to butt into the other fellow's territory that way? Well, I don't want to discuss that now. What do you think?

THE STROLLER.

Florida tomatoes are scarce and if they are good will bring \$4.50 per crate. The demand would take a good deal more than can be gotten.



# THE GROCERY MARKETS

## Tea.

The tea market has remained unchanged during the past week. The demand is wholly from hand to mouth, and is not at all satisfactory to holders, being much below normal. Prices show no change, being steadily maintained on desirable grades.

## Coffee.

There has been no important change in the coffee market during the past week. Actual Rio and Santos coffee are unchanged, except that here and there some holders of wanted grades will ask more money. No. 4 Santos, which is a desirable grade averaging in a large way around 9 cents green, is firm, and sales have been made during the week at a slight advance. The general demand for these grades of coffee is light in the East, but in the West is good. Mild coffees are generally firm. Maracaibos are especially strong and rule about  $\frac{1}{2}$  cent. above normal. Scarcity is the reason, aggravated by an increased demand as a substitute for fine Santos. High-grade Bogotas are also very high. The crop of Mexicans is late and the quality poor. The outlook is firm. Java and Mocha are unchanged and in moderate demand.

## Sugar.

Raw sugars in Europe have ruled firm during the week and sales have been made at a fractional advance. Meanwhile the Cuban season progresses and the receipts are large. Refined sugar is unchanged. The Federal Refinery dropped five points early in the week, but went back later, and all refiners are now on the same unchanged basis. The demand for refined sugar is dull.

## Fish.

Mackerel shows little or no change during the week. Norway 4s are still comparatively scarce and firm. The general demand for mackerel is very fair. Cod, hake and haddock are steadily maintained and in fair seasonable demand. Salmon is quiet and firm. Domestic sardines are still somewhat unsettled. Some holders are asking \$2.60 for quarter

oils f. o. b., while others still offer at \$2.50, and an occasional jobber who bought at the lowest price also brings out a lot at a shaded figure. Imported sardines are unchanged and quiet.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is in fair seasonable demand at unchanged prices. Sugar syrup is active, but not in a consumptive way, as the demand for straight sugar syrup is comparatively small. Molasses is unchanged and firm.

## Canned Goods.

Tomatoes are still dull and comparatively easy, though no sales have been made below 62½ cents f. o. b. It is by no means certain that they will not be, however, if the demand continues as dull as now. Little or nothing is doing in future tomatoes, as there has been no general naming of prices as yet. Spot corn is firm and in fair demand. Future corn is wanted to some extent, but shows no change in price. The largest packers still hold off from naming future prices, though there is some reason for expecting that the price will now be 90 cents. Spot peas are unchanged in price and in fair demand. Future peas are quiet and unchanged. Apples are easier, upon reports of very large stocks of green fruit in New York State. Eastern peaches, though scarce, are very dull and some holders are anxious to unload at a discount. California canned goods are unchanged and dull. Small Maryland canned goods are unchanged and in light demand.

## Dried Fruits.

Prunes seem to be somewhat easier and some holders shaded prices to a basis of 2½ cents during the week. The demand is quiet. Peaches are about half a cent cheaper in secondary markets than they are on the coast, and the demand is moderate. Apricots are also higher on the coast than in secondary markets, and are very dull. Raisins are dull and depressed. Currants are selling seasonably at unchanged prices. Apples are weaker and

show a decline from the highest point of 1½ to 2 cents per pound. Dates, figs and citron are unchanged and dull.

## Beans and Peas.

Domestic pea beans are firmly maintained on last week's quotation, with a slight advance on business done in a small way on spot. Imported pea beans are quoted up to \$2.20. Domestic marrows are about five points higher, being now quoted at \$2.95; imported still out of the market. California limas are still cheap and unchanged, but the association in control has announced an advance of fifteen points within one week. Split and dried peas are unchanged and fairly active.

## Butter.

The butter market is firm at an advance of 1 cent per pound over last week, this applying to all grades, both solid and print. The recent decline stimulated the consumptive demand to a very large extent and the receipts have cleaned up on arrival for the past few days. The make is about normal for the season, and the quality is running good. Stocks in storage are lighter than usual at this season, and the demand will probably continue good for some time, perhaps with a slight advance.

## Eggs.

The receipts of fresh eggs are gradually increasing. The consumptive demand is good enough to absorb the receipts each day. The market is at present ruling at about 3 cents per dozen above a year ago. Unless the weather becomes very wintry again there will probably be a further increase in the receipts from now on. As a matter of fact, the market for some time ahead depends wholly on weather conditions. Stocks of storage eggs are ample and are not meeting with as ready sale as fresh.

## Cheese.

There has been a slight increase in the consumptive demand for cheese. Prices, however, are unchanged and stocks lighter than usual, though quite heavy enough for the demand at existing

prices. At the present market cheese must retail very high to show a profit. The demand is therefore light, and the market will probably end the season on about the present basis.

## Provisions.

The market on everything in smoked meats is very firm at an average advance of  $\frac{1}{4}$  cent per pound. The cause is the short supply of hogs and the high cost. Pure lard also shows an advance of  $\frac{1}{4}$  to  $\frac{1}{2}$  cent for the same reason. Compound is unchanged and in moderate consumptive demand. Dried beef, barrel pork and canned meats are firm and unchanged.

## Produce.

Potatoes, white, New York State, 45 to 50 cents per bushel; Eastern, \$1.75 per sack; Pennsylvania, 75 to 80 cents per bushel, demand fair; sweets, prime, 35 to 50 cents per basket; culls, 15 to 20 cents per basket, demand fair; onions, 80 cents per bushel, demand fair; York State cabbage, \$30 to \$32 per ton, demand fair; string beans, Florida, \$5 per hamper, demand fair; cauliflower, Florida, \$2 to \$2.25 per hamper, demand good; York State carrots, \$1.50 to \$2 per barrel, demand fair; Florida lettuce, \$1.50 to \$1.75 per basket, demand good; white turnips, \$1.50 per barrel, 30 to 35 cents per basket, demand good; eggplants, \$3 to \$4.50 per box, demand fair; Florida peas, \$4.50 to \$5 per hamper; Savoy cabbage, \$1 per barrel, demand good; hot bed radishes, No. 1, \$3.50 to \$4 per hundred bunches; No. 2, \$3 per hundred bunches; oyster plants, \$3 to \$4 per hundred bunches.

## Green Fruit.

Apples, Hulberson, \$3.25 to \$3.60 per barrel; fancy, \$3.50 to \$4; Kings, \$4 to \$5.25; Baldwins, New York State, No. 2, \$2.25; No. 1, \$3.50 to \$4.50; Eastern fruit, \$3.50 to \$4.50, according to grade; Greenings, New York State, No. 2, \$2.25 to \$2.65; No. 1, \$3.50 to \$4; fancy, \$5; Northern Spy, No. 2, \$2.25 to \$2.50; No. 1, \$3.25 to \$4.25, demand fair; bananas, large, \$1.25 to \$1.75 per bunch; 8-hands, \$1.10 to \$1.15;



# RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

**R. E. TONGUE & BROS.**

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

## BORDEN'S EAGLE BRAND CONDENSED MILK

HAS ENJOYED A MERITED REPUTATION FOR PURITY AND HIGH QUALITY FOR MORE THAN HALF A CENTURY.

BORDEN'S CONDENSED MILK CO.  
"Leaders of Quality,"  
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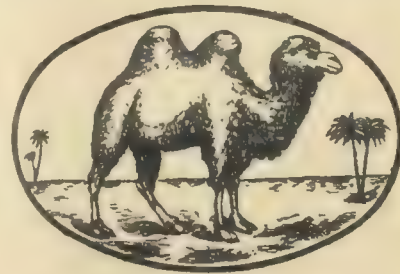


Its name is familiar to  
trade and consumer  
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## Teas That Will Turn to \$ For You



When you start selling Gold Camel Ceylon India Packet Teas—first, you'll please your customers; second, the friends of your customers will come to you for tea because Gold Camel is better than any other they can get; third, you'll make good profits on your increased tea trade. Gold Camel Ceylon India Packet Teas are the choice selections of the best gardens, fragrant and delicious. They are packed in foil packages by clean American labor, and then you get them at such prices that it will pay you to push them. Grocers who handle these teas are increasing their sale everywhere.



**L. H. PARKE & COMPANY, 232-234 Market St., PHILA., PA.**



7-hands, 75 to 90 cents; 6-hands, 50 to 60 cents, demand fair; Florida grapefruit, \$3.50 to \$4.50 per crate, demand fair; oranges, Florida, \$2 to \$2.50 per box; California, \$2 to \$2.50 per box, demand fair; lemons, Messina, \$3 to \$3.25 per box; California, \$2.75 to \$3.50, demand fair; pineapples, Florida, \$3 to \$3.50 per crate, demand good; limes, \$1 per hundred.

#### Nuts.

Peanuts, green, choice, 5 cents per pound; fancy, 6 cents per pound; jumbo, 8 cents per pound; roasted, choice, \$1.20 per bushel; fancy, \$1.45 per bushel; jumbo, \$1.85 per bushel, demand fair; almonds, paper shell, 18½ cents per pound; Brazils, 7 cents per pound; pecans, 12 cents per pound; filberts, 11¼ cents per pound; walnuts, 12½ cents.

#### INDIVIDUAL MARKET REPORTS.

##### Rice.

Only fair demand characterizes the movement the past week. Buyers are very critical in making selections, and transactions are only closed after quite a deal of dickering. In Honduras demand was mainly centered on prime to fancy styles. Medium and lower mediums have been neglected and recently very slightly parcels have changed hands at less than relative worth. Japan sorts are steady, with fair demand.

Advices from the South note improved demand on the Atlantic Coast. At New Orleans market has been dull, largely due locally to Mardi Gras holiday, but the distributive inquiry is far from satisfactory.

In the interior, Southwest Louisiana and Texas, good demand is reported. Japan sorts held firmly at a slight advance. Honduras styles of medium quality are easier in tone, although it is quite evident that enlarged movement would quickly restore values to previous range, as planters insist on full figures when re-supply of rough is sought.

Cables and correspondence from abroad note an improved tone on all deliveries.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

##### Baltimore Canned Goods.

There was, comparatively speaking, a dull market in canned goods this week, rather contrary to expectation, and there is nothing in sight to encourage belief that there will be any more activity during the coming week. Seldom is the month of February a large distributive month for

any line of canned goods from this market. The continued buying of tomatoes in carload lots for immediate shipment in spite of the cold, freezing weather shows that many jobbers are in need of that article. No one expects a boom in tomatoes, but there are good reasons to believe that the demand during March, April, May and June will be of a satisfactory character.

There has been less buying of futures of all kinds this season than there ever was since the selling of futures commenced, with the exception of tomatoes. It looks like the jobbers will do the bulk of their buying when the actual season is on. Some sales were made during the week at 67½ cents a dozen, cash, less 1½ per cent, f. o. b. Maryland peninsula for strictly standard quality, and at that price they look like a safe purchase.

In the general line of fruits and vegetables the steady buying of small lots is the rule. The articles most in demand this week in addition to tomatoes were corn, string beans, kraut and apples.

An increased demand for cove oysters this week was the result of freezing weather, which caused a scarcity of the raw stock and the tendency at this time toward a higher level of prices. The course of the market will be governed largely by the weather conditions. Very cold weather this month would cause a higher market for cove oysters.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

##### Coffee.

Sales of Government coffee have at last commenced—125,000 bags were placed in this country, and 125,000 bags in Europe. There will be additional sales of about 250,000 bags presumably all in Europe, to make up the total of 500,000 bags, which have to be sold before the end of June this year. Good prices were realized, the coffee bringing a premium of about ⅜ of a cent per pound over the price ruling for the same grades of new crop spot stock. That such good prices were obtained in Europe speaks well for the article, when we bear in mind that the European port stocks of Brazil coffees are now 2,000,000 bags larger than they were on July 1st last.

The strength of the position lies more in this country than in Europe, inasmuch as the United States has still to import with what there is afloat to this country at the present time about 1,250,000 bags Brazil coffee to cover her annual requirements. These 1,250,000 bags are expected to be furnished by Rio and Victoria. If this quantity should not come forward the stock in the hands of the trade, which on July 1st amounted to about 1,550,000

bags of Brazils, would naturally have to suffer some reduction. A great part of this stock is in very strong hands, and with a small crop in prospect for next year, the owners will most likely leave no stone unturned in order to realize full prices. But we believe, as we have stated in our report of the 15th ultimo, that the receipts at Rio during the remaining six months of the crop year, that is, January to June inclusive, will amount to 1,250,000 bags and that most of these, in conjunction with about 250,000 bags of the then existing stock in Rio, will find their way to the United States.

The growing Rio and Santos crop is generally estimated at about 11,000,000 bags, but there will be carried forward into the next crop season at Santos about 2,000,000 bags, and at Rio possibly 250,000 bags.

The limit of exports from Santos next year will be 10,000,000 bags, and the obligatory Government sales of coffee will be 600,000 bags. There will most likely be enough coffee produced, plus the carry-over at Santos, to fur-

nish the 10,000,000 bags, exports from Santos. But it would be a good omen if the total quantity would fall short of the limit of exports, because in that case it may be found judicious to suspend the export limit during next year, so as to allow the marketing of the crop to be distributed over the whole fiscal year, as used to be the case, instead of seeing it accomplished within comparatively few months, as may be experienced with the coming crop.

The prospective position as it appears to us does not forbode any scarcity of coffee with the exception of certain kinds or grades, such as are encountered from time to time, as for instance the present scarcity of low grades. This causes no hardship, as the trade has been educated to use a better quality of coffee than formerly, due to its proximity in price to that of the lower qualities.

With regard to mild coffees, we can only state that their position appears to us to be exceptionally sound. To start with, we cite the reduction of stocks in Europe and United States from 1,659,000

## What is a visible typewriter?

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bags on July 1st to 1,310,000 bags on February 1st.

This year's crops are generally reported to be small. Estimates are in the neighborhood of 3,500,000 bags, whilst Europe and United States consume about 4,000,000 bags. Existing stocks will therefore have to suffer a further reduction by the end of the crop year.

This position has been long foreseen by European buyers, who have already secured a large part of this year's production.

HENRY NORDLINGER & Co.  
New York, N. Y.

#### Spices.

The market is more active, general trend being upward. Supplies are reported small. This applies especially to cloves; ginger and nutmegs.

Peppers.—Shipments from the East are reported small to America. Shipments of Singapore pepper for three months ending January 31st are only about one-third the quantity received over the same period a year ago. Prices are really unchanged. All indications point to steady prices here for a time and then advances will be in order.

Red peppers are in good demand at higher values. Supplies are reported very small.

Cloves advanced sharply during the week, due to the report that the crop was only about 72,000 bales. The advance was about 7 to 8 per cent., and indications are that higher prices will rule.

Pimento (Allspice) very steady at unchanged prices.

Paprika steady and in very good demand; prices are unchanged.

Mace scarce, especially the better grades; prices are unchanged.

Nutmegs steady at unchanged prices. Demand very fair.

Cassias.—No changes to report during the week. Demand only fair.

Gingers very active and higher. Demand especially good from the grinding trade. European prices are far above prices here.

Tapioca.—Low prices are still ruling. Futures, however, are higher.

Seeds.—Prices are steady and demand very good. Celery is selling at a price lower than import cost, considering the present 10-cent per pound duty. Hemp is firm and sunflower seed is selling at higher prices.

Sage and sweet herbs are in demand. Rubbed sage continues to sell in a very satisfactory way.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Imported Fish Specialties.

Trade in Holland herring is in rather good shape. Good stock is scarce, the demand is good and the trade, although reluctantly, pays the advanced prices. In fact, the demand at this present moment exceeds the supply.

Scotch herring remain neglected. They are selling only in a hand-to-mouth way, but in many cases it is necessary to make concessions to get buyers interested. Exactly the same situation prevails in the market for Irish herring.

Mackerel, both Norway and Irish, are doing better and demand is improving. Prices are very firm and tending higher.

Imported oil sardines continue to sell rather slowly, but in a good hand-to-mouth way, particularly the good brands of dingley ¼ Portuguese sardines and ½ boneless Portuguese.

Sprats.—Owing to advices from France that the catch is over, and owing to cables received from there advancing prices by one

franc per case, the market has improved quite some and some large business has been done during the last few days at somewhat advanced prices.

French sardines are selling rather slowly.

Norwegian smoked sardines continue in very good demand and arrivals of well-known brands are taken freely by the trade to cover immediate demand. Some contracts have been made also for future delivery, although at prices somewhat higher than those ruling at present.

STROHMEYER & ARPE Co.  
New York, N. Y.

#### Evaporated Apples, Etc.

The evaporated apple market here is quiet, without any important trading going on. Business is confined chiefly to the small jobbing trade and prices are on a little lower level than two to three weeks ago.

Cores and skins and chops are meeting with steady demand, and prices on both are low. Good quality chops are very scarce.

Apples for shipment in small quantities are quotable as follows: Prime, 7 to 7¼ cents; choice, 7½ to 7¾ cents; fancy, 9½ to 10 cents, f. o. b. in 50-pound boxes; cartons, ½ cent per pound higher. Cores and skins, \$1.15 to \$1.20 f. o. b. buyers' bags; chops, 1¼ cents f. o. b. buyers' bags.

Raspberries are meeting with slow sale, but are firmly held at 22 to 23 cents f. o. b. in barrels.

C. C. HALL.  
Rochester, N. Y.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.

#### MARKET NOTES.

Beets are coming both from New Orleans and Florida, and the price ranges from 3½ to 5 cents per bunch, the Floridas bringing the latter price. The demand is good.

Almeria grapes are quite dull, and the price is moderate. The range is \$4.50 to \$7 per cask.

New Bermuda potatoes have advanced, in consequence of an increased demand. The present range is \$5.50 to \$6.50 and they are beginning to be wanted.

Spanish Valencia onions of large size and fine quality are coming in and are selling well at \$1.50 per crate.

Florida salad is still rather scarce and the demand good. The quality of the best receipts is excellent.

Florida peas are still very scarce and high. Sales have been made during the week at \$7 per basket. The demand is limited.

Hothouse radishes are lower and 3 cents per bunch is now the top. The demand is fair.

Florida eggplants are bringing a comparatively high price—\$4 to \$4.50 per crate. Good eggplants are scarce and the demand good.

Practically no Florida cucumbers are in market now, the re-



# =The Trade Demand Them=



The line we quote you this week are the goods that are in demand at this season of the year. Our prices are right and the goods guaranteed as represented.

**Syrups**—The market is in a strong position and our trade on this item is particularly good. The demand for our **Royal Table Syrup** at 30c. continues, this syrup not only has flavor, sweetness and body but is a good light color. King B Drips, Quaker City Syrup, Crescent Syrup, Amber Drips, White Clover Syrup, etc., also a full line of New Orleans Molasses.

**Raisins**—We have fresh packed seeded raisins, just from the coast, excellent value, Fancy Owl Brand 36-1 at 7c.; Fancy Mallapacco Brand 36-1 at 6½c. and **Choicest Re-cleaned Navy Brand** 36-1 at 6c.; Thompson's Bleached Seedless Gold Cord Brand 36-1 at 10c.; Phoenix Seedless Fancy Quality 36-1 at 6½c.; Victor Seedless 40-1 at 5½c.; California Valencia Raisins 50-lb. bulk at 5½c.; Cal. Basket Brand Cluster Table Raisins 20 1-lb. packages at \$1.75 reduced from \$2.25; Imp. 4-Crown Layer Raisins 6¾c.

**Peaches**—As a special drive we offer a lot of choice ungraded Dry Peaches 50-lb. boxes at 6c., this lot limited, you will be surprised how good they are

**KIRK, FOSTER & CO.**

WHOLESALE  
GROCERS

**209**

**NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA**



ceipts being about all-hothouse. The price ranges from \$1.25 to \$2 per dozen, and the demand is excellent.

The supply of Florida strawberries shows an increase, and the price a decline. The present range is 50 to 70 cents per quart and the demand fair.

Florida beans keep high for anything good, the high grades bringing \$4 to \$4.75. Ordinary stock, however, ranges as low as \$2 to \$2.50. The general demand is fair.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

- Washington, D. C., Feb. 8, 1910.  
 948,494. Sifter. Olla G. Boggs, Chawnee, Okla.  
 948,521. Display cabinet. Victor D. Payne, Colorado, Texas.  
 948,524. Ice cream cone holder. John F. Reid, Little Falls, Minn.  
 948,573. Combined vegetable parer and corer. Abner Chase, Syracuse, N. Y.  
 948,604. Rack for paper bags or the like. Joseph J. Caylor, Washington, D. C.  
 948,703. Flour bin. James S. McQuinn, Newcastle, Ind.  
 948,795. Display stand. Herman Rosenthal, Yonkers, N. Y.  
 948,969. Candy machine. George F. Dickson, Chicago, Ill.

Washington, D. C., Feb. 15, 1910.

- 949,013. Machine for making shredded wheat biscuits. Wm. E. Williams, Chicago, Ill.  
 949,132. Dough mixing machine. Frederick Sieffert, Oakland, Cal.  
 949,149. Cake trimmer. John H. Hempen, Alexandria, La.  
 949,196. Shelving for stock rooms. George T. McIntosh, Cleveland, Ohio.  
 949,234. Meat press. Emil M. Johnson, Waupaca, Wis.  
 949,309. Knockdown barrel. George K. Stitzer, Louisville, Ky.  
 949,340. Folding display case. Davis Weinstock, New York, N. Y.  
 949,371. Wafer machine. Desiderius Fabian-Györ, Austria-Hungary.  
 949,434. Candy cutting machine. Eustace R. Knott, Sharon, Mass.  
 949,523. Tea and coffee saver. Ellsworth F. Corbett, New York, N. Y.  
 949,618. Machine for mixing and kneading dough or analogous material. Owen T. Bugg, Jr., New York, N. Y.

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

- Ser. No. 8,812. "Nabob" for coffee. Francis H. Leggett & Co., New York, N. Y.  
 Ser. No. 26,822. "Phoenix" for coffee. Jones-Paddock Co., San Francisco, Cal.  
 Ser. No. 45,228. "Pheasant" for flavoring extracts, blended coffee, etc. Wadhams & Co., Portland, Ore.  
 Ser. No. 46,215. "Golden West" for spices, flavoring extracts, etc. Closet & Devers, Portland, Ore.  
 Ser. No. 46,317. "Sweet Melody" for blended coffee. J. S. Elliott, Newville, Pa.

If you want a better position or a better clerk, use the "Grocery World and General Merchant" Free Employment Bureau. Quick, confidential, effective, gratuitous.



We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Philadelphia Baking Powder Manufacturers.

Norristown, Pa.,  
 February 15, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Please give me names of some Philadelphia manufacturers of baking powder.

Yours truly,

CHARLES KELLEY.

The following concerns are Philadelphia manufacturers of baking powder: A. Colburn Co., 110 North Second street; The Jewell Baking Powder Co., 1022 Silver street; Albert Krout Co., 64 North Front street, and J. C. Townsend & Sons, 1200 Arch street.

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#### Banana Tree Advertisement.

Perkasie, Pa., Feb. 15, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Some time ago there was an advertisement in the "Grocery World and General Merchant" of banana trees. Would you kindly give me the address of the same, as it is no longer in.

Yours truly,

JAMES F. ROSENBERGER.

Welles & Davis Mfg. Co.,  
 Wyalusing, Pa.

\*\*\*

#### Manufacturers of Soda and Cream of Tartar.

Harrisburg, Pa., Feb. 5, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Could you give me the names of the manufacturers of the following articles: Pure cream of tartar and bicarbonate of soda.

F. T. SNYDER.

For cream of tartar, W. L. Knorr, 1108 Penn avenue, Pittsburgh, Pa., and Tartar Chemical Co., 135 Williams street, New York City.

For bicarbonate of soda, Glaser, Kohn & Co., W. Washington and Union streets, Chicago, Ill., and

D. D. Williamson & Co., 14 Dey street, New York City.

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#### Sellers of Soda Fountains.

Columbia, Pa., Feb. 14, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Will you please give me in the next issue of your paper the name or names and addresses of parties who sell soda fountains?

Thanking you in advance for this favor.

Yours truly,

H. E. SMITH.

Clear Spring Carbonating Co., 316 North 17th street; A. H. and F. H. Lippincott, 925 Filbert street, both of Philadelphia, Pa.

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#### "The Stroller's" Article on Old Money Drawers.

Boston, Mass., Feb. 14, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Referring to "The Stroller's" articles on "Old Money Drawers," in your issue of February 7th, we would invite your attention to the fact that an active grocery store employing six clerks would be best served by a simple centralizing system of cash carriers.

A store of the size mentioned would require at least two registers, one or the other of which would need to be visited after each sale and this would necessitate much needless trotting back and forth and a sad waste of valuable time during busy hours.

In a grocery store there is great necessity for a good checking system, and therefore the carbon check and order blank is in general use, particularly in stores employing as many as six clerks. Now, if a duplicating check system is a part of the store routine, and if one of these order checks is used as a voucher for each sale and sent direct to cashier, together with cash (or noted as a "charge"), we would thank you very much to show us what can possibly equal the carrier as a protector of the proprietor. As to cost, the price of two cash registers is much more

than ten stations of suitable carriers and six cash carriers would be ample for any store employing six clerks.

To sum up, cash carriers wait upon clerks, instead of having to be waited on by them, and the actual saving in time by the latter service where six salespeople are employed would permit one of them (the cheapest) to act as cashier at no real addition to the pay roll.

The value of a high priced salesman falls to the value of the time of a simple wire cash carrier while he goes back and forth doing cash carrier work—per contra, the value of the cash carrier springs up to that of your best paid salesman while it does his work.

The greatest business successes of the age are built around some centralizing system which fixes responsibility in a manner to enable the instant location of mistake and the cash carrier is the retail merchant's centralizer par excellence.

LAMSON CONSOLIDATED STORE  
 SERVICE Co.

By E. C. Phillips,

Special Representative.

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#### The Recent History of Raisin Combines.

Cincinnati, Ohio, Feb. 14, 1910.  
 Editor "Grocery World and General Merchant."

Dear Sir:—I have read your frequent references to the muddled way in which the producers of California raisins appear to be conducting their business, but they have not made the exact situation very clear to me. How many attempts have there been to corner the raisin market?

Yours respectfully,

B. R. GORDEN.

The plan was scarcely to corner the market, though if it had been successful it would have practically had that effect. What has been done in the last few years is substantially this: In 1907 there was no "raisin combine," but very high prices prevailed, owing to the speculative excitement of the time. Great quantities of raisins were contracted as between packer and grower at around 5 cents a pound and a good many crops were "held" for 6 cents. When the bottom went out after the panic raisins for a time became almost unsalable. The contracts of the packers involve them in heavy losses and it is a wonder that there were no heavy failures. The growers who had not contracted stubbornly refused to sell, even when they could get an offer. Many of them did the same with their crops in 1908, so that the last season began with a very heavy holdover, a large crop to be



harvested and stock saleable only at prices well below 2 cents a pound. Growers generally refused to sell at prevailing prices. The Farmers' Union jumped in with promises of the high prices it could get, mass meetings were called which agreed to "hold" at first for 4 cents, and then for less. Selling committees were appointed, without authority to sell except at prices above the market. Meantime the packers were disposing of their holdover for whatever they could get, and quietly buying all the new crop they needed at prevailing prices. One firm collected a block of some 6,000 tons. Other packers accumulated stocks at low prices. The Farmers' Union had a lot contracted so that the quantity remaining in hands of growers seemed to many to be reduced to a point where it could be "cornered." Another mass meeting was called and it was agreed to "pool" the crop remaining in growers' hands to "hold" for 3 cents provided a certain percentage of the estimated outstanding raisers could be "signed up." A canvass was made and the required percentage was pledged. Bids for the entire lot were called for. The day arrived and not a bid was received—possible bidders, of course, knowing the minimum price which would be considered. Packers, of course, would have been delighted to have some one buy the lot at 3 cents, but none of them would do it and the pool dissolved. Meantime there was in progress another movement evolved at another mass meeting to organize a growers' corporation with actual capital of \$1,000,000 to be gradually collected by deductions from proceeds of raisins sold for account of the members. A canvass was begun for stock signatures carrying a five years' contract of the crops to the proposed association, conditioned upon securing contracts covering 65 per cent. of the acreage. As usual in such cases signatures were obtained very rapidly for a short time, but the number willing to engage in the plan was found to be really very small and the project has been formally abandoned. Raisins continue salable as they have been at from 2¼ to 2½ cents a pound, at which prices it is hoped that the stocks will get cleaned up so that the next season

can open without the handicap of holdover stocks. It would seem that by this time all raisin growers would have discovered the impossibility—both moral and financial—of cornering such a crop as raisins by co-operative action of growers.

## HIGHEST IN HONORS

## Baker's Cocoa &amp; CHOCOLATE



Registered U. S. Pat. Off.

52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

A perfect food, preserves health, prolongs life

Walter Baker &amp; Co. Ltd.

Established 1780 DORCHESTER, MASS.



**H**am without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

**SWIFT'S PREMIUM HAMS** are uniform—always properly cured, tasty, appetizing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAMS**.

Swift &amp; Company, U. S. A.

## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## WANTED.

**WANTED.**—A second-hand, total adder, cash register. Also a small platform counter scale. Must be in good condition and cheap. Star Store Co., East Bangor, Pa. 8

## FOR SALE.

**FOR SALE.**—The owners of a good-sized general store in a growing town in the eastern part of Pennsylvania are anxious to dispose of the business, owing to death of a partner, and invite correspondence looking to a sale of the entire matter. "For Sale," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**FOR SALE.**—Store, stock and fixtures. Two counters, ice box, three show cases. Large cellar, fine dwelling, six rooms and located on the corner. One of the finest grocery stands in the northeast section of Washington. Good reason for selling. John Alt, 600 F St., N.E., Washington, D.C. 8

**FOR SALE.**—A general store located in northern Pennsylvania, doing a cash business of \$4,000 per year. Some book accounts. Stock consists of groceries, hardware, shoes, rubber goods, dry goods and notions. Stock will inventory, with horse, wagon and fixtures, about \$3,000. Good reason for selling. Will guarantee. Terms right. Town has 100 inhabitants, with a well-to-do farming section around. B. F. Hawley & Son, Little Marsh, Pa. 11

**FOR SALE.**—Grocery and provision store corner Salford and Callowhill Sts., below Sixtieth St., West Philadelphia. Will sell for \$600 if sold at once. 9

**FOR SALE.**—One of the best grocery stores in a town of five thousand population, doing a business of \$15,000 a year, and by a little more effort the business could be increased a great deal. Reason for selling, the owner wants to go in other business. C. B. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**FOR SALE.**—Don't miss this bargain! \$4,100 will buy corner store property. Two bulk windows, eight rooms and bath. Lot, 16 x 75 ft. Only built two years ago. New properties going up all around this section. For full information apply to R. P. Cameron, 2737 Kensington Ave., or Mrs. R. Shaw, owner, 3334 H St., Philadelphia, Pa. 9

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 11

**FOR SALE.**—Small grocery store in West Philadelphia. \$750 if sold at once. R. B. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**FOR SALE.**—Cleaver's old established butter, egg and grocery store, 4408 Germantown Ave. Will sell for \$600 if sold at once. Jacob W. Scheiffele, 4408 Germantown Ave., Philadelphia, Pa. 8

**FOR SALE.**—Old established grocery store of F. L. Boncot. \$1,500 for stock and fixtures. F. L. Boncot Est., Conshohocken, Pa. 8

**FOR SALE OR EXCHANGE.**—Three hundred account McCaskey Register. Complete; been used only three weeks; good as new. Address Fred. S. Pfizenmyer, Ocean City, N. J. 8

**FOR SALE.**—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

**FOR SALE.**—An old established grocery store, located on the busiest corner of a live town in central New York State for twenty-seven years. Every modern fixture and improvement, making this the finest store here. No old stock. All property free of any incumbrance. Proprietor desires to retire

because of old age. Address "H. C.," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**FOR SALE.**—One of the best grocery stores in the State. Old established stand and a money maker. Does \$75,000 business a year. Will require about \$6,000 to handle it. Best of reasons for selling. K. J., "Grocery World and General Merchant," 927 Arch Street, Philadelphia, Pa. 8

## HELP WANTED.

**PHILADELPHIA GROCERY AND MEAT** retailer wants two men, one as clerk, the other as solicitor and clerk. Young men wanted. Will pay clerk \$9.50 to start and clerk and solicitor \$10. Good chances to right men. E 7, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PHILADELPHIA SUBURBAN GROCER**, selling groceries, meats, fruits and vegetables, wants man for soliciting, delivering orders and helping in store. Man capable of working into buyer needed. Will start at \$12 to \$15. Married man preferred. Twenty-five years old or over. Can rent good house for \$10 to \$14 monthly. A substantial chance to right man. E 6, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 11

## SITUATION WANTED.

**PHILADELPHIA GROCERY CLERK** with twenty years experience, some of it in England and much with leading American chain stores, wants position as manager of either a cut price or ordinary store. Prefer Philadelphia, but will consider outside. Salary to begin at least \$12. Married, but no family; age thirty-four. Considered good window dresser and sign writer, also very good all round experience. C 22, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PENNSYLVANIA GROCERY CLERK**, able to speak five languages, wants position as grocery salesman. Age twenty-one. Has had eight years experience in retail grocery business and knows bookkeeping and general business. Salary to begin, \$85 per month. C 20, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PENNSYLVANIA GROCERY CLERK** wants position with large coal company or chain store where can work in as manager. Has had seven years experience as clerk and one year manager branch store. Is a fine window dresser and has original ideas. Age thirty-one years and married. Highest references. Salary wanted, \$18 per week to start. C 23, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PHILADELPHIA GROCERY CLERK**, thirty years old and married, wants position as manager or superintendent. Has had fifteen years experience and has special knowledge of grocery and produce buying, ad-writing and window dressing. Also all round knowledge of business. Will go anywhere and wants \$20 to start. C 21, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**WANTED.**—Young man, twenty-one years of age, wants clerical position with chances for advancement. Will go anywhere. Has had two years experience as bank bookkeeper and receiving teller and two years experience as double entry bookkeeper for wholesale grocery firm. Can open and close any set of books and take off trial balance when desired. Willing to start low with chances for advancement. Good talker and will travel if desired. R. A. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.



**WANTED.**—A young man would like a position as outside salesman. Anything in the grocery line. Willing to travel. Good reference given. Has had experience. Salesman, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7

[The sender of the above advertisement neglected to enclose his address. Will he please send it to the "Grocery World and General Merchant" office at once.]

**GROCERY CLERK AND MEAT CUTTER** in a town twenty miles from Philadelphia. A good grocery clerk who is capable and willing to assist in cutting meats. Steady position and good wages to a good steady man. E 5, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**CLERK AND SALESMAN NOW EMPLOYED** in Virginia wants position as clerk or on the road with reliable house. Age thirty, single. Has had five years practical experience, including window dressing. Will go anywhere. Salary desired, \$65 per month to start. C 19, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

**GROCERY CLERK NOW EMPLOYED** with large chain store wishes position under good manager where there is plenty of business and chance to hustle. Good all round man and can give good references, among them present employer. Age twenty-seven, single. Wants \$12 weekly. Has had experience as manager. C 18, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**YOUNG WOMAN OF TWENTY-THREE** wishes position as clerk in grocery store. Now employed in Pennsylvania store. Has had seven years experience, partly window dressing and store decorating, and can make self very useful. Capable of taking entire charge of small grocery. Salary wanted, \$9 per week. C 17, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**GROCERY CLERK NOW EMPLOYED** in West Virginia wants position in West Virginia as manager of first-class retail grocery. Age thirty-five, married, one child. Had seven years wholesale experience and ten retail. Has knowledge of ad-writing, window dressing, card writing, decorating. Salary wanted—will consider any fair offer. C 16, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**GROCERY CLERK NOW EMPLOYED** in New York State wants position as clerk or at desk work. Age forty, married. Will go anywhere. Has had twenty-two years experience and knows business thoroughly. Wants \$15 per week. C 15, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**YOUNG WOMAN OF TWENTY-FOUR** now employed in Pennsylvania store, wants position clerking or calling on trade. Will go anywhere. Has had six years experience clerking and managing and has considerable knowledge of the business. Salary wanted to start, \$8 per week. C 14, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**GROCERY CLERK NOW EMPLOYED** in eastern Pennsylvania wants substantial position anywhere. Age thirty-one, single. Position wanted is as clerk or manager. Has had eight years' experience as grocery clerk and four years with china and glass. Good selling ability. Salary expected, \$12 per week, and can earn it. C 13, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**PHILADELPHIA GROCERY CLERK** and manager of long and comprehensive experience wants position as manager within forty miles of Philadelphia. Age fifty-two and married. Experienced in grocery and coffee business, including coffee roasting, and has a full, general knowledge of the business. Was in business for himself twelve years. Salary wanted, \$20 weekly. Fine references. C 12, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**PHILADELPHIA GROCERY CLERK** wants position in country store as clerk and bookkeeper. Age forty-five, married. Will go within thirty-five miles of Philadelphia. Had thirteen years active business experience and a good all round man. Will start for \$10 weekly. C 10, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**GROCERY CLERK OR MANAGER** now employed at Allentown, Pa., wants position as manager, assistant manager or department manager, with chances for advancement. Will go anywhere within two hundred miles. Has had experience as buyer and department manager, also has knowledge of advertising and window dressing. Splendid references. Wants \$25 weekly and can earn it. C 9, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

**CLERICAL POSITION WANTED BY** Philadelphia young man, eighteen years of age. Had two years experience. Salary wanted, \$8 per week. C 11, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 8

### BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.

In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.

If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.

Write, call or telephone.

**WARNER & CO.,**  
927 Arch Street, Philadelphia, Pa.  
Phones, Bell Filbert 2500,  
Keystone, Race 746.

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, grocery, meat and canned goods business doing \$300 to \$350 weekly, all cash. Rent low. About \$700 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

### GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

**WARNER & CO.,**  
927 Arch Street, Philadelphia, Pa.

### MISCELLANEOUS.



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—**FREE.** American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 12



The cash register, computing scales and 'phone save your time. The housewife appreciates time-savers too. Then tell her about

### MINUTE GELATINE (PLAIN)

It is all measured. Every package contains four envelopes. Each holds just enough to make a pint. Time of measuring saved.

It requires no soaking. It dissolves in less than a minute in boiling water or milk without first soaking in cold water. More time saved.

Besides, it is the clearest, firmest gelatine to be had.

Use these talking points and they'll help the sale. The sale helps you. It pays 36 per-cent. Don't sell at less than two packages for 25c. It's worth even more.

Send your jobber's name and ask for a package to try yourself. It's free.

**MINUTE TAPIOCA CO.,**

202 W. Main St., Orange, Mass.



No. 1 Cuspidor  
6 1/2 Inch

### THIS CUSPIDOR

in hand-painted colors at \$3.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

**The Peters & Reed Pottery Co.**  
ZANESVILLE, OHIO

### MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

**"BLOOKER'S COCOA is the Cocoa of Flavor, Aroma and Strength"**

American Depot, No. 46 Hudson Street, New York



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. FEBRUARY 21, 1910.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

ADVANCES.		DECLINES.		ADDITIONS.		WEIGH AND MEASURE EVERYTHING YOU BUY.	
Column.		Column.		Column.		Standard Weights per Bushel.	
<b>ADVANCES.</b> Alum.....18 Ammonia.....3 Ammunition.....5 Axle Grease.....3 Bags, Paper.....23 Bag and Twine Holders.....18 Baking Powder.....3 Barley.....17 Bath Brick.....38 Beans.....17 Bleaching, Shoe.....4 Bluing.....6 Borax.....26 Brooms.....33 Brushes.....35 Buckwheat Flour.....17 Bung Boreas.....6 Butchers' Sundries.....25 Butter Dishes.....34 Butter.....6 Butter Color.....26 Camphor.....26 Candles.....10 Candles.....6 Canned Goods.....7 California Fruits.....8 Domestic Fruits.....8 Vegetables.....7 Fish.....8 Pie Fruit.....8		<b>DECLINES.</b> Sardines.....9 Meats.....9 Soups.....10 Capers.....16 Catsup.....11 Cereal Specialties.....17 Cheese.....16 Chocolate and Cocoa.....11 Chewing Gum.....28 Cider.....28 Clams.....20 Clothes Pins.....35 Coconut.....13 Codfish.....19 Coffee.....5 Essence.....5 Chicory.....5 Coffee Mills.....18 Cooking Herbs.....6 Condensed Milk.....22 Condensed Mince Meat.....21 Corn Meal.....17 Corn Starch.....31 Cottole.....16 Crackers, Cakes, etc.....13 Crescent Mapleine.....33 Cutters, Tobacco.....18 Counters.....18 Dates.....20 Delicatessen.....14 Dressed Meats.....25		<b>ADDITIONS.</b> Iak.....21 Insect Powder.....26 Ironing Wax.....32 Jams.....26 Jars and Jar Rubbers.....6 Jellies.....25 Junket Tablets.....27 Ketchup.....11 Lamp Goods.....21 Lard.....25 Lemons and Oranges.....17 Lentils.....26 Licorice.....6 Lime.....21 Live Poultry.....25 Lye and Potash.....21 Macaroni.....18 Mackerel.....19 Maple Syrup.....33 Matches.....21 Meat.....24 Milk, Evaporated.....12 Mince Meat.....28 Mineral Water.....29 Molasses.....33 Mustard.....30 Prepared.....31 Marmalade.....26 Noodles, Egg.....17 Nuts.....22 Oat Meal.....17 Oils.....22 Oil, American.....23 Olive Oil.....22 Olives.....22 Oysters.....20 Paper.....23 Paper Bags.....23 Peanuts.....24 Peanut Butter.....24 Peas, Dried.....17 Pickles.....24 Pickled Meats.....23 Plum Pudding.....26 Polishing and Cleaning Compound.....29 Popping Corn.....23 Pork and Beef.....24 Potash.....21 Potato Chips.....23 Poultry Seasoning.....25 Dressed.....25 Live.....25		<b>WEIGH AND MEASURE EVERYTHING YOU BUY.</b> Standard Weights per Bushel. Marrow Beans.....60 lbs. Medium Beans.....60 " Pea Beans.....60 " Red Kidney Beans.....58 " Hominy.....58 " Pease.....60 " Barley.....48 " Potatoes.....58 " Flaxseed.....58 " Onions.....58 " Shellbarks.....48 " Spices.....30 Whole.....31 Starch.....31 Stove Polish.....31 Soap Powders.....30 Sugars.....1 Sulphur.....26 Sundries.....38 Syrups.....33 Tacks.....30 Tapioca.....17 Tar.....27 Teas.....1 Tobacco, Chewing.....36 Smoking.....36 Cutters.....18 Twine Holders.....18 Twine.....38 Vermicelli.....18 Vinegar.....24 Washboards.....34 Wax, Fruit Jar.....38 Wrapping Paper.....28 Woodenware.....34 Yeast Cakes.....36	

## SUGAR.

Confectioners' Lozenge, XXXX.	5.40
Crystal Dominoes.	7.70
Cut Leaf.	6.15
Patent Cubes.	5.50
Powdered.	5.35
Granulated, standard to fine.	5.20

## TEA.

Foochow Oolong—	Per lb.
Special	.24
Fair	.26
Good	.29
Choice	.34
Extra choice	.39
Fancy	.45
Formosa Oolong—	
Good	.28
Choice	.33
Extra choice	.39
Choicest	
Imperial—	
Special	.27
Fair	.31
Good	.35
Choice	.39
Extra choice	.45
Choicest	.49
Young Hyson—	
Fair	.29
Good	.35
Fine	.40
Choice	.45
Extra choice Moyune	.50
Gunpowder—	
Fair	.35
Good	.40
Choice	.45
Choicest	.50
Japan, pan fired or basket fired—	
Good	.35
Choice	.40
Extra choice	.45
Choicest	.50
English Breakfast—	
Fair	.24
Good	.27
Choice	.33
Extra choice	.38
Choicest	

## PACKAGE TEAS.

Lipton's—	Per lb., in ½-lb. tins
Ceylon and India, A.	.48
Ceylon and India, B.	.43
Black and Green, A.	.48
Black and Green, B.	.43
English Breakfast, A.	.48
English Breakfast, B.	.43
Formosa Oolong, A.	.48
Formosa Oolong, B.	.43
½-lb. tins 1c. per lb. more.	
Tetley's—	Per lb.
India and Ceylon, Formosa or Mixed—	
Extra, Gold Label.	.75
No. 1, Buff Label.	.60
No. 2, Green Label.	.45
Sunflower, India and Ceylon, Formosa, Oolong or Mixed—	
1 lb. size	.55
½ lb. size	.56
¾ lb. size	.57
3 lb. packages	1.35
5 lb. packages	2.25
Spring Garden Tea—	
100 lb. barrels	.18
McCormick & Co., Banquet brand, Ceylon, Blended, etc.—	Per lb.
1-lb. canisters, 8-lb. boxes.	.53
¾-lb. " 12-lb. "	.53
½-lb. " 10-lb. "	.53
¼-lb. " 10-lb. "	.53
McCormick & Co., Bee brand—	Per lb.
1-lb. lithographed cans, 20-lb. boxes.	.56
¾-lb. " 10-lb. "	.58
½-lb. " 10 and 20-lb. boxes.	.60
Travellers pocket canister, 4 doz.	.80

## AMMONIA.

Colburn's "A," 16 oz., 2 doz. boxes.	Per doz. .90
Colburn's "A," 1 quart, 1 doz. boxes.	1.50
Colburn's "A," ½ gal., ½ doz. boxes.	2.70
Colburn's Mayflower, 16 oz., 2 doz. boxes.	.75
Colburn's "A," hotel size, 2 doz. boxes.	1.30
Victoria, 2 doz.	.90
Pincus, 3 doz.	.90
Oakdale, 2 doz.	.75
O. K., 3 doz.	.45
Violet, 16 oz., Victoria, 2 doz.	.90
Parsons, 2 doz. pints.	1.55
Parsons, Dime, 2 doz.	.95
Banner, dry, case 2 doz.	.87½
Tibbals Dri-Monia (con. dry), 10c. size, ¼ gross case.	9.00
Tibbals Dri-Monia (con. dry), 5c. size, ¼ gross package.	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

## AXLE GREASE.

Fraser's, 15 lb. pails.	.80
Fraser's, boxes, ¼ gross.	9.40
Mica, ¼ gross.	9.00
Peerless, ¼ gross.	4.40
Sea Foam Baking Powder—	
¼ lb., 4 doz. in case.	.95
½ lb., 2 doz. in case.	1.75
1 lb., 1 doz. in case.	3.40
Davis' O. K., ¼-lb., 4 doz.	per doz. .90
Davis' O. K., ½-lb., 3 doz.	per doz. 1.65
Davis' O. K., 1-lb., 2 doz.	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.	per doz. .84
Cleveland's, ¼-lb., 4 doz.	per doz. 1.23
Leslie's, ¼-lb. cans, 2 doz. cases.	1.15
Leslie's, ½-lb. cans, 1 doz. cases.	1.80
Leslie's, 5-lb. cans, 6 cans in case.	9.00
Sea Gull, 6 oz., glass, 4 doz.	.45
Parrot and Monkey, 4 doz.	.45
Rumford's Yeast Powder—	
4 oz. glass, 2 doz.	.82½
6 oz. glass, 2 doz.	1.07
6 oz. glass, 6 doz.	1.03
6 oz., 1 gross, in bbl.	1.08

## BAKING POWDER.

Sea Foam Baking Powder—	
¼ lb., 4 doz. in case.	.95
½ lb., 2 doz. in case.	1.75
1 lb., 1 doz. in case.	3.40
Davis' O. K., ¼-lb., 4 doz.	per doz. .90
Davis' O. K., ½-lb., 3 doz.	per doz. 1.65
Davis' O. K., 1-lb., 2 doz.	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.	per doz. .84
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6 oz. glass, 2 doz.	1.07
6 oz. glass, 6 doz.	1.03
6 oz., 1 gross, in bbl.	1.08

## BLACKING—Shoe.

Shinola (premiums)	per gross 10.00
Blackola, 1 doz., 10-cent size.	.85
Mason's No. 1, ¼ gross.	2.70
" " " "	3.00
" " " "	3.30
" " " "	5.40
" " " "	13.80
T. M. French	per doz. 1.10

## SHOE DRESSING.

Mason's—	Doz.
Medium Black Dressing.	.85
Regular Black Dressing.	.75
Combination Black.	.75
Combination Russet.	.75
Medium White Dressing.	.75
No. 2, Black Shine.	.45
No. 3, Black Shine.	.75
No. 2, Tan Shine.	.45
No. 3, Tan Shine.	.75
Acme, 1 doz.	1.22½
Bixby's Royal Polish, 1 doz.	.85
Bixby Jet Oil Polish.	.85
Brown's Shoe Dressing, 1 doz.	.85
Brown's Army and Navy, 1 doz.	.80
Boyer's French Dressing.	.65
" Oil Polish.	.85
Admiral Russet Combination.	.90
Admiral Shoe Dressing.	.70
Whittemore Bros. & Co.—	
Gilt Edge Polish, black.	2.00
Boston Waterproof, black.	2.00
Boston Jr. Waterproof, black, 10-cent size.	.85
Elite Combination, Baby, black.	.85
Elite Combination, large, black.	2.00
Superb Patent Leather Paste, large.	.75
Champion, black, friction polish.	2.00
Champion Jr., black, friction polish.	.85
French Gloss, black, self-polishing.	.75
Royal Gloss, black, self-polishing.	.75
Dandy Combination, russet.	2.00
Star Combination, russet.	.75
Dandy Russet Paste, large.	.75
Bossola Waterproof Paste Polish, large.	.75
Bossola Waterproof Paste Polish, small.	.40
Quick White, cleans dirty canvas shoes.	.75
Quick White, cleans dirty canvas shoes.	1.75
Oil Paste black, never dries up, large tins.	.75



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## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25 1/2
Java, Interior.....	.21
Bogatos.....	.13
Washed, Caracas.....	.13
Washed, Mexican.....	.12 1/2
Bucarmango.....	.13
Guatemala.....	.12 1/2
Maracaibo.....	.14
Washed Santos.....	.12 1/2
Mocha Seed Santos.....	.11 1/2
Santos.....	.10 1/2
Rio.....	.09 1/2

## ROASTED COFFEE IN BULK.

Victoria Blend.....	.25
Morava Blend.....	.20
Oakdale Blend.....	.18
Radnor Blend, 1 lb. free with 10.....	.18
Special Blend.....	.16
Nectar Blend.....	.15
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.25
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18
No. 2, Santos.....	.13 1/2
No. 3, Santos.....	.12 1/2
No. 3, Rio.....	.12 1/2
No. 7, Rio.....	.12

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	.12 1/2	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—	
50 tins in box.....	3.90
12 in tin box.....	.95
5-lb. tins.....	5.75
George Floto's Sons—	
Coffee Essence, 1/2-gross improved cans.....	2.25
" " 1/2-gross cans, tin ends.....	2.70
" " 1/2-gross cans, all tin.....	2.85
Vienna Coffee Essence, Manilla, 1/2 gross.....	2.25
Package Chicory, 65-lb. cases.....	.04 1/2
Mumma's Essence, tin can, 1/2 gross, per gross.....	2.90
" " tin ends.....	2.75
" " improved ".....	2.25
Chicory, Bell's 65's.....	.06 1/2
" " English, ground, bags about 160 lbs.....	.05 1/2
" " Franks', stick, 65 lbs.....	.06 1/2
" " Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....	.05

## AMMUNITION.

Masting, A, kegs, 25 lbs.....	2.35
" B, kegs, 25 lbs.....	1.50

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Duck, kegs, 25 lbs.....	4.75
" " kegs, 25 lbs.....	3.65
FG, FFG, FFG, kegs, 25 lbs.....	4.75
" " kegs, 25 lbs.....	4.75
Drop Shot, Nos. 2, 3, 5, 8, 9, bags, 25 lbs.....	1.85

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" " large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" " No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" " No. 2, 3 doz.....	2.65
" " A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" " Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 3c. and 10c. asst., 8 lbs.....	.20

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	5.50
French Laundry, large, 1/2 gross in barrel.....	2.45
Tibbals Cream Indigo, 5c. size, 1/2 gross case.....	4.80
" " 10c. size, 1/2 gross case.....	9.00
Free goods with 1/2 gross 5-cent size and 1/2 gross 10-cent size.	

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.33
" " first, ".....	.32
" " second, ".....	.31
" " third, ".....	.30
" " dairy, extra, bakers' use, 30-60 lbs.....	.26-.29
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.31-.34
Print Butter—	
Star or S. D. brands, 1 lb., 20-30-lb. bxs.....	.37
B. B., E. D. brands, 20-30-lb. boxes.....	.36
J. J., C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes.....	.35
Sheaf ("400") Elgin, 20-30-lb. boxes.....	.34
Sheaf.....	.31-.33
Milken Farm, lbs. and 1/2 lbs.....	.37
Gurneo, lbs. and 1/2 lbs.....	.35
Belle Spring.....	.32

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/2
" " 16's, 30 lbs.....	.22 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	1.75
Werk's, 8's, 30 lbs.....	.11 1/2
" " 16's, 30 lbs.....	.12 1/2
Neverout, 8's.....	1.75
" " 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	4.50
Quarts, boxes, 1 doz. each.....	5.00
Pints, wide mouth, 1 doz. each.....	7.50
Schram's—	
Half gallons, boxes, 1 doz. each.....	6.50
Quarts, boxes, 1 doz. each.....	5.00
Pints, boxes, 1 doz. each.....	
Jar Rubbers—	
Wide, 1 lb. cartons.....	.26
Regular, 1 lb. cartons.....	.26
Lipped, 1 gross, boxes.....	.40
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	1.55
Jelly Glasses, fluted, bbls., 21 doz.....	.17 1/2

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## COOKING HERBS.

Colburn's "A," Small—	
Sweet Marjoram.....	per doz. .85
Sage.....	" .85
Thyme.....	" .85
Savory.....	" .85
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
1/2-lb. cartons, 1 doz.....	per doz. .40
1/2-lb. " ".....	" .75
1/2-lb. " ".....	" 1.25
1/2-lb. screw cap bottles, 2 doz.....	" .90
1/2-lb. square cans, 2 doz.....	" .85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Silver Lake, fancy Jersey.....	.87 1/2
Silver Lake, No. 10, 1 doz.....	2.10
Junior, No. 10, 1/2 doz.....	2.00
Bridgeton, No. 10, 1 doz.....	1.95
Goldsboro, No. 10, 1 doz.....	1.75
Junior, fancy hand picked.....	.80
Riverside, fancy Maryland.....	.75
New Century, fancy, No. 2.....	.55
Brandywine Hills, extra fancy.....	.90
Mrs. Lippincott's, Frying.....	1.15
Our Best, 50 oz.....	1.00
Rival Blue, fancy hand packed.....	.80
Mispillion, fancy Delaware.....	.70
Ford, fancy Maryland.....	.67 1/2
Luncheon, fancy Maryland.....	.80
Lima Beans—	
Silver Lake.....	.90
Silver Lake, No. 10.....	4.50
Brandywine Hills.....	1.30
Boyer's.....	.95
Brownie.....	.70
String Beans—	
Extra fancy.....	1.45
Boyer's, 25.....	.60
Acorn, 35.....	.85
" " No. 2.....	.60
Safe, No. 2.....	.60
White Wax Beans—	
Boyer's.....	.60
Acorn, No. 2.....	.57 1/2
Brandywine Hills, No. 2.....	1.10
Beans (Pork and Beans)—	
B. & M., No. 3, plain.....	1.45
" " No. 3, tomato sauce.....	1.60
Campbell's, No. 2, plain.....	.95
" " No. 2, Boston style.....	.95
Oxford, No. 3.....	1.05
Narragansett, No. 3, tomato sauce.....	
Van Camp's, No. 1, sauce, 4 doz.....	.90
" " No. 2, sauce, 2 doz.....	1.40
Moore & Brady, No. 3, plain.....	.87 1/2
" " No. 3, sauce.....	.92 1/2
" " No. 1, picnic size, plain.....	.42 1/2
" " No. 1, picnic size, sauce.....	.47 1/2
Victory, No. 1, tomato sauce, 4 doz.....	.45
Martin Wagner Co., No. 3, plain.....	1.25
" " No. 3, tomato sauce.....	1.25
" " Midnight Lunch, No. 1, 4 doz.....	.50
Snider's, sauce or plain, No. 3, 2 doz.....	1.80
" " No. 2, 3 doz.....	1.40
" " No. 1, 4 doz.....	.90
Red Kidney Beans—	
Joan of Arc, No. 1, fancy.....	.80
Van Camp's, No. 2, 2 doz.....	.85
Martin Wagner's, No. 2, 2 doz.....	.77 1/2
Corn—	
Kornlet.....	1.75
Paris, fancy Maine.....	1.25
American Beauty, extra fancy, Shoe Peg.....	1.00
Cream of Susquehanna.....	.95
Shoe Peg, Susquehanna, No. 2.....	.85
Rex, No. 2, fancy, whole grain.....	.77 1/2
Vandy, No. 2, whole grain.....	.75
Peas—	
Boyer's, Midgets, No. 2.....	1.55
" " Extra Sifted.....	1.25
" " Sifted.....	1.07 1/2
" " Early June.....	.95
B. B. F., Early June.....	.95
Hermitt brand, soaked.....	.55
Lotus, Sweet Wrinkle.....	1.10
Brandywine Hills, extra sifted N. Y. State.....	1.50
Kent County, Sifted.....	.80
Our Favorite, No. 2.....	.80
Plantation Standard, Early June, No. 2.....	.87 1/2
Pride of Delaware Standard, No. 2.....	.75
Wyoming, extra fine, June, No. 2.....	1.25
Beets—	
Silver Lake, fancy, No. 3.....	1.10
Succotash—	
Little Quaker, extra fancy, No. 2.....	1.05
Brandywine Hills, extra fancy.....	1.05
Spinach—	
Champion, No. 3.....	.92 1/2
Farren's, No. 3, 2 doz.....	1.05
Victory, No. 3, fancy leaf, 2 doz.....	.95
M. & W., No. 3, chopped.....	.85
Sweet Potatoes—	
Farmside, fancy N. Y. State, No. 3.....	1.25
Boyer's, No. 3, 2 doz.....	1.00
Slocumb Farm, No. 3 cans, 2 doz.....	.90
Pumpkin—	
Silver Lake, No. 3.....	.72 1/2
Apollo, 3's.....	
Lilly Lake, 3's.....	.62 1/2
Easton, No. 3.....	.60
Asparagus—	
Oak, large, 2 1/2's.....	.65
Superior, large, No. 2 1/2's.....	.50
Staple, medium, No. 2 1/2's.....	.35
Swan, medium, No. 2 1/2's.....	.40
Del Monte Tips, No. 1 1/2's.....	.15
Extra Tips, No. 1 1/2's.....	.10
El Rio, choice California, No. 2 1/2's, 2 doz.....	.80

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## California Canned Fruit.

	Per doz.
Apples—	
Extra quality.....	2.75
Extra standard.....	1.60
Standard.....	1.40
Pears—	
Bartlett, extra quality, 2 1/2's.....	3.00
" " extra standard, 2 1/2's.....	2.25
" " standard, 2 1/2's.....	1.75
Cherries—	
Extra quality, 2 1/2's.....	2.90
Extra standard, 2 1/2's.....	2.00
Standard, 2 1/2's.....	1.80
Peaches—	
Tloga, No. 2 1/2, extra standard, lemon cling.....	1.75
Agate, No. 2 1/2, standard, lemon cling.....	1.50
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.25
Columbus, No. 2 1/2, pie, peeled, yellow, free.....	1.10
Fruits.....	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

	Per doz.
Apples.....	
Golden Crown, No. 3, 2 doz.....	.90
Spring Garden, No. 3, 2 doz.....	.85
Bull Head, No. 3, 2 doz.....	.85
Spring Garden, No. 10.....	2.65
Blackberries—	
Silver Lake, syrup, No. 2.....	1.30
Nigger Head, No. 2.....	1.05 1/2
Spring Garden, No. 2.....	.85
Blueberries—	
Maine, Eagle No. 2.....	1.05
Loggies, No. 10.....	6.00
Cherries—	
Boyer's, No. 2, white, extra.....	1.37 1/2
Flour City, white, No. 2.....	1.10
Flour City, red, No. 2.....	
Peaches—	
Berry's, yellow, No. 3.....	1.25
Castle Haven, white, No. 3.....	1.05
Standard, pie, No. 3.....	.90
Pears—	
Silver Lake, No. 10.....	3.75
Hero, No. 3.....	1.00
Raspberries—	
Red Farmale, extra preserved, No. 2.....	2.45
Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.75
Silver Lake, No. 10, 1 doz.....	1.90
Strawberries—	
Anchor, No. 2, water.....	.75
Silver Lake, No. 2.....	1.40
Pineapple—	
Acorn, E. & C., No. 2.....	1.90
General, E. & C., sliced, No. 2.....	1.80
Indian River, E. & C., No. 2.....	1.65
Orange Grove, E. & C., No. 2.....	1.10
Singapore Chunks, No. 1 1/2, 4 doz.....	1.10
Wallace, grated, No. 2.....	1.40
James, No. 3, pie, grated.....	.85
Singapore, cubes, No. 1 1/2, 4 doz.....	1.10

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

	Per doz.
Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
" " No. 2, 2 doz., McMenamin's.....	2.25
Clams—	
Star, No. 1, 4 doz.....	.85
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.35
" " flat, 4 doz.....	4.35
B. & M., No. 1/2, flat, 4 doz.....	2.30
" " No. 1/2, flat, 4 doz.....	1.40
Star brand, No. 1/2, flat, 4 doz.....	1.35
" " No. 1/2, flat, 4 doz.....	2.25
Shrimps—	
L and D, No. 1, pickle, 4 doz.....	1.20
Mackerel—	
Pickett's, soured, No. 1, 4 doz.....	
" " No. 2, 2 doz.....	
" " No. 3, 2 doz.....	
Underwood, soured, No. 1, 50 cans.....	
" " No. 1, 4 doz.....	
Oysters—	
Boyer's, No. 1, 2 doz.....	.75
" " No. 2, 2 doz.....	1.45
Stewart's, No. 2, 2 doz.....	1.35
" " No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75
Kipperd Herring—	
Macconache's, 2 doz., plain.....	1.50
Gilt Edge, 4 doz.....	1.37 1/2
Connor's, 4 doz.....	1.25 1/2
Salmos—	
Haggood's, No. 1, tall.....	2.05
" " No. 1 flat.....	2.15
Horseshoe, No. 1.....	1.65
White Raven, red, 1/2's.....	
Chef, red, No. 1/2, flat, 4 doz.....	.90
Terrapin, pink, No. 1/2, 4 doz.....	.80

## SARDINES—Imported.

Boneless and peeled, 1/2's.....	28.00
" " D. & G., 1/2's.....	26.50
" " Ispa, 1/2's.....	28.00
" " Gondolier, 1/2's.....	17.00
" " Landell, 1/2's.....	8.50
" " Martel, 1/2's.....	10.50
" " 1/2's.....	10.00
" " Loyal, 1/2's.....	9.50
Argonauts, 1/2's.....	14.00
Orion, smoked, 1/2's, key.....	8.00
Tomato sauce, 1/2's.....	15.00
Truffled, 1/2's, key.....	12.50
Spiced, 1/2's.....	10.00
Skipper, 1/2's.....	11.50
tomato sauce, 1/2's.....	11.50
Royanette, oval, 1/2's.....	9.50



If all the reasons why you haven't advertised in Grocery Papers were eliminated, and replaced by real strong ones why you should, would you use this means to talk to Grocers, *Mr. Manufacturer?*

### *The Grocery and Allied Trade Press of America*

Represents 28 clean vigorous trade papers which are read by over 100,000 of the best grocers throughout the United States. There is no way open to a manufacturer to get his message to the retailer as effectively for so small a sum as it costs to use these publications.

#### MEMBERS

"Inland Grocer," Cleveland, Ohio	"Omaha Trade Exhibit," Omaha, Neb.
"American Grocer," New York	"Grocery World and General Merchant," Phila., Pa.
"Tea and Coffee Trade Journal," New York	"Retail Grocers' Advocate," San Francisco, Cal.
"Grocers' Magazine," Boston	"National Provisioner," New York
"Retail Grocers' Advocate," New York	"Merchants' Journal," Topeka
"New England Grocer and Tradesman," Boston	"Interstate Trade Bulletin," Denver
"Merchants' Journal and Commerce," Lynchburg, Va.	"Southwestern Commercial Bulletin," Los Angeles, Cal.
"Southern Merchant," Atlanta, Ga.	"Grocer and Country Merchant and Tobacconist," San Francisco
"Trade," Detroit, Mich.	"Merchants' Index," Denver, Col.
"Twin City Commercial Bulletin," Minneapolis and St. Paul	"General Merchants' Review and Mixed Stocks," Chicago, Ill.
"Modern Grocer," Chicago	"Price Current," Wichita, Kans.
"Interstate Grocer," St. Louis	"The Retail Merchant," Dallas, Texas
"E i Grocer and General Merchant," St. Louis, Mo.	"Merchant and Manufacturer," Nashville, Tenn.
"Retail Merchants' Journal," Peoria, Ill.	"Hutchinson Wholesaler," Hutchinson, Kansas
"Beverage and Food," Cincinnati, Ohio	

Wessels & Chandler show you how to get the best return from this advertising because they have spent their lives learning how. They are the only advertising agents in America who have devoted their time to this one thing. They will show you just what it will cost to cover the country, or any part of it. They take full charge of the campaign and they show you how to reach retailers right.

Get a copy of the "Short Path" if you want some valuable information about reaching grocers.

## The C. M. Wessels Co.

Advertising Representatives

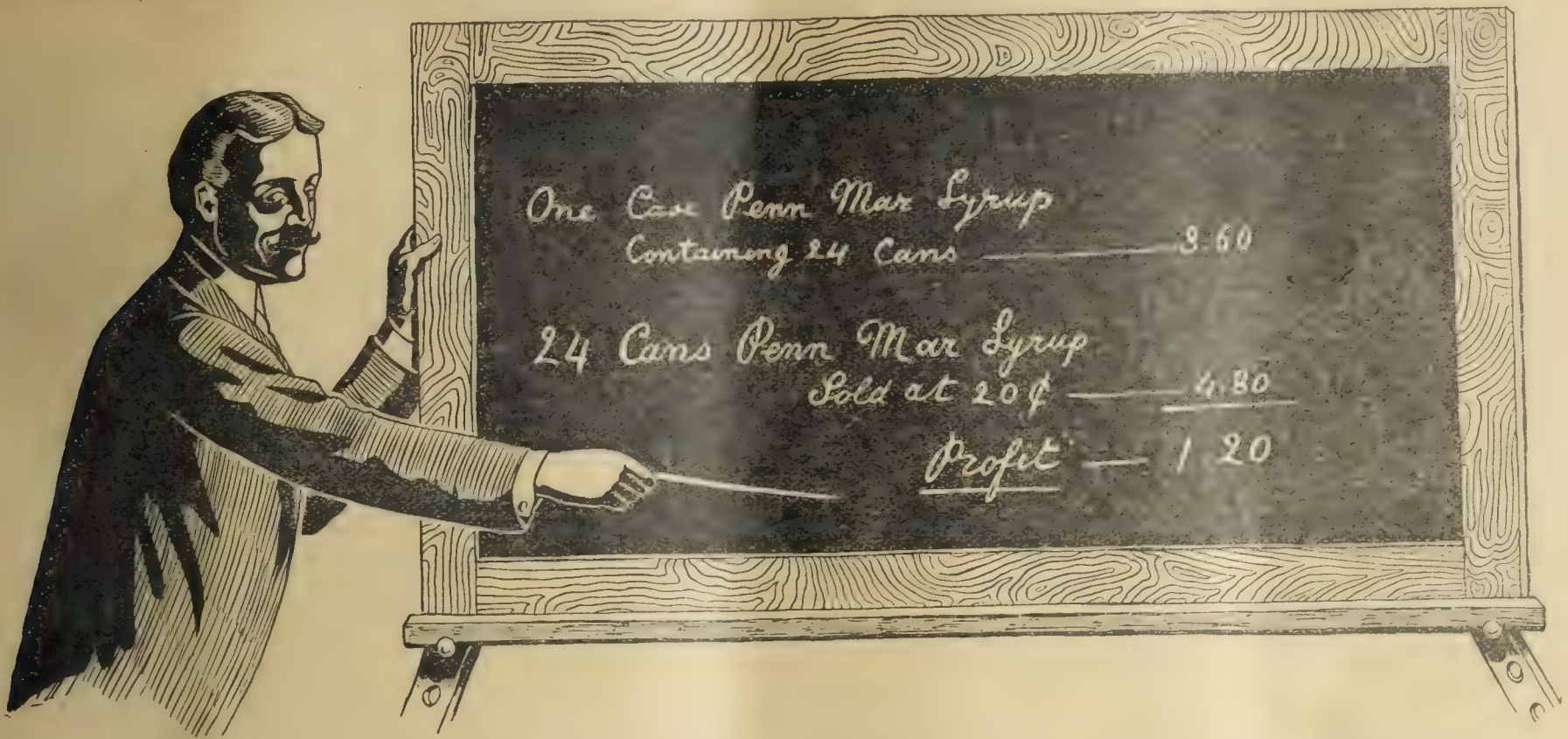
927 Arch Street  
Philadelphia, Pa.

231 W. 39th Street  
New York City









☐ **PENN MAR** is the only absolutely pure cane sugar syrup made in this market. You haven't a customer who won't buy it from you regularly whom you get to try it.

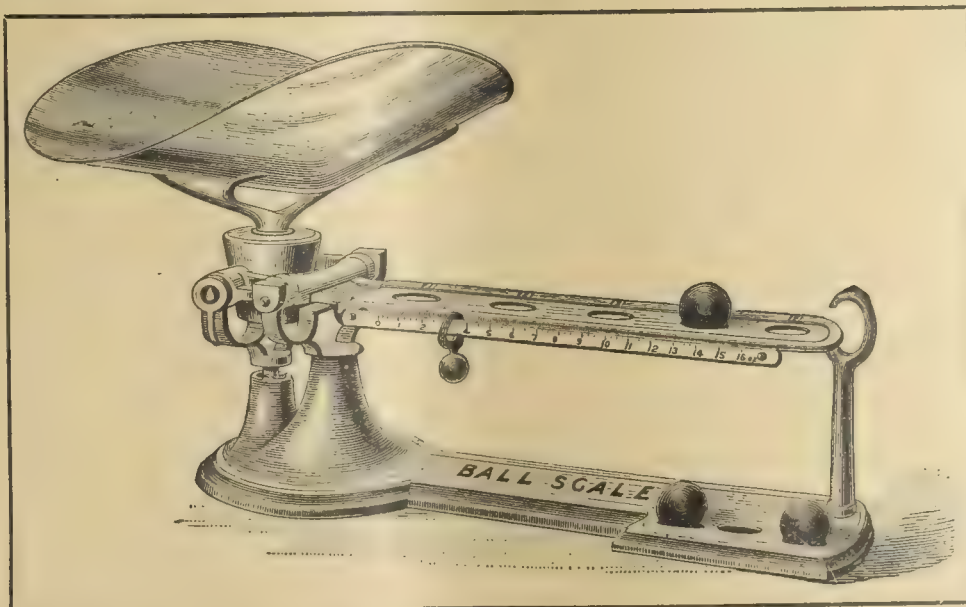
☐ If you will send us a list of say fifty of your customers, we will deliver a sample of **PENN MAR** to each housekeeper and tell her she can get more from you.

**J. STROMEYER & COMPANY**

33 S. Water Street, Philadelphia

# Losing Your Weights?

Get a  
**Troemner**  
No. 24  
Ball Scale



Greatest  
Improvement  
in Rapid  
Weighing

Does away with weights absolutely. The balls are placed in the holes, thus weighing from one to fifteen pounds, with the sixteen ounces in fractions on the side beam, giving a total weighing capacity of sixteen pounds.

**HENRY TROEMNER**

No. 911 ARCH STREET  
PHILADELPHIA, PA. ✂ ✂

**J. A. FLESCH & SON, 115 ADAMS STREET, CHICAGO, ILL., GENERAL AGENTS FOR UNITED STATES**





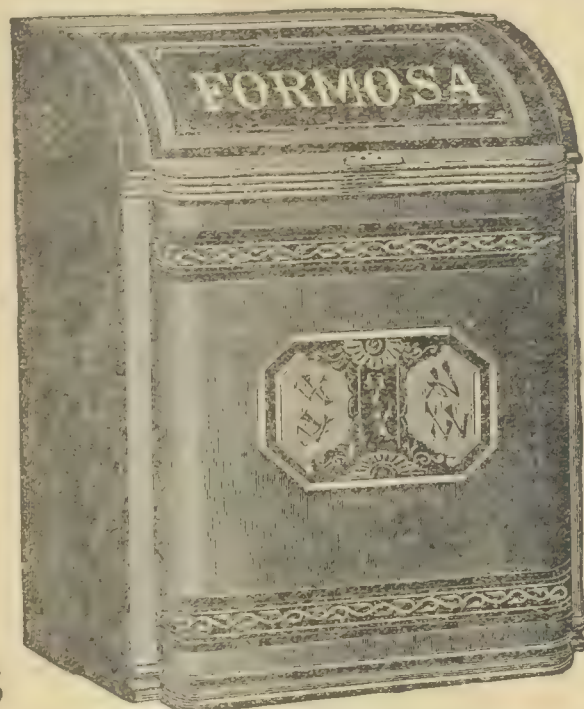




# TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese Scenery Paper for Tea-store Decoration

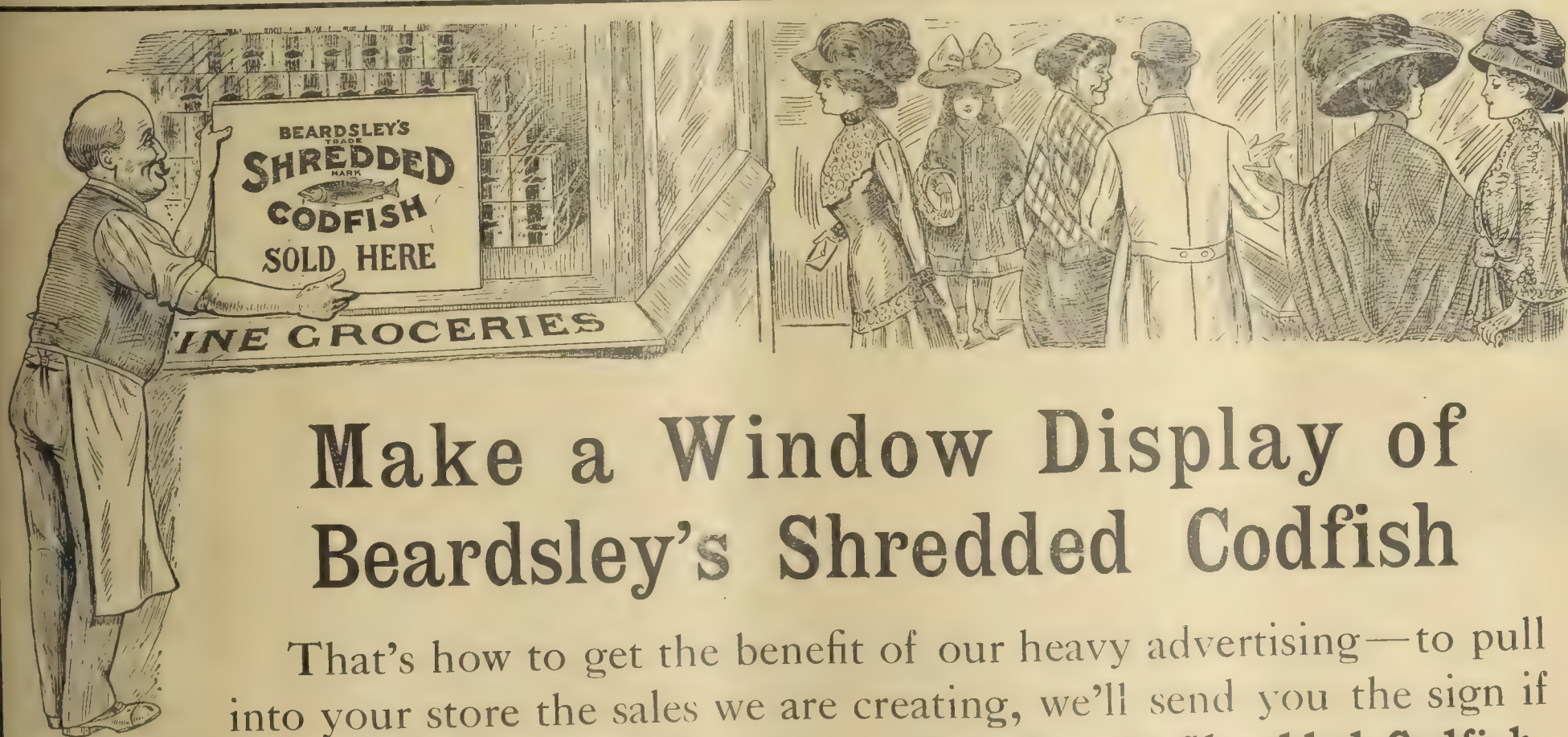


TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills

WRITE FOR CATALOGUE

**MORGAN & CORNELL**

211 DUANE ST.  
NEW YORK



## Make a Window Display of Beardsley's Shredded Codfish

That's how to get the benefit of our heavy advertising—to pull into your store the sales we are creating, we'll send you the sign if you'll write us. Your wholesale man has Beardsley's Shredded Codfish. All your customers have an appetite for it now—the rest is easy.

"PUSH the Package with the Red Band"

**J. W. Beardsley's Sons, New York**



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## FARINACEOUS GOODS.

Per bag.	
Corn Meal—	
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
"    table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
"    yellow, 24 packages	1.80
Farina—	
Hecker's, 24 lbs.	1.56
Beans—	
California Lima, about 80 lbs.	Per bushel.
Marrows, fancy, N. Y. State, grain bags	3.15
Michigan Pea, bags 160 lbs.	3.50
Red Kidneys	3.20
Peas—	
Green	2.35
Scotch	2.30
Split, yellow	2.30
"    green	2.30
Lentils—	
"    110-lb. bags	Per lb.
"    less quantity	.03 1/4
Shaker Corn—	
"    Less quantity	.03
Hominy—	
"    Lea's Breakfast, 10 packages	per case 1.60
"    Pearl, 100 lbs.	per bag 1.10
"    Schumacher's Breakfast, 10 pkgs. to case	1.45
"    Western Pearl, 100-lb. bags	1.85
"    Grits, 100-lb. bags	1.85
"    Mother's, Grits, 36 packages	2.35
"    Pearl, coarse, 36 packages	2.35
Barley—	
"    No. 3, 100 lb. bags	2.75
Noodles—	
"    Smith's, 30 10-c. packages	Per case 1.90
"    "    assorted, 5 and 10-c.	1.90
"    Golden Egg, 5 and 10-c.	1.75
"    "    5-c.	1.75
"    "    10-c.	1.75
"    Royal Crown, 4 doz. 50.	1.30
"    Royal Crown, 2 doz. 100.	1.10
Oatmeal—	
"    B, 100 lbs.	per bbl. 4.95
"    B, 100-lb. kegs	per keg 3.90
"    Mother's, steel cut, 24 packages	2.65
Oatmeal Goods—	
"    Mother's Crushed Oats, 18 packages	Per case 1.47 1/2
"    "    20 packages, large	3.90
Rolled Oats—	
"    Avena, 180 lbs.	per bbl. 5.25
"    "    90 lbs.	per keg 2.75
"    "    90 lbs.	per sack 2.50
"    Standard, 180-lb. bbls.	5.10
"    "    90-lb. bags, fresh	2.50
"    Mother's, compressed, 18 tins	2.12 1/2
Sago—	
"    Colburn's, 36 1-s.	per lb. .06 1/4
"    Fine	.04
Tapioea—	
"    Instantaneous, 50 1-s.	per box .07 1/2
"    Colburn's Hasty, 36 packages	per box .06 1/4
"    Minute, 1/2 gross	per box 2.75
"    Flake, about 125 lbs.	per lb. .03 1/4
"    Pearl, 120 lbs.	.03
"    "    less quantity	.03 1/4

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 25	per case 4.50
Reg-O-See, 36 packages	2.50
"    Cora Flakes, 36 packages	2.50
Mapi Flake, 36 packages	4.05
Post Toasties, 36 packages	3.85
Postum Cereal—	
"    1 doz. 10-oz. and 1/2 doz. 20-oz. packages	2.50
"    1 doz. 20-oz. packages	2.25
"    2 doz. 10-oz. packages	2.70
"    3 doz. 20-oz. packages	6.75
Grape Nuts—	
"    2 doz. 1-lb. packages	2.70
"    3 doz. 1-lb. packages	4.05
Post Toasties—	
"    2 doz. family size	2.80
"    3 doz. popular size	2.80
Shredded Whole Wheat, 30 packages	5.00
"    25 packages	4.60
Mother's Corn Flakes, 36 packages	2.55
"    Wheat Hearts, 18 packages	1.90
Cream Wheat, 30 packages	4.30
Wheatlets, 30 packages	3.60
Wheatena, 30 packages	4.50
Grape Nuts, 24 packages	2.50
Tri-Sift, 30 packages	2.50
Vita, 30 1-lb. packages	4.25
Kellogg's Toasted Corn Flakes, 36 packages	4.80
K-O Company—	
"    Force, 200	per case 1.00
"    Korn-Kinks, 36	1.45
"    Presto, small, 180	1.60
"    Presto, large, 100	2.25
"    Flour, self-raising, small, 180	1.60
"    Flour, self-raising, large, 120	2.10
"    Buckwheat, compound, small, 180	1.50
"    Buckwheat, compound, large, 120	1.50
"    Pancake, 180	1.50
"    H-O (steam cooked oatmeal), 120	1.55
"    Pawnee Oats, regular size, 180	1.50
"    Pawnee Oats, family size, 200, without china	3.00
"    Pawnee Oats, family size, 100, with china	3.40
"    O-C, 180	1.50
"    O-G, family size, china, 200	3.40
"    O-G, family size, no china, 200	3.00
"    DE-FI, barrels, 180 pounds	5.00
"    DE-FI, sacks, 90 pounds	2.35
Quaker Oats Co., The—	
"    Aplitezo Biscuit, 240	3.00
"    Avena, 18 packages	1.45
"    Banner Oats, 20 packages	4.00
"    Quaker Breakfast Biscuit, 240	1.85
"    Old Fashioned Scotch Brand Oat Meal, 240	2.60
"    Silver Brand Farina, with spoon, 240	2.80
"    Saxon Wheat Food, 240	3.00
"    Parched Farinose, 240	2.70
"    Quaker Cracked Wheat, 240	2.40
"    Quaker Oats, round, 360	4.25
"    Quaker Whole Wheat Flour, 100	1.95
"    Quaker Best Corn Meal, Yellow or White, No. 2, 240	1.85

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## GELATINE AND PREPARED DESSERTS.

Per case.	
Scotch Brand Pearl Barley, 240	1.40
Pettijohn's Breakfast Food, 180	1.97 1/2
Quaker Puffed Wheat, 360	2.85
Quaker Puffed Rice, 360	4.25
Quaker Oats, 180	1.45
Quaker Oats, 200 Family (with China)	4.00
Quaker Oats, 360 Tins	4.85
Schumacher's Farina	1.40
Per doz.	
Knox's Crystal	1.20
"    Acidulated	1.20
Cox's, large	1.65
"    small	.97 1/2
Plymouth Rock, pink or white	1.20
Nelson's	1.40
Bromanglon, assorted, 3 doz	.90
Jell-O, assorted flavors, 2 doz	.90
Jell-O Ice Cream Powder, 2 doz	1.00
Jellycon, assorted flavors, 3 1/2 doz	.87 1/2
Chalmer's	.90
Mother's, small, 1 doz	.45
"    large, 1 doz	.90
Cooper's	.85
Tryphosa	.95
Gelatin, McKinley's	.85
Wetmore's, double refined, 36 10-c. packages	.80
Pudding, assorted, 2 doz	per case 2.70
Minute Gelatin, plain	per gross 12.75
Minute Gelatin, plain	per doz. 1.10
Minute Gelatin, flavored	per gross 10.80
Minute Gelatin, flavored	per doz. .90
Seven flavors, packed solid or assorted	

## MACARONI. Domestic.

Per lb.	
Larosa Alphabets, square, 25 pkgs	.06 1/2
"    Elbows, square, 25 pkgs	.06
"    Macaroni, long, 25 pkgs	.06
"    Spaghetti, long, 25 pkgs	.06
"    Vermicelli, square, 25 pkgs	.06
"    Macaroni, bulk, 25 pkgs	.06
Woodcock, long, 24 pkg	.10 1/2
Crystal, long, 25 pkg	.06 1/2
Crystal, Elbows, 24 pkg	.06 1/2
Crystal, Spaghetti, 25 pkg	.06 1/2
Crystal, Vermicelli, 25 pkg	.06 1/2
Extra, long, 25 pkg	.04 3/4
Imported.	
B. S. J. Macaroni, 25 pkg	.08 3/4
B. S. J. Elbows, 25 pkg	.08 3/4
B. S. J. Spaghetti, 25 packs	.08 3/4
B. S. J. Vermicelli, 25 packs	.08 3/4

## FIXTURES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 25 per cent. discount.	
600-lb. Platform Scale	12.00
Tea Caddies, Red, No. 50	14.00
Tea Caddies, Red, No. 53	10.00
Tea Caddies, Red, No. 54	8.00
Tea Caddies, Red, No. 55	8.00
Scoops, Galvanized, Flour	.30
Scoops, Galvanized, Sugar	.15
Scoops, Galvanized, Starch	.15
Tobacco Cutters	1.25
Alarm Money Drawers	1.50
Bag and Twine Holders	.75
Barrel Covers, 21 in.	3.50
Barrel Covers, 19 in.	3.00
Cheese Cutters	15.00
Bang Bore, No. 2, 1 1/2 to 2 in.	1.50
Coffee Mills, No. 7	12.00
Coffee Mills, No. 9	16.00
Coffee Mills, No. 12	16.00
Less 25 per cent. discount.	43.00

## Counters.

No.	Length.	No. of Drawers	Each.
6 1/2	3 feet, 8 inches	9	18.00
8 1/2	4 feet, 10 inches	12	22.00
10 1/2	6 feet	15	28.00
12 1/2	7 feet, 3 inches	18	32.00
14 1/2	8 feet, 6 inches	21	36.00
16 1/2	9 feet, 8 inches	24	40.00
18 1/2	10 feet, 10 inches	27	45.00
20 1/2	12 feet	30	50.00
Capacity of Drawers, 40 to 60 lbs. each.			

## Scoops.

Indestructible, No. 4	per doz. 9.00
"    No. 5	" 12.00
"    No. 6	" 15.00
Ex. Galvanized Steel Blades, No. 3	per doz. 4.20
"    No. 4	" 5.40
"    No. 5	" 7.20
X Quality, No. 3	" 3.60
"    No. 4	" 3.00
"    No. 5	" 3.40

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case	per doz. .90
Tins, Keyed (Jewel), 2 doz. in case	" .90
Large cartons or tins, 2 doz. in case	" 2.00
Dime Tumblers, 2 doz. in case	.90
Bulk, 15 lbs.	per lb. .15

## Thredded Fish.

Thistle, 24 packages	.65
Swansdown, 2 doz	per doz.
Osprey, 2 doz	"
Swift & Co.—	
Talisman brand, 20-lb. boxes	per lb. .10 1/2
"    cartons	per case 1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins	per case 3.80

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## New Mackerel.

New.	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1...170-190	35.00	18.10	9.25	3.00	
Ex. Norway, No. 2...230-260	25.00	13.10	6.65	1.50	
Ex. Norway, No. 3...330-360	19.00	10.10	5.25	1.20	
Ex. Norway, No. 4...430-460	17.00	9.10	4.75	1.10	
Summer					
Ex. Bloaters, XX...100-110	35.00	18.10	9.25	3.00	
Fancy Shore, No. 1...130-150	28.00	14.60	7.50	1.65	
Ex. Shore, No. 1...130-150	26.00	13.10	6.65	1.50	
Shore, No. 1...130-150	24.00	12.60	6.50	1.40	
Extra Irish, No. 2...325-375	16.00	8.60	4.50	1.05	
Medium Irish, No. 2...350-400	15.00	8.10	4.25	1.00	
Small Irish, No. 2...410-450	14.00	7.60	3.90	.95	
Small Irish, No. 3...475-525	13.00	7.10	3.65	.91	
New Medium Shore...160-180					
Large, No. 2...210-230					
Cape Shore...110-120	16.00	8.60	4.50	1.05	
Holland...400-450	11.00	6.10			

## Herring.

200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1...	7.00	4.60		
Lab. Split, Lg. No. 2...	6.00	3.60		
Shore, Round, Large...				
Shore, Round, Med...	7.00	4.10		
Ocean Fish...	5.00	3.10		
Shad, No. 1, Mess...	11.00	6.10	3.25	.75
Shad, No. 2, Mess...				
Haddock, Pickled...				
Red Salmon...	12.00	6.60		

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06 1/2
Gilt Edge, 40 lbs.	.06
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish—	
"    12 3/4 wood boxes	per lb. .15 1/2
"    12 3/4 "	.15 1/2
"    24 1/2 "	.16
"    10-lb. boxes	.15
"    5-lb. "	.15
"    Cakes, 24 in fancy box	per case 2.80
"    10-lb. cartons	per carton 1.20
"    24 jars, fancy box	3.10
"    12 "	1.65
"    Strips, 40 size, boxes	.10
"    "    "    "    "    "	.10 1/2
"    "    "    "    "    "	.12
"    "    "    "    "    "	.12 1/2

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06 1/4
Snow White, 1-lb. bricks, 20 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case	1.50
"    small size, 2 doz. in case	.90
Small Tumblers, 2 doz. in case	.90
Large Jars, sealed, 2 doz. in case	1.50

## Loose Codfish.

Extra Large Georges Cod	.08
Large Bank	.07 1/2
Medium Bank	.06 1/2
Pollock	.06 1/2
Hake	
In original cases, 450 lbs., 1/2 c. less.	

## Smoked Fish.

New Extra Scaled Herring	per box .16
Boneless Herring, fancy 10-lb. boxes	per lb. .13
Smoked Salmon, whole fish	.27
Cromarty Bloaters, 500	per box 1.10
"    100 5.	per box 2.10
Swift & Co.—	
Talisman brand Boneless Herring, in glass, 10c. size, 24 vacuum jars	2.95
Talisman brand Boneless Herring, in glass, 10c. size, 24 screw-top jars	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars	3.10
"    24 cartons	2.10

## FRESH FISH.

	Per lb.
Cisco	.09
Halibut	.20
Salmon, fresh	.30
Codfish	.10
Large Hake	.10
Haddock	.07
Spanish Mackerel	.30
Sheepshead	.18
Smelts	.11
Cat Fish	.15
Butterfish, frozen	.06
Ells	.10
Sea Bass, frozen	.10
Weak	.07
Blue, frozen	.14
White Perch	.16
Spotted Trout	.18
Whitings	.04
Frozen Herring	.05
Steak Fish 1/2 cent per lb. additional	

## OYSTERS.

Cove, Primes.....	per M.	-10.00	
Cove, Culls.....	"	4.50	- 5.00
Blue Points.....	"		- 5.00
Blue Points.....	per bbl.		- 6.50
Absecon, Primes.....	per M.		- 9.00
Absecon, Culls.....	"		- 4.50
Rockaways.....	per bbl.		- 5.50



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

## HOUSEWIVES OF TWO GENERATIONS

Soaps may come and soaps may go, but Babbitt's Best will go on forever.

At least it seems so. It's one of the oldest laundry soaps on the market, and every year has seen more sold than the year before.

Why? Because Babbitt's Best soap is unequalled as a cleaner and housewives of two generations know that.

There is no safer soap to sell and no *good* soap more profitable.

MADE BY

### B. T. BABBITT

NEW YORK

## TO THE TRADE:

Have You Seen the Latest  
and Most Striking Evi-  
dence of the

## INCREASING AMERICAN DEMAND

FOR

# CEYLON TEA?

Read This:

### Exported to America

#### Jan. 1 to Dec. 31, 1908

BLACK — 10,193,550

GREEN — 3,305,935

#### Jan. 1 to Dec. 31, 1909

BLACK — 12,307,024

GREEN — 4,065,001

(Over Two and Three Quarter  
Millions Increase in Direct  
Shipments Alone.)







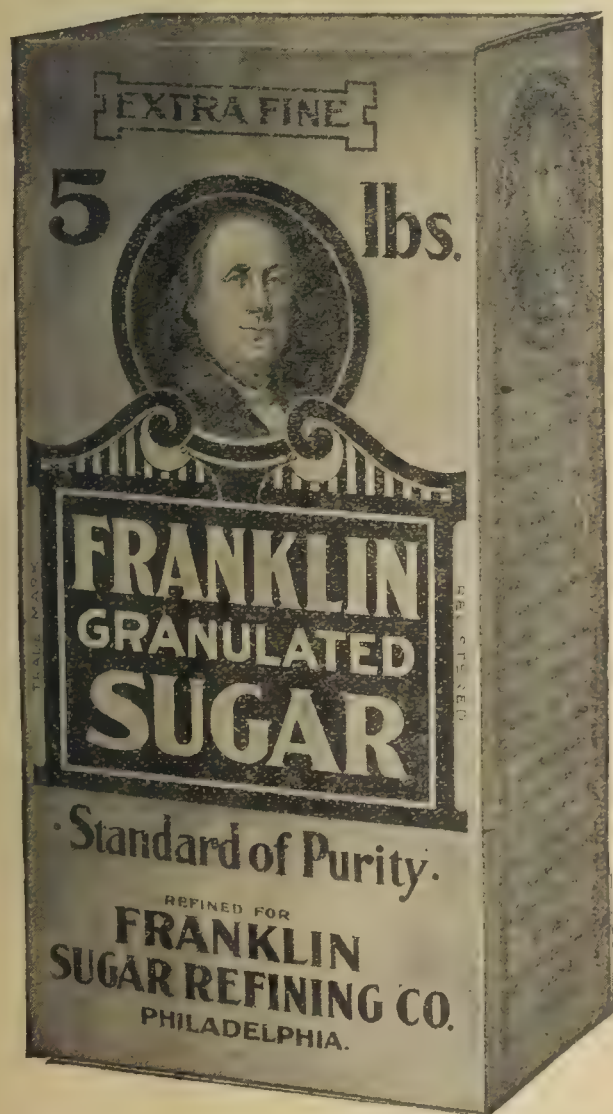


## "If I Only Had the Training I Could Take That Position"

How often have *you* had that very thought upon seeing an advertisement for a traveling salesman—a chance to make a good salary and see the world. Such positions are always open to the *trained man* and *you can get the training!* The Sheldon Course in Scientific Salesmanship has given many a \$10-a-week grocery clerk his *real* start in life.

### SHELDON SCHOOL

502 Republic Building - - Chicago, Ill.



PACKED ALSO IN TWO-POUND CARTONS

## Would You Rather Sell a Dripping Mackerel From a Briny Barrel?

A retail grocer recently advertised a special drive in this way: "With every \$2.00 worth of goods, *exclusive of sugar*, we will give so and so."

Of course, no one needs to ask why sugar was excluded—there wasn't any profit in it. But had it been **Franklin Carton Sugar** there would have been a profit in it. We wonder why all grocers don't see that instantly.

Selling **Franklin Carton Sugar** is as different a proposition from selling it in bulk, as selling a dripping mackerel from a briny barrel is different from selling it in a can.

Different in work, in profit, in time.

---

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags.

---

**The Franklin Sugar Refining Co.**  
Philadelphia, Penna.







## Bought Simply. Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of Croft's Swiss Milk Cocoa simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

**CROFT & ALLEN CO.** PHILADELPHIA  
Pennsylvania . .

In buying Coffee it is important to know that you get what you buy.

We give you a positive guarantee that each and every order must be exactly like the sample shown.

Our guarantee is backed by our reputation secured through nearly one hundred years of honest business dealings.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## There Is Only One "Exton"



The "Exton" Oyster Cracker has been the Oyster Cracker for 63 years! Think of it! For 63 years no other cracker manufacturer has been able to equal to "Exton" in quality or in popularity.

To-day it is "The Best Known and Known as the Best"

Is not that a good reason why you should be prepared for this season's business by ordering your stock now?

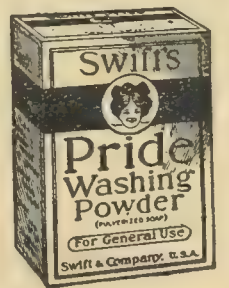
No better value has been offered you. No better value CAN be offered you, and no better value WILL be offered you.

**A. EXTON & CO.,** = **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## Does Both of These



First, pays you a good profit; second, pleases your customers. That's why you ought to PUSH

## Swift's Pride Washing Powder

Another reason is our heavy advertising makes it sell FAST. Last but not least, we're giving a Special Profit at this season that you will find interesting if you write and ask the nearest SWIFT BRANCH HOUSE about it.

**Swift & Company**  
CHICAGO, U. S. A.











## No Weak Places Here

Perfect baking powders with no legal or chemical complications about them—that is **Rumford's Baking Powder** and **Rumford's Yeast Powder**. No leavening agent has ever been discovered that would work as well as phosphate, and with such an absolute lack of evil chemical after effects. You can't say too much in favor of **Rumford's Powders**; they will do all the work of the best other baking powders, and more. Further, they are wholesome and nourishing where other powders are harmful.

No state or country has ever even dreamed of passing a law against a powder composed like Rumford's are—of pure phosphate, cornstarch and soda. One kind of baking powder has already been forbidden by law in Pennsylvania.

**Rumford**  
**Chemical Works**  
Providence, R. I.



## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

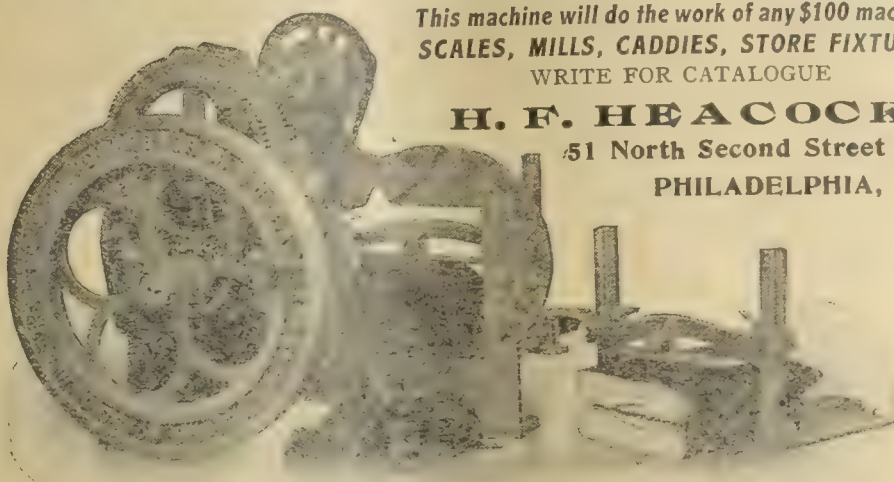
this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Dried Beef and Bacon Slicer

This machine will do the work of any \$100 machine  
SCALES, MILLS, CADDIES, STORE FIXTURES  
WRITE FOR CATALOGUE



**H. F. HEACOCK**

51 North Second Street

PHILADELPHIA, PA.



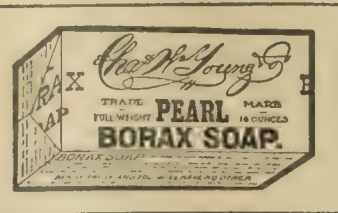
## Try Woodcock Macaroni Yourself

If you'll try **WOODCOCK MACARONI** on your own table you'll be so impressed with its superiority of flavor and quality over imported macaroni, you'll always eat it. It will work the same way and make a permanent user out of every customer to whom you recommend it.

**WOODCOCK MACARONI COMPANY - Rochester, N. Y.**

## Sells Because It Satisfies

Many times  
imitated but  
never equaled



One of  
the famous  
Three Leaders

**CHAS. W. YOUNG & CO**

Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

## This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. “Knight's Cooking Extracts” is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

**KNIGHT'S**  
**Cooking Extract Co.**

No. 211 ARCH STREET

PHILADELPHIA, PA.



-33-

## Glucose.

Best, for confectionery ..... 2.60

## HONEY.

Light Honolulu, 5 gal. cans.....per gal. .07½  
 Domestic, barrels.....per gal. .75  
 Selser's, lunch bottles, 2 doz.....per doz. .95  
 Selser's, medium bottles, 2 doz....." 1.35  
 Schimmel's, 10-oz. bottles, 2 doz. in case.....1.45  
 " 6-oz. " " "......95  
 New England Maple Syrup Company.  
 "Golden Tree" Pure Honey— Per doz.  
 No. 1 jar, 1 doz. in case.....3.40  
 No. 2 jar, 2 doz. in case.....1.50  
 No. 3 jar, 3 doz. in case......95

## REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason's Quart Jars— Per doz.  
 4 doz. in barrel......92½  
 1 doz. in case......95  
 Lyle's Imported, No. 2 cans, 2 doz.....1.90  
 Globe, No. 2 tins, 2 doz......85  
 Globe, No. 2½ tins, 2 doz.....1.00  
 Globe, No. 5 tins, 1 doz.....1.90  
 Globe, No. 10 tins, ½ doz.....1.80  
 Banner, in jars, compound......92½  
 White Clover, in jars, compound......90  
 Purina Pancake Syrup, 36 pts.....2.30  
 " " 24 qts.....4.00  
 " " 12½ gals.....7.00  
 " " 6 gals.....12.00  
 \*Karo, 10-cent size, 2 doz.....per case 1.85  
 Karo, 25-cent size, 1 doz....." 3.35  
 Duff's Molasses— Per doz.  
 Gal. cans, screw cap, ½ doz. to case.....6.60  
 ½-gal. cans, screw cap, 1 doz. to case.....3.50  
 Qt. cans, screw cap, 2 doz. to case.....1.85  
 Palmetto—  
 No. 10 cans, short gal., screw cap, ½ doz. to case.....3.20  
 No. 5 cans, short ½-gal., screw cap, 1 doz. to case.....2.80  
 Full qt. cans, plain top, 2 doz. to case.....1.40  
 No. 2 cans, 2 lb. size, plain top, 3 doz. to case......97½  
 Red River—  
 No. 2½ cans, 2½ lb. size, plain top, 2 doz. to case.....1.00  
 Stromeyer's—  
 Penn Mar Table Syrup, 1s.....4.20  
 Penn Mar Table Syrup, 2s.....3.60

## MAPLE SYRUP.

Towle's Log Cabin Cane and Maple Syrup— Per doz.  
 Gal. cans, 6 in case.....13.50  
 ½-gal. cans, 12 in case.....7.25  
 Qt. cans, 24 in case.....4.12½  
 Pt. cans, 24 in case.....2.50

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Qt. bottles, 12 in case.....4.50  
 Pt. bottles, 24 in case.....2.50  
 Fives bottles, 24 in case.....3.75  
 Jacket cans.....per gal. 1.00  
 Vermont, gal. tins.....per gal. 1.25  
 " ½-gal. tins.....7.75  
 Hazen's, qt. bottles.....4.00  
 " pt. bottles.....2.40  
 New England Maple Syrup Company.  
 "Golden Tree" Pure Syrup— Per doz.  
 Square bottles, 2 doz. in case.....2.40  
 Fruit jar, 2 doz. in case.....2.40  
 Medium, 2 doz. in case.....1.50  
 Small, 2 doz. in case......90  
 Square full gals., ½ doz. in case.....10.80  
 Square full ½ gals., 1 doz. in case.....6.00  
 5-gal. jacketed cans.....4.30

## WOOD AND WILLOW WARE.

## Brooms.

Little Gem, parlor, 2 string.....Per doz. 4.15  
 N U, No. 6, split handles.....3.50  
 Leader, No. 6, 3 string, red handles.....3.65  
 Princess, No. 4, fancy handles.....4.50  
 Whisks, 2 sewed.....1.10  
 Factory, heavy.....4.75

## Washboards.

No. 69, Good Enough, double, spring protector... Per doz. 3.65  
 57, Peerless, double.....3.50  
 110, " single, spring protector.....3.30  
 80, Seal Globe, double, swing protector.....3.10  
 100, Northern Queen, single, protector.....3.00  
 126, Ruby, single.....1.90  
 130, Little Gem, pail board.....1.35  
 142, Celery City.....2.75

## Buckets.

O. G., 2 wire hoops.....Per doz. 1.60  
 " 3 wire hoops.....1.75  
 Pine, 2 hoops, flat.....1.50  
 " 3 hoops, flat.....1.65  
 Galvanized, 12 qt.....1.75  
 " 14 qt.....1.90  
 Indurated Fibre.....2.40

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## Butter Dishes.

No. 1, Solid oval.....Per M 1.00  
 2, " ".....1.20  
 3, " ".....1.50  
 5, " ".....2.15  
 1, Wire ends......95  
 2, " ".....1.20  
 3, " ".....1.40  
 Picnic Plates, 8 in.....2.00  
 " 9 in.....2.50  
 Crates contain 250 each.  
 The Hanlon-Sharps Co., No-Leak Paper—  
 No. 1.....1.40  
 No. 2.....1.60  
 No. 3.....1.80  
 No. 5.....2.20

## Clothes Pins.

5 gross.....Per box. .45  
 Tibbals Clothesline Hooks.....per doz. .35

## Egg Crates.

Perfection.....1.20  
 " 10 sets fillers.....3.35  
 Standard, 12 sets fillers.....1.50  
 Star Egg Carriers, No. 1, 2 doz.....per doz. 2.25  
 No. 2.....3.50  
 Star Egg Trays, No. 1, 1 M.....per M. 3.00  
 No. 2.....per doz. 4.50  
 Divisions.....doz. sets .35

BRUSHES.  
Scrub Brushes.

No. 22, White corner.....Per doz. .75  
 23, Medium size......85  
 27, Large.....1.10  
 13, Marble, medium size......90  
 00, White, Snap......45  
 Handy House......48  
 Jersey Milk Can.....2.00

## Stove Brushes.

No. 3, Straight Block, wood handle.....Per doz. .90  
 21, X, crescent shape.....1.75  
 1, Grey fibre, strap handle.....1.20  
 2, " ".....1.65  
 6, Extra quality, all hair.....2.75

## Shoe Brushes.

No. 0, Mexidan Fibre.....Per doz. .90  
 1, " large.....1.30  
 4, Bristle outside.....1.65  
 5, All bristle.....1.75  
 16X, All bristle, extra value.....2.15  
 18, All bristle, spotted white.....2.80

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## Whitewash Brushes.

No. 6, 6 in., White tambo.....Per doz. .40  
 7, 7 in., "......42½  
 8, 8 in., "......47½  
 6, 5 in., Family, extra heavy......80  
 8, 6 in., "......95  
 10, 7 in., ".....1.10  
 12, 8 in., ".....1.25  
 6, 5 in., A., hair bristle.....1.40  
 8, 6 in., ".....1.65  
 10, 7 in., ".....2.00  
 12, 8 in., ".....2.35  
 6, 5 in., Ideal, all bristle, 3 row.....1.90  
 8, 6 in., " 3 row.....2.25

## Dust Brushes.

No. 7X, Fibre, wire drawn.....Per doz. .90  
 21, All hair, wire drawn.....1.25  
 22, White, wire drawn.....1.30  
 1, 7 in., All hair, flat end......85  
 22, 7 in., Mixed, round end.....1.10  
 11X, 7 in., All hair, round end.....1.25

## TOBACCOS—PLUG.

Dear Skin, 9 and 16 lb.....Per lb. .37  
 Jolly Tar, 5, 10, 15 and 25 lbs......30  
 Newaby......30  
 Old Honesty......43  
 Piper Heidsieck......64  
 Spear Head.....44  
 Standard Navy.....37  
 Toddy.....35  
 Vinco.....38  
 Town Talk.....29

## SMOKING TOBACCO.

Duke's Mixture.....Per lb. .38  
 Greenback......39  
 Green Turtle......28  
 Honest......30  
 Polar Bear......29  
 Sensation......39  
 Wild Rose......39  
 Omega......31  
 Union Leader......39  
 Fashion......39  
 G. & A. Navy......35  
 Hot Ball......27  
 Miner's Extra......35  
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## YEAST CAKES.

Compressed.....per doz. .18  
 Magic, 1½ doz. packages.....per box .58  
 Yeast Foam, 1½ doz....." .18

## The Great Electrical Show

The first Electrical Show of its size and scope ever held in Philadelphia will be given at the First Regiment Armory, February 14th to 26th, inclusive.

This Show will be both educational and entertaining. All the various electrical devices for use in the home or in the business house will be exhibited. Popular lectures and demonstrations on interesting electrical phenomena will be given during the day and evening.

The admission price has been fixed at the low figure of 25c. Don't fail to see this Show—take your family—tell your friends about it. Don't forget the dates.

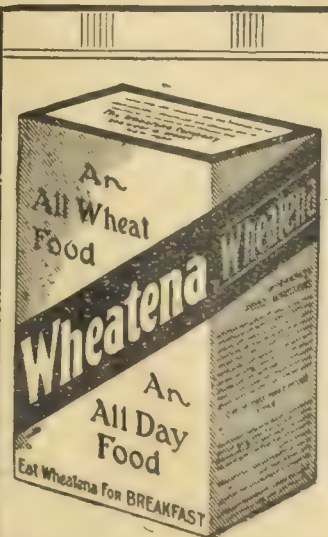
The Philadelphia Electric Company  
 10th and Chestnut Sts.

## We Are Selling Something You Must Have and if You Want to Save Money—You Must Buy from Us ::

PIE PLATES, Wooden and Pulp  
 WOODEN DISHES, Special Factories' Agents  
 BUTTER DISHES of All Grades  
 CLOTHESPINS, Twenty Millions a Year

¶ Nobody can make these goods better than we can and nobody is selling them as low—get our prices—for saving money is the same thing as making money.

HUFF PAPER COMPANY, 5th & Market Sts., PHILADELPHIA



## What Other Cereal Repeats This Way?

Probably not one per cent. of the grocers who handled Wheatena five years ago are not selling it to-day. Probably there is not in all America another so remarkable a repeater as Wheatena. Once in a home—if it is a solid, substantial home—it almost always stays there year in and year out.

The delicious kernels of selected wheat, sterilized and prepared as we alone can.

THE WHEATENA CO., Rahway, N. J.

## Anker's Bouillon Capsules



It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers  
 ROYAL SPECIALTY CO.  
 92 Reade St. NEW YORK



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, February 28, 1910.

No. 9.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT  
927 Arch Street, Philadelphia.

TELEPHONES:  
Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:  
Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:  
825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR  
To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

ELTON J. BUCKLEY,  
Editor.

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Circulation Manager

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Written for the "Grocery World and General Merchant."

## Was this Agent Right or Wrong?

**Pennsylvania Retailer Vigorously Complains Over Treatment of a Specialty Manufacturer. Concern Obtained Orders from His Consumers to be Delivered Through Him, but Refused to Leave Them, Though He was Already Handling the Goods, Because He Declined to Buy Twice the Quantity Represented.**

I have been reading considerable in the "Grocery World and General Merchant" regarding the efforts the large specialty manufacturers are making to give the trade a square deal, and side by side with that I wish to place an incident which happened to me this week. I want to see what the trade think of the deal I received.

Last week a large flour manufacturer sent a corps of house-to-house solicitors here to work up orders from consumers to be filled through grocers. I will not give the name of this concern, and I do not know whether it is a member of the American Specialty Manufacturers' Association or not.

Now, to begin with, I am already handling this flour regularly, keep that in mind, for it is important in the light of what follows. I have been handling it for some time and I had enough on hand on the day the agent called to fill the orders which he brought. He had circulated among my customers and had obtained a number of orders on me for a small quantity of this brand of flour. Each order said upon its face that it was to be filled through me.

When the agent brought these orders to me he insisted that I buy twice the quantity of goods covered by them. I told him I already handled the goods regularly, expected to keep on handling them, and had enough on hand then to fill his orders. This made no difference—I must buy twice the quantity anyway. I refused to do this for several reasons. First, because I was already dealing in the flour and could certainly be depended on to keep on doing so as long as I could sell it. And second, because it almost never pays to load up to such an extent with goods to fill specialty orders, owing to the delay with which many companies fill them. In my experience the average time is two weeks, by

which date many persons who signed the orders have bought flour or forgotten all about the matter, and won't take the order without forcing, which we won't do.

Upon my refusal the agent refused to leave the orders and took them to another grocer. I was therefore placed in the position of losing the business which my customers had ordered I should have, but even worse than that, I was compelled to certify the names of

some of my customers to a competitor.

Is there any redress from such a condition?

H.

Lancaster, Pa., Feb. 24, 1910.

[NOTE.—In the writer's judgment the agent's position was wholly unfair and unbusiness-like, but you can easily defeat him. Your course is plain and easy. Certain of your customers have ordered this brand of flour of you. The orders were not upon the flour company or upon the other grocer; neither had any right to come into the thing at all. You have the flour in stock; go ahead and fill the orders. The flour company cannot object, for the exact terms of the orders are being complied with. The other grocer to whom the agent took the orders cannot object, because he had no right to the orders; they were not made upon him, they were upon you and you have filled them. The writer would have made a list of the names and sent out the flour at once.—ED.]

## More Food Products Plead Guilty to Delinquency Under Federal Food Law

**Large Number of Cases Against Flavoring Extracts. Two Against Spices. Almost All Staple Extracts Under Ban.**

Several more Federal food law prosecutions have been reported to the "Grocery World and General Merchant" by the United States Government during the week, involving mostly spices and flavoring extracts.

There were two pepper cases. In the first the defendant—it was a criminal prosecution—was Harry W. Dean, who upon being prosecuted plead guilty. The court, however, suspended sentence.

The facts were as follows:—

An inspector of the Department of Agriculture purchased from Hyland Manufacturing Co., Spokane, Wash., samples (I. S. 3,396 and 3,397) of pepper contained in packages labeled, respectively, "Pure White Pepper" and "Pure Black Pepper." These samples were part of a shipment of peppers made on or about July 23, 1907, to said Hyland Manufacturing Co. by W. G. Dean & Son, New York, N. Y. The samples were duly examined in the Bureau of Chemistry of the United States Department of Agriculture and found to contain ap-

proximately 25 per cent. of leguminous starch, from which it appeared that they were adulterated and misbranded as hereinbefore stated. On December 14, 1907, an inspector of said department purchased from Manhattan Coffee Mills, Washington, D. C., a sample (I. S. 11,260) of pepper contained in a package labeled "Black Pepper." This sample was part of a shipment of pepper made on or about August 21, 1907, to said Manhattan Coffee Mills by W. G. Dean & Son, New York, N. Y. The sample was duly analyzed in the aforesaid bureau and found to contain approximately 25 per cent. of leguminous seed, from which it appeared that it was adulterated and misbranded as hereinbefore stated.

The great bulk of the cases reported this week are against flavoring extracts. Every one is a criminal prosecution, no confiscation cases being brought.

The Monroe Pharmacal Co., of Rochester, N. Y., was the defendant in a case involving vanilla extract. The concern plead guilty and succeeded in having sentence

suspended. These were the facts:

An inspector of the Department of Agriculture purchased from Charles A. Gay, Greenfield, Mass., a sample (I. S. No. 1,147) of a food product labeled: "Monroe Brand Concentrated Extract of Vanilla for flavoring Ice Cream, Jellies, Pastry, etc., Manufactured by Monroe Pharmacal Co., Rochester, N. Y.," and on the back of the bottle was a sticker containing: "Extract vanilla beans (Mex.) .8155 per cent.; Syrup (sugar) .09137; Cologne spirit .0956." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

Resins .....	Absent.
Organic acids, gums and extractive matters .....	Small amount.
Vanillin (per cent.) .....	0.12
Coumarin .....	Absent.
Caramel .....	Present.
Natural color .....	Trace.

Vanilla extract, or flavor, as recognized by reliable manufacturers and dealers, is the flavoring extract prepared from vanilla bean, and contains in 100 cubic centimeters the soluble matters from not less than 10 grams of the vanilla bean. The analysis of the aforesaid sample disclosed practically the total absence of the soluble matters of the vanilla bean, hence the article was adulterated within the meaning of Section 7 of the act in that an imitation extract, artificially colored in a manner whereby its inferiority was concealed, was substituted wholly for the vanilla extract which it purported to be.

Another vanilla extract case was against Ennis, Hanly, Blackburn Coffee Co., of Kansas City, Mo. Here also a plea of guilty was entered and the concern fined \$25. The facts were as follows:

An inspector of the Department of Agriculture purchased from Peake Brothers, Kansas City, Kan., a sample (I. S. No. 1,441) of a food product labeled: "Standard Brand Vanilla, Substitute Flavor, vanilline and coumarin

**ELTON J. BUCKLEY**

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Keystone, Race 746

**Corporation Practice, Cases Under Food Laws  
Trade-Mark Registration  
General Practice**



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the **Employment Bureau**. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

## The Grocery World and General Merchant Employment Bureau

927 Arch Street, Philadelphia, Pa.



colored." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

Vanillin (per cent.)	0.12
Melting point (°C)	78
Coumarin (per cent.)	0.16
Melting point (°C)	67
Resins	Trace.
Lead precipitate	Scant.
Caramel	Present.
Natural color	Trace.

Vanilla extract, or flavor, as recognized by reliable manufacturers and dealers, is the flavoring extract prepared from vanilla bean, and contains in 100 cubic centimeters the soluble matters from not less than 10 grams of the vanilla bean. The analysis of the aforesaid sample disclosed practically the total absence of the extract of the vanilla bean, hence the article was adulterated within the meaning of Section 7 of the act in that an imitation extract, artificially colored in a manner whereby its inferiority was concealed, was substituted wholly for the product which it purported to be, and was misbranded within the meaning of Section 8 of the act in that it was labeled "Standard Vanilla" in conspicuous type, which statement was false, misleading and deceptive because it contained no extract of vanilla bean.

A third vanilla extract case was against the Interstate Chemical Co., of Baltimore, which plead guilty and was fined \$25. The facts are as follows:—

An inspector of the Department of Agriculture purchased from the Waples-Platter Grocer Co., at Fort Worth, Texas, a sample of an article of food (I. S. No. 24,138-a) labeled "Kitchen Queen Vanilla. I. C. Co. Pure Product. Baltimore, Md., U. S. A. Guaranteed under the Food and Drug Act of June 30, 1906," which was part of a shipment made by the Interstate Chemical Co. from Baltimore, Md., to the Waples-Platter Grocer Co., at Fort Worth, Texas, on or about December 15, 1908. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture, and the following results obtained and stated:—

Alcohol, by volume (per cent.)	25.64
Alcohol, methyl	None.
Vanillin (per cent.)	0.23
Coumarin	None.
Resins	None.
Solids (per cent.)	37.2
Sucrose (Clerget) per cent.)	35.3

Vanilla extract, or flavor, as recognized by reliable manufacturers and dealers, is the flavoring extract prepared from vanilla bean and contains the soluble matters from not less than 10 grams of the vanilla bean to each 100 cc. The analysis of the aforesaid sample disclosed that it was not a genuine vanilla extract, but a solution of artificial vanillin; hence it was adulterated within the meaning of Section 7 of the act, in that artificial vanillin had been substituted in part for extract of vanilla bean, thereby reducing and lowering its quality and strength, and misbranded within the meaning of Section 8 of the act, in that the statements on the labels that it was vanilla and a pure product were false, misleading and deceptive.

A fourth case also involving the same extract had the John H. Fitch Co., of Youngstown, Ohio, as a defendant. Here, too there was a plea of guilty and a fine of \$25. Here are the facts:—

On December 18, 1907, an inspector of the Department of Agriculture purchased from Nicholas Stroup, Sharon, Pa., a sample of an extract (I. S. No. 11,924) labeled "Baldwin's Superior Fruit Extracts, Highly Concentrated, Vanilla. Manufactured by the John H. Fitch Co., Youngstown, Ohio. Prepared at the Laboratories of Baldwin, Halcomb & Co." This sample was part of a shipment by the John H. Fitch Co. from Youngstown, Ohio, to the said Nicholas Stroup, on or about November 19, 1907. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

Vanillin (grams per 100 cc.)	0.112
Coumarin	Absent.
Caramel	Present.
Resins	Fair amount present; no ppt. on addition of water but showed on addition of HCl. Action of resin, normal.
Sucrose (Clerget)	5.4

The analysis of this sample disclosed that it was only a normal vanilla extract, and it was ascertained that it was prepared and manufactured by the John H. Fitch Co.; hence it was misbranded within the meaning of Section 8 of the act in that the statements and representations on the label that it was a highly concentrated extract and prepared at the laboratories of Baldwin, Hal-

comb & Co. were false, misleading and deceptive.

A patent medicine sold largely by general stores also came under the ban—"Dr. Fahrney's Teething Syrup." It was found to contain three injurious ingredients—alcohol, chloroform and morphine. The manufacturer plead guilty and was fined \$100.

There were two cases against lemon extract. In the first case the defendant was the Blanke-Baer Chemical Co., St. Louis, Mo., who plead guilty and were fined \$25. Here are the details:—

An inspector of the Department of Agriculture purchased from R. L. Goddard, Kansas City, Kan., a sample (I. S. No. 1,409) of a food product labeled: "Terpeneless Lemon Brand Superior Quality Extract Blanke-Baer Chemical Co., St. Louis." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

Lemon oil	Absent.
Citral	Trace.
Solids (per cent.)	.04

Terpeneless lemon extract, or flavor, as recognized by reliable manufacturers and dealers, is the flavoring extract prepared by shaking oil of lemon with dilute alcohol, or by dissolving terpeneless oil of lemon in dilute alcohol, and contains not less than two-tenths per cent. by weight of citral derived from oil of lemon. The analysis of the aforesaid sample disclosed practically the total absence of citral, hence the product was adulterated within the meaning of Section 7 of the act in that an inferior extract was substituted wholly for the genuine product which it purported to be, and was misbranded within the meaning of Section 8 of the act in that it was labeled "Terpeneless Lemon Extract," which statement was false, misleading and deceptive because it was not terpeneless lemon extract, but an inferior product with a percentage of citral so small that it could not be accurately determined.

In the second lemon extract case the defendant was the Thomson & Taylor Spice Co., of Chicago, Ill., and plead guilty. They were fined \$100 in each of two cases. The facts were these:—

An inspector of the Department of Agriculture purchased from the Kansas City Wholesale Grocer

Co. and the Ryley-Wilson Grocer Co., respectively, both of Kansas City, Mo., samples (I. S. Nos. 8,016 and 8,026) of a food product labeled, respectively: "American Beauty Lemon Flavor. Made from oil of lemon and grain spirits only. Manufactured for Kansas City Wholesale Grocery Co., Kansas City, Mo.," and "Standard Lemon Flavor—Colored. Made from oil of lemon and grain spirits only. Manufactured for Ryley-Wilson Grocer Co., Kansas City, Mo." These samples were analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

I. S. No. 8016:	
Lemon oil	0.0
Citral	Trace.
I. S. No. 8026:	
Lemon oil	Absent.
Aniline dye	Absent.
Turmeric	Absent.
Citral	Trace.

Lemon extract, or flavor, as recognized by reliable manufacturers and dealers, is the flavoring extract prepared from oil of lemon, or from lemon peel, or both, and contains not less than 5 per cent. by volume of oil of lemon. The analyses of the aforesaid samples disclosed practically the total absence of oil of lemon, hence the articles were adulterated within the meaning of Section 7 of the act in that an imitation extract was substituted wholly for the genuine article which it purported to be, and were misbranded within the meaning of Section 8 of the act in that they were labeled "American Beauty Lemon Flavor. Made from oil of lemon and grain spirits only" and "Standard Lemon Flavor. Made from oil of lemon and grain spirits only," which statements were false, misleading and deceptive because, as heretofore stated, there was no oil of lemon contained therein.

A third lemon extract case was against the National Extract Works, A. J. Hilbert & Co., Milwaukee, Wis., whose brand "Perfecto Terpeneless Lemon Flavor, Absolutely Pure," was found to be only one-fifth the standard strength. The concern plead guilty and paid \$25 fine.

Following are the details of a strawberry extract case, in which H. B. Howell & Co., New Orleans, La., paid a fine of \$10:—

An inspector of the Department of Agriculture purchased from the



Hartman Mercantile Co., Brookhaven, Miss., a sample (I. S. No. 2,161-a) of a food product labeled: (On carton) "Hoyt's Strawberry Flavor, composed of the delicate flavor of the fruit," (on front of bottle) "Pure and Concentrated Extract of Strawberry," (on back of bottle) "This preparation artificially colored, contains 7½ grains amyl acetate to the fluid ounce. Guaranteed, etc. Serial No. 198." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and the following results obtained and stated:—

Specific gravity (15.5° C.): ..... 0.9786  
Alcohol by volume (per cent.) ..... 41.30  
Esters as amyl acetate (per cent.) ..... 1.72  
Solids (grams per 100 cc.) ..... 13.31  
Color ..... Coal tar dye.

A flavoring extract, as recognized by reliable manufacturers and dealers, is a solution in ethyl alcohol of proper strength of the sapid and odorous principles derived from an aromatic plant, or parts of the plant, with or without its coloring matter, and conforms in name to the plant used in its preparation. The analysis of the

aforsaid sample disclosed practically the total absence of the sapid and odorous principles of the strawberry, hence the article was adulterated within the meaning of Section 7 of the act in that an imitation extract, artificially colored in a manner whereby its inferiority was concealed, was substituted wholly for the strawberry extract which it purported to be, and was misbranded within the meaning of Section 8 of the act in that it was labeled (on carton) "Hoyt's Strawberry Flavor, composed of the delicate flavor of the fruit," (on bottle) "Pure and Concentrated Extract of Strawberry," which statements were false, misleading and deceptive because it was not an extract of strawberry, but merely an imitation extract.

The Midland Grocery Co., of Denver, Col., was also found guilty of selling an almond extract containing hydrocyanic acid. They plead guilty and paid a fine of \$10.

Hothouse radishes range from \$2.50 to \$3.50 per 100, and are selling well.

## "As Good as the 'J. M.'"



No delivery wagon built is as good as the "J. M.," though many are said to be. The makers of other wagons do the best they can, but they haven't our facilities.

The "J. M." wagon is the handsomest, longest-lived delivery wagon on the market. No other wagon manufacturer we ever knew rejected everything but second-growth hickory for wheels, as we do.

Write for our catalogue.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS. PHILADELPHIA, PA.



## Push It Now

You haven't a customer who won't buy

**Duff's  
Molasses**

if you remind them of it. It is molasses season. The only reason you don't sell ten times as much is because you don't talk about it.

**Duff's  
Molasses**

is known all over the country as the brand that everybody keeps buying. The kind that children love—and it's good for them.





# WITH THE EDITOR

Where is the right of it in a case like this? The New York agent of a nationally advertised brand of package tea was complaining bitterly over the unfairness of certain larger retailers in the matter of handling his product. It appeared that he had certain information that several of the customers of a large New York retail store had gone there and asked for his brand of tea. The store hadn't it and declined to fill the orders. When this came to the agent's attention he asked the store's buyer if he considered it either fair to himself or good business to refuse to stock goods that were constantly being inquired for. "We will stock no tea," answered the buyer, "that pays us less than 100 per cent. profit."

Naturally a retailer has the right to follow his own idea of profit, based reasonably on his expenses, and to get it if he can. That being true, it obviously follows that this New York retailer was within his rights in this case. So is the manufacturer within his rights when he insists that the people want his tea and have a right to get it and that his efforts to do a legitimate business shall not be blocked by any *excessive* or *arbitrary* demands on the part of any middleman. Since both parties are within their rights, therefore, there is nothing for it but a deadlock, effectually blocking the sales of this brand of tea, at least through the retailers that take such a stand. Further, there is no room for criticism of either.

And when we reach this stage we have ourselves created a condition where the manufacturer is forced to distribute his goods through chain stores and department stores, or still worse, to open his own retail stores, as many have done in lines other than groceries. But is there any particular help for it? The writer sees none except a reduction in some retailer's ideas of profit, which all such retailers will say is impossible by reason of their expenses. Or an advance in manufactured goods to allow for the retailer's

idea of profit, which in many cases is also impracticable for many reasons.

A is a manufacturer of merchandise and B the retail seller of it. Naturally their interests travel side by side; every sale made by B is a sale for A.

A decides that he will do some special and extraordinary work to increase the sales of his merchandise. Obviously if the work is successful it will help B quite as much as A; also obviously could B, by featuring the merchandise during the period of exploitation, aid A's work immensely, and by either not featuring it or actively opposing it, inevitably prevent it from reaching maximum effectiveness.

This being established, what kind of a business man is A if, in advance of his work, he does not go to B and say: "I'm about to undertake this work at my own expense. Its object is to get you more orders for my goods. Help it along for your own sake."

The man who would ignore the aid of such a valuable ally as B in such a case reveals himself at once as incredibly lackwitted. It seems almost inconceivable that anybody could do such a thing, yet this is an exact description of what the National Canners' Association did in its recent campaign to increase the consumption of canned goods. It is probable that the large body of retail grocers not even knew that the Canners' Association was advertising!

The net result of the blunder is that \$25,000 has been thrown into the sea.

There is much of hysterics in some of the newspaper discussion of the alleged combine among the large packers to use cold storage as a means of inflating food prices. One Philadelphia paper, in commenting on the investigation in Hudson County, N. J., said with hands upraised in horror, that evidence was produced there to show that "the directors of the National Packing Co. met

and agreed to keep things in storage until such time as prices were at a point where it would be most profitable to release them!"

In view of the fact that cold storage was invented to enable owners of food products to store them until they could bring them out and sell them at the greatest possible *loss*, this is outrageous!

Every reader of this paper will be glad to hear from Senator Lodge, chairman of the United States Senate Food Committee,

that the investigation is to lead where it may, regardless of what it does to the tariff, to tariff-protected combinations, or to commercial enterprises politically close to the reigning powers.

All this, if true, is gladdening news. Yet until it is actually seen, it will hardly be believed that the Republican party would sit by and see its pet protective tariff revealed as a main cause of costly food. Or that it would permit the shadow of blame to be thrown upon those high in its party councils. If it would do such a thing, then indeed has the millenium dawned.

The people of this country have become so thoroughly convinced that everything touched by party politics is tainted, that they have no longer any confidence in anything that has political inspiration.

The cold storage warehousemen are now rallying to the support of their industry, which has been maligned with remarkable

bitterness in the public press during the present investigation into the cause of high food prices. The American Warehousemen's Association has sent the "Grocery World and General Merchant" a sheet of typical press agency matter which is dressed up as news, but proves to be merely extracts from various reports of the investigation which laud cold storage.

## Clerks That Take Interest

This letter contains some food for thought:

TELEPHONE, 339 JERSEY CITY

HENRY KOHL COMPANY  
IMPORTERS  
WHOLESALE GROCERS  
320 FIRST STREET  
JERSEY CITY

Grocery World and General Merchant:

*Gentlemen:*—We are thinking of sending your paper to the managers of a chain of stores that we control—about twenty-five. Kindly advise us what would be your yearly subscription price for the lot and oblige,

Very truly yours,

HENRY KOHL COMPANY.

Per A. L. M.

February 1, 1910.

Following our answer came this:

Grocery World and General Merchant:

*Gentlemen:*—The following is a list of the names for subscription to your weekly paper. If possible begin subscriptions with your issue of January 31st, 1910.

(Here followed a list of twenty-eight names.)

Yours truly,

HENRY KOHL COMPANY.

Per M.

February 9, 1910.

MORAL:—The employer, either of clerks or managers, who sees that they are posted up to the minute on what is going on in *his* business, will never hear himself complain that "my men don't seem to have any interest in the business."



The cold storage men need not worry. No successful attack can ever be made upon the practice of taking food products which at the time happen to be over-abundant and storing them against the time when the demand exceeds the current supply. That is not manipulation; it is conservation of the most practical and beneficent type. Those incendiary individuals who have actually contended that cold storage was a menace and should be abolished have no conception of the chaos which would result if their absurd contentions were carried out. As to certain products, this country would see a series of successive feasts and famines utterly without precedent. If it were not possible to store eggs in spring and early summer, to use a common illustration, eggs in those seasons would hardly bring the cost of the feed fed to the hens. While in winter they would rival South African peaches in scarcity and costliness.

No, cold storage is an established utility of proven value. That it is used as an aid to the manipulation of food values is

true, but the warehousemen have nothing to do with that. They are merely sellers of storage space, and the motive behind its purchase is really none of their concern. They ought not to put themselves in the position of defending the *abuse* of their industry, for which they are not in the least responsible, and they do not need to defend cold storage itself, for no one with a spoonful of brains has or could attack it.

#### To See How Much the Packers Had to do With High Food.

First Move in this Direction Made in New Jersey, Where Hudson County Grand Jury Indicts Well-known Individuals Connected With Packers' National Packing Company.

The first actual move in the attempt to fasten upon the large Western packers the responsibility for the high prices of meats and hog products was made by the Grand Jury of Hudson County, N. J., last Monday when it voted indictments against the officers of the National Packing Co., which is a sort of holding

company maintained by representatives of all of the large Western companies.

The National Packing Co. was incorporated in New Jersey on March 18, 1903. The authorized capital stock was \$15,000,000. On March 26th of the same year the company filed a certificate with the Secretary of State setting forth that the entire capital stock had been paid up by the purchase of the property. The original incorporators were Louis B. Dailey, Kenneth K. McLaren and Joseph M. Mitchell, all representatives of a corporation agency at 15 Exchange place, Jersey City.

The National Packing Co. controls the Fowler Packing Co., the St. Louis Beef and Provision Co., the Fowler Canadian Co. (Ltd.), Fowler Brothers (Ltd.), of Liverpool, the Omaha Packing Co., the Hammond Packing Co., the G. H. Hammond Packing Co., the Anglo-American Provision Co. and the United Dressed Beef Co.

Its main offices are in the Rookery Building. Among its directors are J. Ogden Armour, A. Watson Armour, A. Meeker, T. J.

Connors and Samuel M. Roberts, representing the Armour interests; Louis F. Swift, Edward F. Swift, Charles H. Swift and L. A. Carton, representing the Swift interest; Edward Morris and Ira N. Morris, representing the Morris interest.

Edward Tilden, president of the company, is closely associated with the Swifts in other enterprises. Other directors include Kenneth McLaren, Thomas E. Wilson, L. H. Heyman and F. A. Fowler.

Those against whom true bills have been found are J. Ogden Armour, A. W. Armour, L. F. Swift, E. F. Swift, C. Swift, Edward Morris, A. Meeker, Edward C. Tilden, Samuel L. McRoberts, T. J. Connors, L. A. Carton, T. G. Wilson, L. H. Heyman and F. A. Fowler.

The charge is that the defendants depressed the market to enhance the prices of foodstuffs. This is said to have been done with the aid of the several large warehouses located in northern New Jersey, through these holding stuff off the market until the price warranted.

# COFFEES—TEAS—SPICES—SATISFACTION

**"Curiosity** is not necessarily a virtue," but it is a serious mistake never to be curious. Suppose! Columbus, Morse, Edison, Bell, Fulton, Franklin and thousands of others had not been?

**Think it over,** and take a chance on what we say and guarantee to be so every time.

## "AS GOOD OR BETTER QUALITY FOR LESS MONEY"

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us



## The New York Letter

**Food Prices Absorbing Topic. Backers of Milk Combine Indicted. Consumers' League Wants Restrictions on Grocers' Outdoor Displays. Various Items of Trade News and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, Feb. 25, 1910.

Food questions continue to be the absorbing topic of discussion and in the press and elsewhere all kinds of ideas are being ventilated these days by persons with pet schemes for cutting down the cost of living, or at least the cost of food. The central notion pervading much that is now going into type is that the middlemen form an enormous army that levies tribute on the people at large and that the real problem is to curb the profits of these middlemen.

Legislative and judicial machinery continues active, especially so as to cold storage lines of business. In New York a Grand Jury of the Supreme Court of the State has indicted eight of the seventeen directors of the Consolidated Milk Exchange for fixing the prices paid to the producers. Seven of the directors are immune because they testified in the preliminary inquiry; two claim that they were not present when the prices were fixed.

In New Jersey, the Hudson County Grand Jury has indicted the directors of the National Packing Co., including most of the large Chicago packers of meat products. The same Grand Jury is expected to hand down any day indictments of the owners of the cold storage warehouses. It is not yet known if they are to be indicted for assisting in the sale of cold storage products which, because of age, are unfit for food, or on the ground that they have been participators in combinations to keep up the prices of food. The jury has been investigating along both lines and possibly may indict on both grounds.

The Federal authorities are still probing the sugar frauds and trying to strengthen the case against Charles R. Heike, the secretary of the American Sugar Refining Co., for whom they have been gunning since they succeeded in sending Superintendent Spitzer to prison at Atlanta. Before he left, Spitzer said that he was the "goat."

Naturally, these and other developments keep many frugal housekeepers guessing as to whether or not they are paying too much money for groceries. It has been remarked that the grocer nowadays is quite likely to assume an almost apologetic tone if he marks up the price of any article, even after the wholesale rates have been advanced, and to make such remarks as, "The butter has been a little high in the last two or three days," etc. Although the daily papers may publish all kinds of statements, the customers look to the retail grocers as the man who ought to know.

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A communication from the Consumers' League was the cause of the chief discussion at Monday night's meeting of the New York Retail Grocers' Union. The League asked co-operation in obtaining a law that would put two restrictions on grocers; the first that they must not make outside displays of foods that are commonly eaten without washing or paring; the second, that all fruit, bread and other perishable food in groceries must be protected from flies and dust by screens.

Several of the members, expressed hearty approval of the spirit of the proposed laws, but some fear was voiced as to the manner in which the regulations might be enforced, since arbitrary power might be entrusted to officers with resulting opportunities for graft.

It was finally decided to defer action on the subject until the next meeting, in order to give the members time to think it over.

It was announced that the annual banquet of the Grocers' Union will take place March 30th, in the Grand Central. After the dinner, dancing will be in order.

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Among the bills recently introduced in the Assembly at Albany is one that if passed will make a radical change in the laws affecting the use of false weights and measures. This bill makes it a misde-

meanor to use a weight, measure or other apparatus that is false or that has not been regularly sealed within a year in determining the quantity of any commodity or merchandise. It is also made a misdemeanor if a dealer sells or exposes for sale packages containing less than the quantity that he represents. The present law requires proof that the seller knows of the weight or measure being false or of the quantity being less than represented. Of course, it has always been difficult to drive home to the seller actual knowledge, but under the proposed bill this would be unnecessary.

Another section of the same bill makes it even more stringent, as it prohibits storekeepers and others from having possession of false or unsealed weights or measures; unless it can be proved beyond a reasonable doubt that there is no intent to use such weight or measure in violation of the former section, the mere possession is a misdemeanor.

Another proposed law requires that all milk bottles be stamped or blown so as to show the quantity in pints or quarts, or otherwise be stamped "short measure."

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Butter has gone up about 3 cents since last week. The reason generally given by the wholesale dealers is that the recent reduction in price led many people who had been using oleomargarine to return to butter, and the increased demand has accordingly sent up the price of the latter food. This seems to strengthen the claim that oleomargarine is a sort of safety valve in times when butter goes too high.

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The Federal Food Bureau this week released the imported eggs which were held up for the chemists to determine if the paraffin coating permeates the shells and is injurious. Apparently the chemists found nothing wrong with the eggs, but they made no statement.

As the holding up of the eggs was published, it is quite likely that many people will be suspicious of their quality. It perhaps would be fairer if the officials, having raised a question of this kind, would give out some sort of a statement as to their findings, and possibly this may come later. The week's delay in delivering the eggs did not injure their quality.

Now that a dozen of the big baking companies have formed a combination, there is a movement to organize the smaller concerns into a sort of buying exchange, somewhat on the principle of the exchanges of the grocers and druggists, or perhaps along the line of the organization of cracker manufacturers. The main object is to buy materials in large quantities, so as to get the benefit of low prices necessary in order to compete on equal terms with the combination of big companies.

Alfred Shober, formerly with the American Druggists' Syndicate, is working on the project.

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Another project of which talk is heard is to organize a number of jobbers who shall have some kind of a community interest in a collection of private brands. One packer will put up the goods for all, putting each jobber's name on his own supplies. Each jobber is to agree to take specified quantities, to have exclusive territory and to send out his own salesmen.

### SUMMARIZED MARKET CONDITIONS.

Jobbers have been buying considerable mild coffee during the past week. Prices are firm, holders showing no inclination to shade prices. The Brazilian grades are too high to suit the buyers. There are plenty of offerings of these grades, but the holders of invoices refuse to make any concessions to buyers. They feel that with the present 20 per cent. additional duty on the coffee, their position is strong. Rio No. 7 was offered at slightly higher prices, but no sales were reported.

Holders of teas got tired of holding off for higher prices this week and many sales were recorded at slightly lower prices. The sales were mostly of sizable lots. The demand for Japan basket fires continued, a good business being done in these grades. Prices were well maintained.

Raw sugar has been in good demand all week, the market being very firm. Advances in several lines were made in sympathy with the sharp advance in European beets. The refiners are now in the market, so business is very active.

There has been little new business in refined sugar, but the prices took an upward bound in consequence of the advances in raw su-



More Welch's Grape Juice will be sold in 1910 than in any previous year. People know it better. Dealers have confidence in the Welch quality backed by the Welch advertising.

Our storage cellars have the largest capacity of any grape juice plant. We have over one million gallons of grape juice of splendid quality for 1910 business—a larger quantity than the combined output of all competitors.

We have been making the best grape juice we know how—that means the best grape juice that can be made—we have the finest plant for the manufacture of unfermented grape juice and it is entirely devoted to this one purpose. The most improved of modern methods are used to accomplish what has been our constant aim—the transferring of the juice from the luscious, fresh clusters; to the bottle unchanged in any way. We do not try to improve on nature.

We are advertising

# Welch's Grape Juice

Our campaign will be larger this year, as nearly every year's advertising has been larger and better than the previous one. We are using not only magazines, but medical journals, street cars and other mediums. We co-operate with the dealer and secure his co-operation with attractive display material and have the finest and most expensive display for 1910 we have ever used.

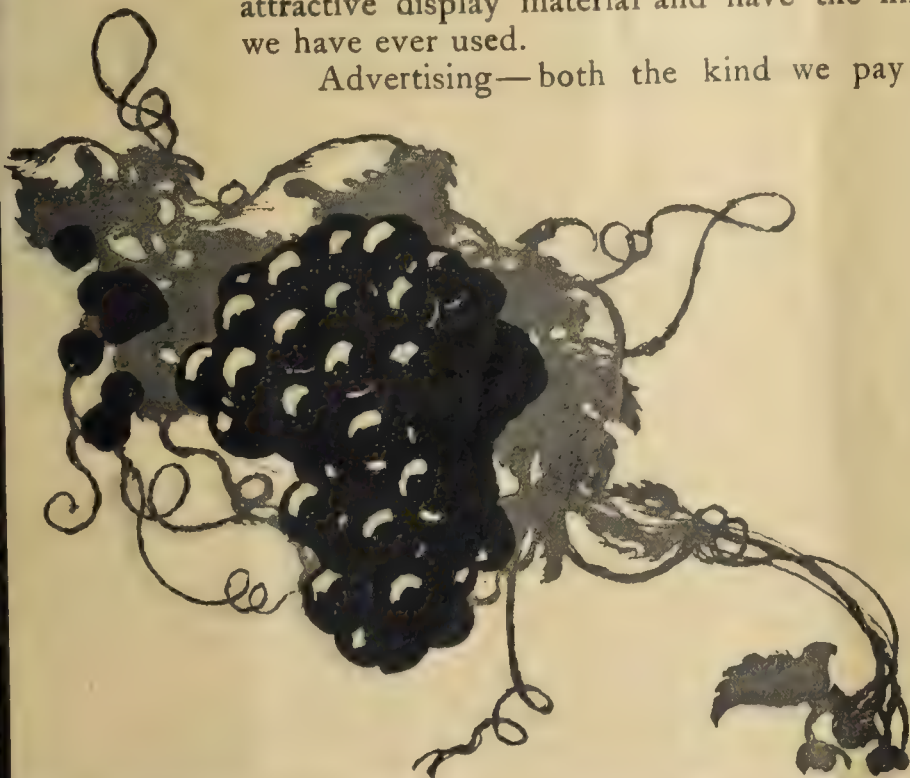
Advertising—both the kind we pay for and the kind we get free from those who know Welch's and say a good word for it—has helped to make the present large demand, but no amount of advertising will sell a poor article to the same people twice.

It is a great thing for a dealer to be able to stock a commodity and *know in advance that his money will come back* and bring with it a fair profit.

Order Welch's of your jobber. Write us for the new display material

**The Welch Grape Juice Co.**

Westfield, N. Y.





gar. Withdrawals on outstanding orders involved a fair quantity.

There is a fair demand for good grocery grades of molasses, but the supplies are not large. In many instances holders are asking higher prices. Blackstrap continues in good demand. Prices are firm, with an upward tendency.

Flour is being held by millers at prices a little too high for the buyers, so no large sales are being made. There is a small jobbing demand, but only in a hand-to-mouth way.

Rice is in good demand, with prices firm. The inquiry this week has been the best for some time. Enough business is being done to absorb all arrivals here of both domestic and imported grades. Honduras and Japans are most sought for.

There is a good demand for spices from jobbers, although no large orders are being booked, as the holders refuse to sell except at the prevailing quotations. They claim that as the supply in nearly all lines of spices is short, there is no fear of a decline in prices for some time.

Butter has taken a sharp advance this week. Prices are now about 3 cents higher than last week. The receipts are fairly large, but the demand has increased a great deal with the reduction of prices. Dealers say that the cause of this increase in demand is that many people, especially in country districts, who have been using oleomargarine have now returned to butter. Prices of the best grades are steady at from 29 to 32 cents. It is not expected that there will be any further advance.

The demand for eggs is heavy, the current receipts being barely sufficient to meet immediate wants. Prices, however, have not gone up, except in the fancy grades, which are now selling at from 36 to 40 cents. Fresh gathered extras are bringing 29 cents, with firsts at 26½ cents. Storage eggs have jumped up a couple of cents, the supply being almost exhausted. Many dealers, however, do not wish to handle the storage product now; although the receipts are not large, the most business is being done in the fresh eggs.

Little business is being done in the canned vegetable market, the buyers holding off until the market has become more settled. Asparagus is firm, with an advancing tendency in tips and medium green

and white grades. Corn is more freely offered this week, but few large sales are recorded. Tomatoes and peas are in fair demand.

California lemon cling peaches are in good demand, with prices firm. Hawaiian pineapples are receiving a lot of attention and indications point to an advance in prices. State gallon apples are firm and in good demand.

Canned fish is being bought by jobbers in considerable quantities. Salmon is especially in demand. Domestic sardines have a good inquiry, both mustards and oils receiving the attention of jobbers. Prices are firm.

FRED. A. MCGILL.

### Not Only We Have Had Food Advances.

Figures Show that in Canada Nineteen Out of Twenty-three Food Staples have Sharply Advanced in Last Five Years. High Prices for Groceries in Mexico, Where Pearline Brings Eighteen Cents Per Package.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

February 23, 1910.

As an interesting contribution to the literature of the high cost of living, I have, during the week, in order that a comparison may be made with the cost of living in this country, obtained figures covering the cost of living in two American countries widely separated from each other—Canada on the North and Mexico on the South. In the case of Canada I was fortunately able to obtain figures covering former years, but not in the case of Mexico.

The cost of staple food products in Canada during the last five years is here presented:—

Articles	Per—	1905	1906	1907	1908	1909
Sheep,						
young ...Head..	\$3.78	\$4.14	\$4.50	\$4.35	\$3.82	
Barley.....Bushel	.494	.533	.532	.615	.583	
Beans.....Bushel	1.28	1.58	1.73	1.66	1.59	
Bread and						
biscuit...112 lbs.	9.26	.....	7.96	7.50	6.18	
Corn.....Bushel	.676	.538	.712	.704	.712	
Oats.....Bushel	.364	.401	.409	.445	.413	
Oatmeal...Barrel	3.80	4.08	3.77	4.13	4.39	
Rye.....Bushel	.618	.50	.485	.762	.924	
Wheat...Bushel	.842	.833	.80	.916	.979	
Herring,						
pickled...Barrel	3.44	3.47	4.29	2.68	2.35	
Lobsters,						
fresh.....Barrel	11.41	11.81	12.16	13.32	13.48	
Salmon,						
canned...Pound	.129	.108	.129	.120	.136	
Hay.....Ton....	8.32	7.41	9.12	11.45	11.52	
Butter.....Pound	.186	.208	.219	.223	.240	
Cheese.....Pound	.094	.113	.124	.121	.124	
Eggs.....Dozen	.197	.179	.215	.22	.225	
Lard.....Pound	.086	.101	.104	.10	.099	
Hams.....Pound	.112	.111	.111	.116	.126	
Beef.....Pound	.069	.07	.07	.065	.082	
Mutton...Pound	.065	.07	.091	.116	.112	
Pork.....Pound	.081	.074	.099	.083	.09	
Whisky...Gallon	2.86	3.29	3.22	3.33	3.14	
Potatoes...Bushel	.549	.52	.718	.718	.589	

This shows that with the exception of sheep, bread, biscuit and pickled herring, all of the products named are higher in

Canada to-day than five years ago. In some cases, though not all, the advances are as radical as in this country.

The prices of the leading staples in Mexico, the city of Vera Cruz being selected as the basis, are as follows:—

	Cents.
Patatoes, pound .....	8 to 10
Cauliflower, each .....	13
Tomatoes, each .....	2
Eggs, each .....	3
Beef, good, pound .....	23
Mutton, poor, pound .....	35
Venison, pound .....	48
Shrimps, fresh, pound .....	75
Cabbage, small, head .....	6 to 12
Turnips, white, each .....	3
Onions, each .....	1 to 3
Chickens, poor, each .....	38
Hens, poor, each .....	75
Pork, poor, pound .....	40
Fish, fresh, pound .....	30
Crabs, boiled, each .....	3
Oysters, native, dozen .....	6
Oysters, American, fresh from Corpus Christi, Texas, can .....	63
Codfish, dried, pound .....	37
Bacon, American, pound .....	70
Ham, American, pound .....	70
Lard, pound .....	41
Butter, American, pound .....	1 25
Butter, Danish, ½-pound can .....	43
Milk, fresh, quart .....	8 to 10

	Cents.
Coffee, pound .....	28
Tea, good, pound .....	\$2 00
Sugar, loaf, pound .....	10
Sugar, cubes, pound .....	11½
Cornmeal, pound .....	23
Rolled oats, can .....	45
Oatmeal, can .....	45
Flaked rice, package .....	38
Rice, pound .....	14
Lentils, pound .....	14
Flour, pound .....	8
Cream of wheat, package .....	38
Force, package .....	48
Beans, white, pound .....	18
Beans, black, pound .....	12
Baking powder, ¼-pound .....	38
Fresh American fruits, pound .....	35

Ice sells for 50 cents per 100 pounds; charcoal, hardwood, 45 cents per barrel; Sapolio, 18 cents per cake, and Pearline, 18 cents a package. Of course the depressed condition of Mexican money is responsible for the apparent very high prices. A Mexican dollar is worth hardly more than half one of this country. HOLT.

Lettuce is arriving from the South rather heated. The price ranges from \$1.75 to \$2.50 per basket.

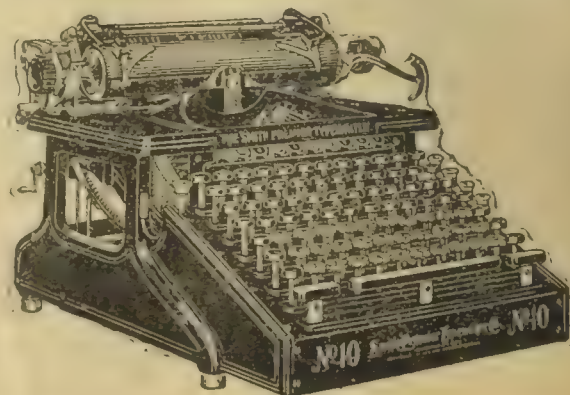
## What is a visible typewriter?

Writing in sight is part of it. Keyboard in sight is the other part. It is as important that you see what you do as to see what you have done. The key-for-every-character keyboard of the easy action, light running MODEL 10

# Smith Premier

makes it the only truly visible writing machine.

Write for information to  
The Smith Premier  
Typewriter Company, Inc.  
Syracuse, N.Y.  
Branches everywhere







"The Beacon Light"

**LIGHT** is what every Business Man must have if he expects to run his Business successfully.

**LIGHT** on the true value of Groceries is what thousands of Retail Grocers receive from week to week through the medium of "The Cash Grocer."

Write for it, we will show you how to Lighten your Grocery bills through our CASH-NO-TRAVELING-SALESMAN-SYSTEM.

### Send Us a Trial Order This Week

Kirk's Oleine Soap, 60 cakes	per box, \$2.30
5 or 10-box lots, freight paid to your station, Same large size cake that has been on the market for a long time past, which can still be sold at 5c. per cake.	per box, 2.25
Maz-All Toasted Corn Flakes, 24 packs	per case, .90
5 or 10-case lots	per case, .87½
Prunes, Cowboy Brand, Fancy New California, 100-120s, 50 lb. boxes	per lb., .03½
5 or 10-box lots	per lb., .03½
Sardines, Columbian Brand, ¼ mustard, 48 cans to the case	per case, 2.20
5 or 10-case lots	per case, 2.15
Candles, Bright Light, 16 to the set, 30 sets to the box	per box, 1.40
You can sell two candles for one cent with a tremendous profit.	
Corned Beef, Fairbank's Lion Brand—	
No. 2 cans, 1 doz.	per doz., 2.45
No. 1 cans, 2 doz.	per doz., 1.55
Tomatoes, New Century Brand, No. 2, fine quality red ripe fruit, 2 doz.	per doz., .52½
5 or 10-case lots	per doz., .50
Knight's Frying Tomatoes, Fancy Jerseys, No. 3 cans, 2 doz.	per doz., .87½
Columbian Brand, No. 3 Extra Fancy Jerseys, 2 doz.	per doz., .82½
5 or 10-case lots	per doz., .80
Raisins, Fancy 4 Crown California loose Muscatels, 50-lb. boxes	per lb., .03¾
Fancy 3 Crown, 50-lb. boxes	per lb., .04¾
Fancy 2 Crown, 50-lb. boxes	per lb., .04
Peaches, Purple Pennant Brand, Extra Fancy Yellows, large, very bright, soft and meaty, simply beauties, 25 lb. boxes	per lb., .09¾
5 or 10-box lots	per lb., .09½
Griffin & Skelly's Fortuna Brand Fancy Yellows, bright, soft and meaty, 25 lb. boxes	per lb., .07¾
5 or 10-box lots	per lb., .07¾
Sour Krout, tierces, about 52 to 55 gallons	per tierce, 6.40
15 gallon kegs	per keg, 2.65
Corn, Vanity Brand Fancy Shoe Peg, 2 doz.	per doz., .85
5 or 10-case lots	per doz., .82½
This is fine quality sweet, tender Shoe Peg Corn, and a good bargain.	
Shrimp, Peerless Brand Pickled, 2 doz.	per doz., 1.15
Peerless Brand Dry, 2 doz.	per doz., 1.15
5 or 10 case lots, either kind or assorted, 2½c. per doz. less.	
Syrup, Golden Ribbon Brand, No. 2½ cans, 2 doz.	per doz., .95
5 or 10 case lots	per doz., .92½
A great bargain and much under market price on a high grade table syrup.	
Avena, Schumacher's, barrels	per bbl., 4.80
90-lb. bags, (½ bbl.)	per bag, 2.25
String Beans, Codorus Brand Cut, Stringless No. 2 cans, 2 doz.	per doz., .70
5 or 10 case lots	per doz., .67½
Evaporated Apples, Royal Brand, 48-No. 1 packs, per pack,	per pack, .08¾
Elegant quality fruit, bright and clean.	
Lard, Jersey Lily Brand Absolutely Pure, 55-lb. tubs, per lb.,	per lb., .14½
5 or 10 tub lots	per lb., .14½
Lard Substitute, Flake White, 60 lb. tubs	per lb., .09¾
5 or 10 tub lots	per lb., .09¾
Time to buy Lard and Lard Substitute.	

These Prices for This Week Only—Feb. 28th to Mar. 5th, inclusive.

WRITE FOR THE "CASH GROCER," CONTAINING OUR QUOTATIONS ON A FULL LINE OF GROCERIES

## BARBER & PERKINS

### WHOLESALE CASH GROCERS

29, 31, 33 N. Water Street 28 N. Delaware Avenue  
PHILADELPHIA, PENNA.



## The Only Reason

some one doesn't make as good goods as we do is because they can't. The only reason we don't make better goods is because we can't :: :: :: :: ::

If some other grocer is selling Blue Label Ketchup and you are not—some other grocer is selling a better ketchup than you are. Another point—that grocer is making more money on Ketchup than you are.

If you have a customer who isn't buying Blue Label Ketchup, you have a customer who isn't getting the best, and her only reason is that she doesn't know it—tell her. It is what it is made of and the way it is made that has made Blue Label a household word, and what applies to Blue Label Ketchup applies to everything we make—whether it is branded "Blue Label" or "Curtice Brothers Co."

Vegetables in tins      Fruit Jellies in glass  
Soups in tins      Jams in tins and glass  
Boned Meats in tins      Fruits in tins and glass  
Potted Meats in tins      Maple Syrup in tins and glass  
Deviled Meats in tins      Plum Pudding in tins

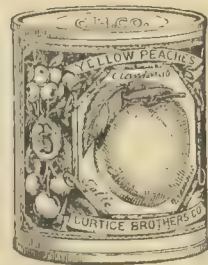
You will have so many repeat orders for these goods if you stock the complete line that you will wish you did it long ago.

Every article we pack conforms to the NATIONAL PURE FOOD LAWS.

## Curtice Brothers Co.



Rochester  
New York







## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XXXIX.—Express Warranty in the Sale of Goods.

Practically all merchandise is sold on some sort of warranty, and the subject is therefore important to every merchant or artisan in two aspects. First, as to the warranties which he receives with the goods he buys, and second, as to the warranties which he gives, directly or indirectly, with the goods he sells.

Generally speaking, there are two sorts of warranty—express and implied. The first is the warranty that is definitely given verbally or in writing, or by actions which speak even louder than the words. The second is the warranty which the very act of sale carries with it whether the seller does anything more than sell or not. Express warranty only will be treated in this article; implied warranty will be the subject of the next article.

The question of warranty usually arises thus: A will buy certain merchandise from B. It proves unsatisfactory and A either begins an action in damages for breach of warranty, or when B sues for the price, defends on the ground that the warranty given with the goods was not kept.

In either of these contingencies the fundamental question is: Did A really warrant the goods to be so-and-so? This depends on what he said about them at the time of sale, and how he said it. If his representations really amounted to legal warranties, and the goods fell short of the representations, then B has him. If the representations were not warranties, however, B's suit will fall.

A may have given what the law will hold to be an express warranty by word of mouth, or by writing, either by letters or in some cases by specific statements as to the quality and character of the goods made in advertisements. The courts will only con-

sider statements made in advertising matter as warranties, however, where they constitute a specific, positive representation as to these identical goods.

As to warranties given by word of mouth, no special form of words is necessary; anything that makes a definite representation or claim for the goods is sufficient to constitute a warranty.

When the courts examine a given representation in order to determine whether it is a warranty or not, they will distinguish between (a) statements made by the seller which amount simply to puffing the goods; (b) statements made by the seller merely in order to describe the goods, (c) statements made by the seller merely as expressions of opinion, and much weightier statements that really constitute warranties.

An example of the first is such a statement as "I guarantee this lard to be the best lard ever packed in Chicago." If it proved not to be, the court would never hold this statement to be a warranty: it is merely the usual puffing of one's own goods.

An example of the second is such a statement in a picture catalogue as "No. 102—This is a study of sheep by Rosa Bonheur." If it proved not to be by Bonheur the court would hold—in fact has held in a very similar case—that the words were used only by way of description and did not constitute a warranty that the picture was a real Bonheur.

An example of the third is such a statement by the seller of a horse as "I think that horse is as sound as a nut." That would merely be the seller's opinion, and if the horse proved unsound no action would lie for breach of warranty.

There is this fundamental fact to be constantly kept in mind, however—that the courts will al-

ways hold a seller's representations regarding his goods to be warranties if they can possibly do it. This is clearly in the interest of commercial honesty, which is best served by keeping down the false or exaggerated statements by sellers of merchandise to the smallest possible minimum.

Here is my own definition of an express warranty: Any specific and definite representation as to the quality or character of goods, particularly if made about some phase of the matter upon which the seller has special knowledge—always provided that the buyer relies upon it.

Two leading forms of express warranty occur (1) where goods are sold by sample or by description, or by both. In this case if the goods fall short of either there is a breach of warranty and an action lies. Or (2) where the buyer says "I want these goods for such a purpose," and the seller sells them for that purpose. Here there is a breach of warranty if they do not satisfy the purpose, or rather if they are not what were ordered. For even if they will not suit the purpose the buyer is still liable if they were what he said he wanted for the purpose.

Another example of express warranty is that A owns goods which he asks B to buy. This is called warranty of title.

Language even as loose as a promise that the goods shall be "as good as" certain others has been considered a warranty.

Another frequent method of sale, i. e., of goods to arrive is held everywhere to be practically meaningless, so far as constituting a warranty is concerned. The courts all hold here that this is not a warranty that the goods shall actually arrive, but if they do not arrive the contract is off.

Another form of representation given limited enforcement is a statement frequently occurring in transactions for the sale of goods, such as "the goods are such-and-such, so far as I know." The courts will construe this to be merely a limited warranty; in other words, the seller warrants that *he doesn't know* of anything contrary to what he represents. The only way he can be sued for breach of warranty here is by showing that he did know something contrary. For if the goods

prove not to be as represented he will not be held to blame, unless he knew that.

The safest way to sell, and even to buy merchandise, is to provide in the contract, whether verbal or in writing, that the goods shall be such-and-such, or the buyer may return them. The courts have never held this to be a warranty, and consequently no action for breach will lie if the goods are not as represented. The language used merely gives an option to return, and the only obligation resting on the seller in such a case is to take the goods back if not satisfactory.

The courts of all States hold, however, that in contracts which provide that goods sold shall be satisfactory to the buyer, the latter, though he will be given wide latitude, must act in good faith and not arbitrarily. In other words, he cannot reject, as unsatisfactory, goods that comply with all the specifications of the contract.

There is a wide class of cases which lay down certain conditions under which a seller of merchandise will not be held liable on a warranty, even though his representations of themselves would be a warranty. These cases can be broadly summarized thus:—

1.—Where the buyer has as good a chance to inspect the goods before sale as the seller had, and actually does inspect, he cannot sue for breach of warranty because of a defect which he could or should have seen when he inspected. But where the buyer depends on the seller's positive claims for the goods and does not inspect, though he could have done so, the seller will be held liable on his warranty.

2.—Where the subject of the warranty is the simple merchantability or salability of the goods, and the buyer has every chance of inspection, the seller will not be held to have warranted merchantability, for the buyer should have protected himself.

3.—A warranty will not be held to embrace perfectly obvious defects, unless it does so in very definite language. Naturally the seller can be foolish enough to warrant an obviously blind horse to have good eyesight if he chooses, and his warranty will hold then even if the buyer sees the blindness.



4.—Representations made after the sale has taken place will not be held to be warranties, although they would have been had they occurred before the sale. Ditto as to representations made so long before the sale that the buyer could hardly have had them in mind when he bought.

The natural conclusion of this article is something regarding the buyer's remedy where goods he has purchased are not equal to their warranty. Naturally an action for breach of warranty can lie only where the sale has been completed and the goods delivered. Only in cases of consummated sale does a warranty come into effect at all.

Where warranted goods have been delivered and found to fall short the buyer can sue for the difference between them and the goods he was to have received. That is provided he has paid for them. If he hasn't paid for them his proper course is to wait till the seller sues, if compromise cannot be effected, and then to set off against the price the difference as aforesaid.

Where the title has not passed to the buyer, he can rescind the contract, refuse to accept the goods and successfully defend against an action for the price. If the goods have actually been delivered, but the title has not yet passed, he can return them. In a few States the buyer can rescind the contract and return the goods even where title has passed, but this is not the general rule.

Where goods fall short of a warranty, the buyer can collect all the damages he can show resulted directly or indirectly from the breach. The question of indirect or consequential damages frequently arises in law suits for breach of warranty, and a simple illustration as to how they can arise will be useful:—

A bought of B a quantity of rope which he told B he wanted for a special purpose, i. e., to suspend a certain weight: B sells the rope for this purpose and charges A \$50. A uses the rope to suspend the weight, but it proves to be insufficient, breaks and releases the weight, which does \$500 worth of damage. The rope which B furnished is fairly worth \$25. A can recover \$525, \$25 for the difference in the value of the

two ropes and \$500 for the consequential damages.

(Copyright, February, 1910, by Elton J. Buckley.)

Question: \* \* \*, Pa.—As a subscriber to your paper, will you kindly print a form of agreement or contract which should exist between a railroad company and myself for the following:—

I am about to purchase a house. The only possible approach (private wagon road) leading to it is on the right of way of an incorporated railroad. They can shut me off any time. I want the privilege of using the present road as long as the railroad won't need it, and if they must use it later on I want the right to build another convenient road over their right of way. The railroad will grant this anyway, but I want it in writing, and this before I pay for the property. If you know of no other consideration, make it, say, \$1. I don't expect to pay anything for the use of the road. I presume the party I am buying from will, at my request, secure some kind of a right, but I prefer having an agreement of my own. If you know of something better and shorter than an agreement I shall be glad to have you tell me so.

Answer.—Ordinarily an agreement covering this would be somewhat lengthy and very formal, but if the facts given me are all the facts in the case—this is of the highest importance—the following short form will serve as well:—

This memorandum of agreement, made this.....day of....., between John Smith, party of the first part, and the Jones Railroad Company, a corporation, party of the second part, witnesseth:—

That in consideration of the sum of one dollar, receipt of which is hereby acknowledged, the party of the second part hereby grants to the party of the first part, right of passage over the right of way of the party of the second part, situate (here describe the land), as a means of access to and from the property of the said party of the first part, situate (here describe), the said right of passage to extend to all members of the family of the said party of the first part, and to all other persons whom the said party may invite or permit to use same as a means of access as aforesaid.

That if the party of the second part at any time during the life of this agreement finds it necessary to use its said right of way in any manner incompatible with the right of passage granted in the above paragraph, then the said party of the second part hereby covenants and agrees to give the party of the first part a right of passage over the right of way of the party of the second part to the said property of the party of the first part, as a means of access thereto, on the precise terms above set forth over some other portion of its said right of way the exact location thereof to be arranged between the parties.

It is understood and agreed that the right of passage hereby granted

## SPECIALS

For Week Ending March 5th

No. 2 Best Standard String Beans . . . . .	per doz., \$0.52½
No. 3 Pie Peaches . . . . .	per doz., .80
No. 3 Second Peaches . . . . .	per doz., 1.10
No. 2½ Hawaiian Pineapple . . . . .	per doz., 2.15
Fine Gran. Sugar, bulk . . . . .	per cwt., 4.95
Sour Kraut, fine . . . . .	per bbl., 6.00
Walter Baker's Chocolate . . . . .	per lb., .27
W. H. Baker's Winchester Chocolate . . . . .	per lb., .25
C. & C. Oleine Soap, 60 big bars . . . . .	per box, 2.30

ANDREW REITER & COMPANY, Baltimore, Md.

## Suppose Your Competitor Sees This First?

If you've never bought tea or coffee by mail, you may think it would be inconvenient. Try it and see. If, as we say, it's much cheaper, can you afford to lose *any* chance of saving?

How can it fail to be cheaper, when we don't have to add salesmen's salaries to the cost of our goods? But talk doesn't convince; let's get down to matching samples. Send us some of your own samples to match or tell us what samples to send.

**DURYEE & BARWISE** Roasters and Packers TEAS and COFFEES  
89 FRONT ST. - NEW YORK  
ESTABLISHED 1897

YOU CAN GET

# Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



shall be adequate and ample for all purposes for which it may be used under this agreement, including both pedestrians and vehicles. This agreement shall be in force for..... years from the date hereof.  
In witness, etc.

**Question:** D. M. Wright, Honeybrook, Pa.—I inclose label taken from canned beans. Can this label be legally used? Or, can any label containing the national colors be used as an advertisement?

**Answer.**—The label inclosed was mainly colored red, with a border of blue stars. In fact the color theme was the national colors, though no representation of the flag was used. This label is entirely legal.

**Question:** "W.," Waterbury, Conn.—A bought 100 bushels of potatoes from B at 60 cents per bushel, B guaranteeing potatoes to be all right. He delivers them on a cold day; the potatoes looked all right. I delivered some of them the following day and found some of them frozen, which I had to make good. So I called up the party I bought from and told him the potatoes must have been frozen when he delivered them to me. To prove that I had in the same cellar at the time about forty bushels which had been there since last fall. They did not get frozen, which proves that the ones in dispute must have been frozen before I got them. He says the potatoes were not frozen when delivered. I told him he would have to take them out and replace them with good ones and I would not pay for them, and I did not pay. He came out to see them when I first told him about them and looked at them; said, there are only a few frozen, but I found they are frozen all through. I am still selling the ones I had in since last fall and have no complaints. The ones in dispute I did not sell since I found they were bad.

**Answer.**—You have pursued just about the proper course. If your seller delivered you frozen potatoes he did not deliver what you ordered, and you are not obliged to accept them. Naturally a mere inspection could not have absolutely disclosed their condition, therefore there was no negligence in not making the complaint until after the potatoes had been complained of to you. I should maintain my refusal to pay for the potatoes and when it becomes evident that he isn't going to replace them, I should send him a written rejection and order him to remove them.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Pulling Together.**—If I were you I'd cultivate this "all-together" spirit. Friction is a hold-back. Unless you pull together the store will suffer. The fellow that says "Come on, boys, forget it" is one of the biggest men in your place. Don't care what salary he draws or what position he fills, he's big. Cut out feeling. "Can you tell me the quickest way to St. Mary's Hospital," said a down-and-outer. "I can," says Mike. "Turn around that first corner, go into the first saloon on your right, bring your fist down on the bar and say, "To Hell with the Pope." Keep the chip off your shoulder, boys. There's nothing in it. Make light of grudges. No big-hearted fellow carries a grudge a great while. It's too heavy for him. He can't smile and cut up under it. Two clever ways to fight a thing out is, first, "old man, I'm sorry," and second, "well, let's call it off." But the point is, pull one way. Let the boss get the benefit. Ten to one if there's any discord back of the counter the man that puts the money in your envelope is the one that suffers. That isn't fair.

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**Giving Samples.**—Do you know that there's an art in disposing of samples? I was never much in favor of throwing them into the order box. Handing one to a customer along with a word or two about the goods is better. It suggests importance. It associates more directly the store with the goods. The impression is good. Handing the thing out is more of a complimentary affair. The fact that it has to be carried home and in a measure taken care of along with your apparent consideration gives it weight. Make the most of samples. They cost you nothing.

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**Strong Coffee.**—Don't you often have a call for "strong coffee"? Are they all satisfied with your nice mild Maracaibo or Bogota?

Maybe your losing lots of coffee trade because yours hasn't "grip" enough. Men, especially working men, like "stimulant" coffee. Easy enough to hit such a taste. The important thing is to do it and "do it now." It's only one of those out-of-the-common things that you should do. These articles are written largely to get the clerk out of the rut. What the man ahead of you did was good enough, of course. But are you going to lie down on his ideas? Life is progress. Don't care whether your store is fifty miles in the country or in the middle of Broadway, N. Y. The knack of hitting her in coffee applies in both locations. Believe me, any number of men are driven to drink the rank package coffee because you don't study their tastes.

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**Concerning Children.**—Pay attention to the little ones—they're great advertisers. Their table talk is good. Kindness begets kindness. Yes, they'll cut you if you think they aren't worth noticing much. Treat her like a little lady. She'll talk about it, don't you worry. Her purchases are small to-day, but mamma's coming around to-morrow. Wrap up her change—she's no silent salesman.

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**Business First.**—That takes in a lot—and it takes out a lot. Business first every hour of the working day. Talk business; act business. *Be* business. Few men can mix up outside attractions with business and make the business pay. The principle applies to you. Talk the play the night before. Talk the game out the night before. But when you get on the job in the morning forget everything *but the job*. In other words, "business first." I once knew a man who loved to laugh over the glasses till all hours of the morning. In the end he cried, as they all do, yet he had such a

strong sense of "business first" that headache or heartache he was always on the job. Be ashamed to be absent. Whenever you feel a certain pride in being late on account of the "night before," my word for it, you're going back.

## ASSOCIATION NEWS.

### Chicago, Ill.

The Chicago Grocers' and Butchers' Association and the United Grocers' and Butchers' Association of Chicago have adopted the following resolutions:

Whereas, The retail grocers of the city of Chicago have suffered financial loss and much annoyance on account of the misrepresentations of specialty salesmen; and

Whereas, There is an effort now being made by the American Specialty Manufacturers' Association to protect the retail grocers and to correct these unsatisfactory conditions by having a stamp on their order books which protects retailers, jobbers and manufacturers against fictitious orders; and

Whereas, The members of the above association have indicated their desire and willingness to co-operate with the retailers in bettering trade conditions; be it

Resolved, That this association recommends to its members that they push the line of goods represented by the members of the American Specialty Manufacturers' Association, and when ordering give preference to and sign all orders bearing the stamp of said association; be it further

Resolved, That a copy of these resolutions be forwarded to the secretary of the American Specialty Manufacturers' Association with a request that same be sent to the members of their association, thus assuring them that we are in hearty sympathy with their movement.

### Easton, Pa.

A very interesting and instructive meeting of the Easton Retail Grocers' Protective Association was held Monday evening, February 20th. This association is considered one of the most alive associations in Easton, Pa. After the meeting the members adjourned to Seip's Cafe, where a banquet was waiting for them, to which they did ample justice. J. W. Gilds, president, presided as toastmaster; Secretary P. S. Miller was considered the boss feeder. All enjoyed themselves and separated with a happy heart and best wishes.

Cranberries will undoubtedly finish the season about as they have ruled up to this time—very cheap and comparatively dull. The present price range is 50 cents to \$1.50 per box, and the demand only fair:



# RETAILERS

## Should Sell the Genuine No. 2 Norway Mackerel


Count 220 to 250 to the barrel.

### Fat and Appetizing

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

## The Label Changes But Nothing More

We have been packing the well-known Fairbank's Lion Brand Canned Meats for the past 25 years, and have now decided to change the label to **SUPREME BRAND**, under which we pack all our other high-grade meat food products.

Supreme Brand Canned Meats will be exactly the same in quality as Lion Brand, packed in the same factory and in the same manner.

All jobbers carry **Supreme Brand** Canned Meats in stock.

**MORRIS & COMPANY**  
CHICAGO, ILL.

W. A. Millar & Company, 427-31 North Second Street, Philadelphia Agents

## "Lustre" Wide Mouth Fruit Jar

**WIDE MOUTH**—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

**MACHINE MADE**—Insuring uniform thickness and smooth edges.

**LIGHTNING TRIMMINGS** — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "**LUSTRE**" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "**LUSTRE**" Jars are equipped with the "**LUSTRE**" Ring.

**CAUTION.**—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

**REMEDY.**—Buy nothing but the "**LUSTRE**" trade mark Jar and your customers will be satisfied.

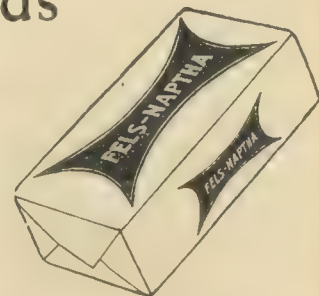
Write for prices on the "**LUSTRE**" Jar, and the thick red "**LUSTRE**" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "**SANICAP**" Jar Top.

**R. E. TONGUE & BROS.**

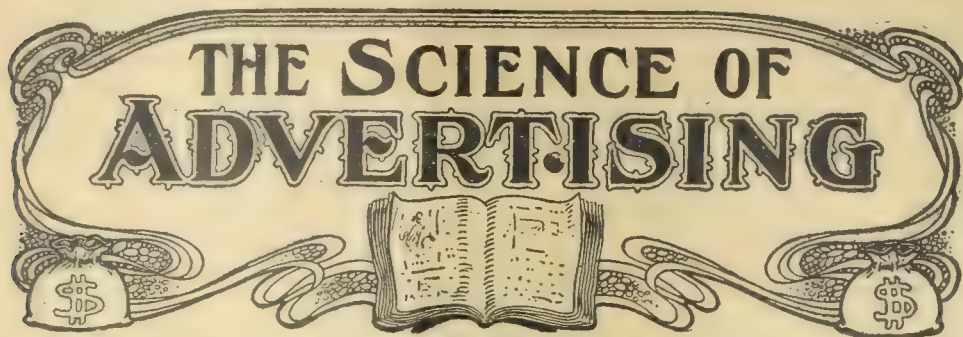
Allegheny Avenue and Amber Streets, Philadelphia, Penna.

## We know our proposition from A to Izard

We know that **Fels-Naptha** soap actually does in cool or lukewarm water what is claimed for it. And we know that the dealer whose store is well stocked with goods such as **Fels-Naptha** soap is bound to progress.







This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Lewistown, Pa., Jan. 31, 1910.  
Editor "Science of Advertising."

Dear Sir:—Inclosed you will find my ad. for your criticism. The ad. is a clipping from the "Daily Sentinel" of our city, and a change of ad. is made every week. Will you please let us know through your valuable trade paper just what you

think of this form of ad. writing?

Yours truly,  
JOHN A. CHILCOTE.

The advertisement inclosed measured eleven inches double column, and is here reproduced in reduced form:—

## Real Flour Economy

Nickles and dimes saved here and there quickly make dollars so that you are apt to hesitate about paying 5c. or 10c. more for a sack of one kind of flour when you know you can get another kind that looks alright for that much less. But that's the wrong end of the transaction at which to look for the saving. What kind of baking will that cheap flour do? It is almost impossible for it to do as good baking as the better (higher priced) flour. It is safe to assume that you will save two or three times the 5c. or 10c. difference which our KING MIDAS FLOUR will cost you. Try it and see. If you do not save at least the difference in cost we will refund your money and do it very cheerfully.

### The Best Sweet Corn That Grows

It grows in the Eastern States, the most of it in Maine. It is sweeter, creamier and more tender and delicious than any other corn known. Just why this is we cannot say unless it is the peculiar soil, climate and care it receives—at any rate it is true and our PREMIER brand is packed from this rich eastern corn. It costs 15c. per can and is really worth at least twice as much as any 10c. corn you can buy. Let us send you a trial can of this for we are sure you will always want it after one trial.

### Tomatoes? Yes Fine Ones

Our tomato stock is one we can talk about freely. Our PREMIER brand is an especially fine article, solid ripe tomatoes packed whole and cans full. More tomato meat in these cans than ever before. Most all of last year's tomato crop was good, a great deal of it fancy and PREMIER brand was packed from the fanciest. 15c. per can.

### A Better Cup of Tea

You may be pretty well satisfied with the kind you are using—perhaps because you never saw or that promised to be better? Tea—the be willing to at least try one tasted any better. But wouldn't you better grade—is one of our specialties. We have, after careful study and testing, found one which we think is a little better in taste, aroma and strength than any other at the same price. In other words it really is worth more money but our price is only 60c. per pound. Won't you try a ¼ pound at 15c. on our say so?

### Oysters

Yes, even if you did have some last week. The kind we sell, SEAL-SHIPT, will taste good if you serve them every few days. They are real solid, fresh meats, just as they come from the shell and have been out of the shell only two or three days when you get them. No water, no ice and no dirt touches them. They're delicious. Per pint, 20 and 25c.

### Peaches

Perhaps you know what that means in flavor and quality. If not let us say that most of the fresh peaches you buy in the summer are picked green and are basket ripened. When peaches are ripened on the tree the sap, air and sunshine add a richness to the juice and a tenderness to the meat that can be secured in no other way. PREMIER peaches are tree ripened and are packed by a process that brings most of that freshness and delicacy of nature ripening to you. A three-pound can is 35c.

### The Tiny Little Peas are the Best

If you ever shelled green peas you know that each pod contains one or two, sometimes more, very small partly grown peas. If you ever ate any of them raw you remember they were very tender and very sweet. Just imagine how good a whole dish of them would taste. But it would take a long time to pick over enough of the tiny ones to make a good dish. Wouldn't it? So you always mix them with the bigger ones in the pod some of which were tough and rather bitter. PREMIER brand of peas is packed entirely from the tiny little ones that are so sweet and tender. By machine sieves these are all sorted out and packed separately. They cost more because there are so few of them, but they are fine. 18 and 25c. per can.

**JOHN A. CHILCOTE**

This is pretty good advertising. I have read the advertisement through carefully and in every line it bears the mark of careful thought and preparation. I don't like headings like "Oysters" and

"Peaches," however. A word or two more, such as Mr. Chilcote has used with his other headings, adds so much strength, if they are well-chosen words, that no chance should be lost to get the benefit of them. Aren't these more persuasive heads than Mr. Chilcote's?—

In the original paragraph there are 109 words; in mine there are only 74. That means a decrease—in words and in space—of nearly a third. It also means that if the same process can be carried out throughout the entire advertisement Mr. Chilcote could say all he has said in an advertise-

## Oysters Clean and Fresh from the Shell Peaches Tree Ripe Before They're Canned

One thing Mr. Chilcote has done with his advertising that always appeals to me as sound common sense—he has apparently drawn on the manufacturer for material whenever there was material to be had. For instance, almost all the canned goods he advertises are of one brand, and what he has said about them seems to be nearly all taken from the manufacturer's own advertising. I note the same thing in Sealshipt oysters. Now, this is usually extremely good policy because the manufacturer as a rule employs a high-priced advertising writer to do his work, and the matter he produces is reasonably certain to be better than the productions of the average retailer. Not always—I have read advertising matter written by grocers who never had any training at all that was the equal of anything I ever read, but as a rule this is not the case. There is hardly a manufacturer who does any advertising at all who doesn't have it written by an expert, and the retailer who will get this advertising matter and lift from it whatever will serve his purpose will be apt to do much better advertising than he can do alone.

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Mr. Chilcote can make his advertising even better if he will give some care to cutting out superfluous words. For example, read the paragraph headed "The Best Sweet Corn That Grows," and then read my abridgement of it:—

### The Best Sweet Corn Grown.

Grown down East, most of it in Maine. It is sweeter, creamier, tenderer and more delicious than any other corn known. Why, nobody knows, except maybe from a combination of peculiar soil, climate and tremendous care. Our Premier brand is this down East corn; it's the best of the best; 15 cents a can, but worth twice the best 10-cent corn packed. One can will tell its story.

ment nearly four inches shorter than he has used. Or if he wanted to use an advertisement of this size he would have had four inches more at his disposal, either for larger type, or for more items. There is as much advertising money wasted by the use of superfluous words as from any other cause I know.

### The Government's Turnover on Whisky Labeling Question.

Decides Now that Anything Made from Distilled Grain Spirits Can be Called Whisky, and Whisky Made Partly from Cologne Spirits Can be Sold as Compound.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

February 24, 1910.

The Department of Agriculture, conjointly with the Secretaries of the Treasury and the Department of Commerce and Labor, has issued a new ruling during the week governing the labeling of whisky. The decision supersedes Decisions 45, 65, 95 and 98.

The substance of the new ruling is that "all unmixed distilled spirits from grain, colored and flavored with harmless color and flavor in the customary way, either by the charred barrel process or by the addition of caramel and harmless flavor, if of potable strength and not less than 80° proof, are entitled to the name whisky without qualification.

The decision is a direct reversal of the Government's former attitude that only whisky made by the charred barrel process, and without the addition of cologne spirits, could be called whisky. The decision provides that whisky made partly from cologne spirits can be called "Compound Whisky."

HOLT.

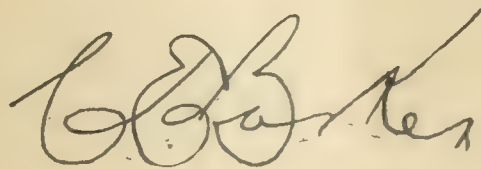


*The Hamilton Corporation,**Charles E. Barker and E. Hamilton Banker*

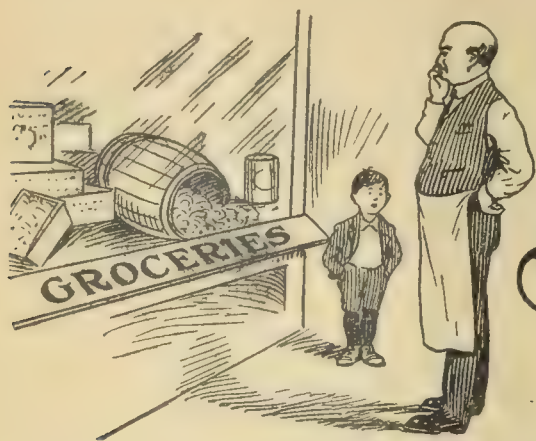
GENERAL MANAGERS

*Guaranteed Resources \$1,000,000.00**Executive Offices: 29-35 West 32<sup>nd</sup> Street**New York,*

IF YOU WANT YOUR PROFITS INCREASED WITHOUT EXPENSE,  
WRITE US. No class of merchants work as hard, for as  
little money as grocers. We have a plan by which  
manufacturers of staple products will increase grocers'  
profits. We want your opinion of it. You write us  
with the understanding that you can't spend a dollar  
with us. We get paid for our work of course, but the  
money comes from the manufacturer. We believe you will  
be enthusiastic about our plan, and as soon as we hear  
from you we will tell you all about it.







# WINDOW DRESSING IDEAS

In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

CONDUCTED BY IVAN P. THOMPSON

## Another Lenten Trim.

This will be the last suggestion for window dressing in Lent. Still, if this one should not be taken advantage of at present it will be of service at any time during the year.

For this window I would suggest a somewhat elaborate sign for the centre front. On each side of it place a dish—a square one—with some large fish upon it. You might use smoked shad and Finnan haddie. Back of each of these place a box covered with

apple cheeses in pyramid form.

In the centre, sufficiently back of these, allow space for the cans; build a low, semi-circular platform covered with yellow—light yellow—crepe paper. Around the base of this low platform arrange, as in design, some kippered herring cans and a sign with the price on it. Also put signs elsewhere, as in design. On the front centre of this platform place a large dish with bloaters in it. On each side place a dish of, say, roe herring and Nova Scotia her-

or something similar, and on the other end build a pyramid of little neck clam cans, or their substitute.

To add to the attractiveness of the effect, dress one border of the platform with something green, and carry it along edges of window and over the sign card. Between the Finnan haddie and the pineapple cheese and against the wall (if it happens to be a wall; otherwise leave this out, it is not essential to the design) place a very large fish on a plank. I have suggested sturgeon. In the space between the cheeses and behind the sign card place on the Dutch cheese side one or more pineapple cheeses on the floor, and on the pineapple cheese side place one or more Dutch cheeses on the floor.

## A Preserve Window.

This window contains nothing but jellies and preserves. Build a backing of boxes high enough to serve as a support to the jellies and preserves piled up before it. Cover it with pink drapery or crepe paper and place signs as in picture. Here and there you might pin some rosette-like bunches of crepe paper of a

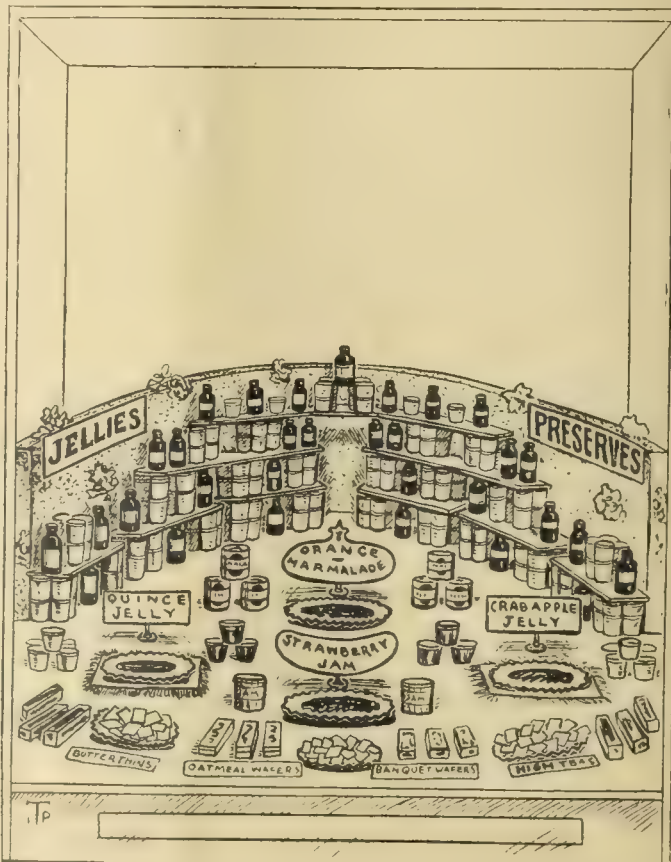
the opposite side. On these place glass slabs, or boards, as in design. On each of these platforms place a set consisting of one jar of preserves, four jelly glasses and another jar of preserve. In this design the jelly glasses will be slightly higher than the jar of preserve and will hold up the platforms upon them.

On the second, third, fourth and fifth sets counting from left to right place two platforms, one on sets two and three and another on sets four and five. On these place two jars of preserves, single file, then four jelly glasses, then four more jelly glasses, then two more jars of preserves in single file. On these, extending from the first four jelly glasses on the left to the last on the right, place a platform that will bridge the unsupported centre almost a semi-circle. On this place one jar of preserves, one glass of jelly, one jar of preserves, one glass of jelly, one glass of preserves and two glasses of jelly in rotation. This set covers the left side. Do the same on the right. On centre four glasses of jelly place a jar of preserves.

Now you have your background.

Along the front of the window, from left to right, place some cartons of butter thins, then a glass dish of some, then some oatmeal wafers, and in centre dish place some of both the oatmeal and banquet wafers. On right of centre piece place some boxes of banquet wafers, then a dish of high teas, and lastly, some boxes of same. Behind centre dish place a larger one containing strawberry jam with a pot of same on each side of it. On left put a dish of quince jelly and three glasses of jelly on its right. On right put a dish of crab apple jelly with three glasses of same on its left. On extreme left and right of these put five glasses of jelly. Put signs behind these as in design. Behind the strawberry jam put a dish of orange marmalade with a sign behind it and some pots of same each side of it.

This, with the effect of the various jellies and preserves and a pink crepe paper flooring, will make a very attractive window. As a postscript, I must add, put doilies under the glass dishes, and if the platforms are of board instead of glass put light green paper over them.



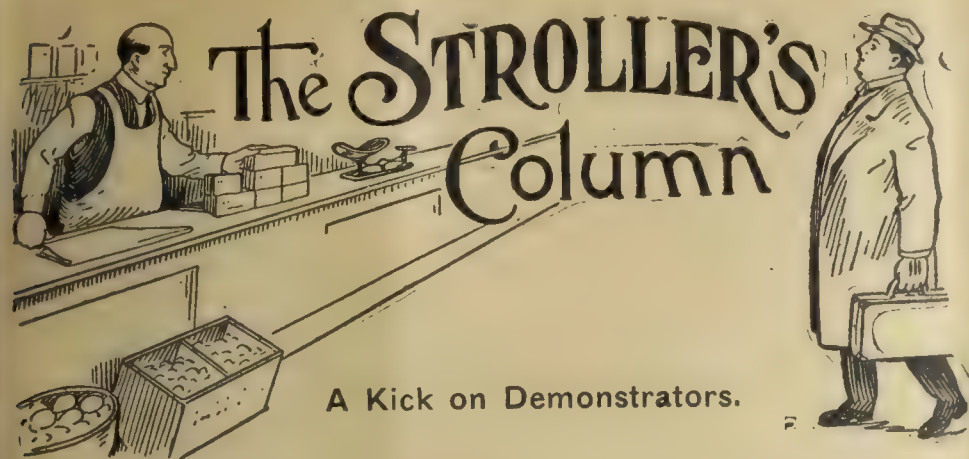
the same material, or at any rate something of the same color as the curtains in the background, which are yellow, bound with yellow ribbon. You could use crepe paper. Incidentally I would suggest green crepe paper or cheesecloth for your flooring. To come back to our boxes, place on one four large red Dutch cheeses and on the other four pine-

ring. Now, this semi-circle is backed up against another platform of the same height and similarly draped. Along its base continue the kippered herring can design. On top, in centre, place something decorative—a palm, for instance. On each side place shredded codfish. On one end build a pyramid of cans, say clam chowder cans if you have them,

darker pink than background. This will give a floral effect and cost little.

From the left side of the window, beginning at about the middle of your floor space, pile six sets each, consisting of four glasses of jelly, one jar of preserve, then again four glasses of jelly. The last set of these will correspond with the first one on





A Kick on Demonstrators.

This week I'm going to hand you fellows a scientific talk about the sort of demonstrators these manufacturers of fancy foods send out to show their stuff in retail stores.

You know the demonstrating stunt is to make people want your stuff. If it don't do that it don't do anything—except maybe make 'em not want it. In face of that some of these sad little females that I see in retail stores would never make me want to eat anything—except maybe something to get the taste out of my mouth.

Now, don't you fellows make any mistake. I don't pose as any fearful beauty myself, though I'll be darned if I ain't as much a one as some of the women that manufacturers send out to make foods look good.

I went into a certain big retail grocery store in Philadelphia with my wife last week. I like to browse around these places, especially where demonstrating is going on. That always did get me going. I like to taste the different stuff, I like to get on to the different ways the stunt is worked, and I always attract a lot of attention from the demonstrators. My wife don't like that much, but I told her when I consented to marry her that she'd have to ex-

pect it from a man with my shape and looks.

Well, that day they had a woman demonstrating some kind of imported milk chocolate. Good stuff, too—somebody gave me a cake once; I've never been able to buy any. This woman was all tuckered out in some kind of a Swiss suit. She wore a face that day that might have been all right twenty years ago, but it had got all wore out. She had false teeth in it that looked as if they had been made for her big brother Bill, by the way they fit.

Understand, she may have been an angel—the sweetest little woman in the world. But I do stick it out that she wasn't a good ad. for chocolate.

I let her push some in my mouth and stood there letting her get a good look at me. Pretty soon my wife came and pulled me away.

"Now, what harm was I doing?" I said, "standing there talking with the chocolate lady a minute? I like to occasionally talk to a lady who appreciates me for myself."

"Well, you come on," she said, "I'm not going to have people thinking you were two old freaks sympathizing with each other for being so homely."

Of course she didn't mean that—as to me, at least. She couldn't mean it as to me. I suppose the wives of all handsome men talk that way occasionally.

The jelly powder manufacturers seem to go the limit when they pick out their demonstrators. I saw two peaches in one day, each one warranted to make people not want the jelly. One had erysipelas (To the proof-reader: If you don't like the way I spell that, spell it yourself) all over her chin, and every once in a while she'd rub her sores with the hand that dished out the jelly. Open your mouths, so I can see whether they're watering.

The other lady had a bunch of whiskers that beat a mile any I could raise. I judge hers were raised without fertilizer, too, while mine wouldn't be.

"Oh, look at the bearded lady," I said to my wife, "what's she demonstrating—shavin' soap?"

"No, be still," said my wife, "it's jelly powder."

"I wonder why they picked out a woman like that to talk it up," I said. "Does it raise whiskers? I'm going to ask her."

"If you do," she said, "I'll never go out with you again as long as I live!"

So I didn't ask her, and I didn't eat any of the jelly. I knew if I went up there I'd have to tell her I wanted mine without (whiskers) and then there would have been hen to pay.

What are these fellows thinking of, anyway? Ain't there any good-lookers they can get? The demonstrating stunt pays good money, too—it ought to get real peaches in it. A good many manufacturers seem to think the only thing a demonstrator needs is the gift of gab. That be-

durned! The main thing they need is a good front. A good appetizing front will sell more food in a minute than a glib talker with a sore chin can in a year.

Know the kind of a woman I'd send out if I wanted to demonstrate something? I'd take the names of all the bad-lookers and say I'd send for 'em when I needed 'em, but I'd never send no matter how well they could talk. Neither would I ever send for any of these fresh peaches that make dates. I know them, too; why if I had the time I could tell—say, somebody slap me in the mouth quick!

No, sir, I'd send out one of those good, wholesome-looking women about fifty years old, maybe with grey hair. The sort of woman everybody'd like to see coming in from the kitchen with a plate of something. Eh?

I've been knocking about a good while, but I never saw one of those yet. Where are they, anyway?

THE STROLLER.

Florida strawberries range from 50 to 65 cents per quart, and are in very fair demand. Some very fine berries are coming North.

**John R. McFetridge & Sons**

**Printers**

**927 Arch Street**

**Philadelphia**

# THINK ABOUT YOUR TEA TRADE



We Know you can Win and Hold a larger and better tea trade than you have now by selling Gold Camel Ceylon India Packet Teas because our own experience is that they outsell others wherever introduced. They are choice selections from the best gardens—aromatic and delicious.

Think over this—when we say "Push Gold Camel Ceylon India Packet Teas" we're asking you to take hold of a Success and Succeed with it. The beautiful red, blue and gold packets of Gold Camel (put up by clean American labor) are eye-catchers and "sellers-from-the-start."



**L. H. PARKE & COMPANY, 232-234 Market St., PHILA., PA.**



# THE GROCERY MARKETS

## Tea.

The only feature of note in the tea market is the continued heavy purchase by England of low-grade Congous in this country. The available supply of low-grade Ceylons, which the English tea blenders use in large quantities, is so small, and the price so high, that they are using low-grade Congous as a substitute. The price is strengthening up and the situation strong. There have been a very large quantity of low-grade Ping Sueys rejected under the pure tea law—enough to affect the market probably a cent a pound if the rejections are confirmed on appeal. The general demand for tea is fair and prices mainly about unchanged.

## Coffee.

There has been no important change in the coffee market during the week. Grades of Santos below No. 3s are getting scarce and firming up, though there has been no actual advance as yet. The general demand is light. Mild grades are strong but quiet. Exceptions are some fine grades of such varieties of Bogotas. Mocha and Java are unchanged and very dull.

## Sugar.

There has been practically no change in sugar during the week. There have been advices from Cuba of a falling off in receipts, which if confirmed will doubtless have an effect on the market. Refined sugar is unchanged, though all refiners are now selling only at list prices.

## Syrup and Molasses.

Glucose is unchanged. Compound syrup is in fair demand for the season at unchanged prices. Sugar syrup is wanted for mixing and export at firm prices. Molasses is unchanged and quiet.

## Fish.

Mackerel shows a better demand and there seems to be considerable strength to the situation, speaking particularly of small Norways. No. 4 Norways are particularly scarce and firm. Domestic sardines are unchanged and in light demand. Some packers manifest a disposition to hold

for higher prices. Imported sardines are unchanged and quiet. Salmon is unchanged in prices, but shows continued firmness, particularly Alaska and sockeye.

## Canned Goods.

The tomato market is soggy, though no further decline has occurred. The market for Maryland 3s in a large way is 62½ cents county. The demand is exceedingly light. The sale of future tomatoes has been very light up to the present time, most packers refusing to sell at the opening prices made by a few. Spot corn is quiet and firm. There is still some demand for future corn, especially Maine, which excepting Paris has now opened at 90 cents. Spot peas are quiet at unchanged prices, with some little demand for futures. Apples are quiet and unsettled. To come forward the average quotation for New York State gallons is \$2.65, and some holders are trying to get \$2.75 on spot. Others, however, will freely sell at \$2.50. Eastern peaches are unchanged and dull. California canned goods are quiet at ruling prices, the average packer's holdings being more or less broken up. Small Maryland canned goods are in fair demand and unchanged.

## Dried Fruits.

Prunes are unchanged and dull. Peaches are still slightly cheaper in secondary markets than they are on the coast, but the demand is light. Apricots are dull and unchanged. Raisins weak and neglected. Currants are selling in a seasonable fashion at unchanged prices. Apples are steady and quiet at the reduced quotations. Citron, dates and figs are dull and unchanged.

## Beans and Peas.

Domestic pea beans have worked up another shade during the week and are now quoted at \$2.40 in a large way. Imported are unchanged. The demand is fair. Domestic marrows are unchanged, but firm; imported still unavailable. California limas have advanced about 10 points, the low holders having raised their prices. All grades of dried

and split peas are unchanged and in fair demand.

## Butter.

The butter market has been very active on the ruling basis. The demand is readily absorbing all the fancy fresh butter coming in, but under grades are not meeting with as ready sale as fresh. The market, however, is in a healthy condition and while the consumptive demand continues as good as now there will probably be little or no change. The quality arriving is fine for the season and the outlook is firm.

## Eggs.

Owing to the severe weather in the West the egg market has ruled firm. The receipts are about normal for the season, and as the supply of storage eggs is becoming exhausted, the situation is firm. There will probably be an increase in the production as the season advances and the weather grows warmer. The consumptive demand is absorbing the receipts on arrival, and the market for the next few days depends wholly on the weather.

## Cheese.

The cheese market remains unchanged. Stocks are gradually decreasing while the consumptive demand is increasing. This is usual for the season. The supply is ample and the outlook steady.

## Provisions.

Everything in smoked meats is firm at ¼ to ½ cent advance over a week ago. Pure and compound lard are also firm at ¼ cent advance, all these advances being due to light receipts and a short supply of hogs. The consumptive demand is good considering the high prices. Barrel pork is firm at an advance of 50 cents to \$1 per barrel. Dried beef and canned meats unchanged.

## INDIVIDUAL MARKET REPORTS.

### Evaporated Apples, Etc.

The evaporated apple market continues quiet. About the only business coming in is from the domestic trade, and this seems to be normal for this season of the year. Export, however, is doing very little. The lower prices now being named are cleaning up a

good many of the lots up here and some of the local dealers have been buying in New York, as they can do so to better advantage than here.

Cores and skins and chops are meeting with a steady demand at present prices.

Apples for shipment in small quantities are quotable as follows: Prime, 7 to 7¼ cents; choice, 7½ to 7¾ cents; fancy, 9½ to 10 cents, f. o. b. in 50-pound boxes; cartons, ½ cent per pound higher. Cores and skins \$1.15 to \$1.20, f. o. b. buyers' bags; chops, 1¼ cents, f. o. b. buyers' bags.

Raspberries are meeting with slow sale, but are firmly held at 22 to 23 cents f. o. b. in barrels.

C. C. HALL.

Rochester, N. Y.

## Rice.

The market for the past week has been rather quiet, demand covering immediate wants, and but little in anticipation. Prices are steady on Japans, ranging from 25½ to 33½, according to quality. Honduras styles show wider assortment, with easier tone on ordinary to choice. Extra fancy sorts held firmly.

Advices from the South note increased movement on the Atlantic Coast at slightly lower figures. At New Orleans distributive demand is light and prices are easier on Honduras styles, while Japans are fairly steady.

In the interior, southwest Louisiana and Texas, the market is rather unsettled; the rough rice in hands of mills is being turned into cleaned and sold at fair figures. Millers claim there is no money in it, and for that reason many have closed down until planters lower their views on rough or buyers exhibit willingness to pay advanced prices. It is quite evident that millers have but little confidence in higher prices, otherwise they would not close down.

Cables and correspondence from abroad note more inquiry and prices firmer.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

## Sugar.

The American Sugar Refining Co. announced a 10-point advance this morning when the market opened. The market closes today with all New York refiners holding firm, f. o. b. net basis of granulated 5.15 cents, less 1 per cent. cash. After the advance yesterday Arbuckle Bros. refused all and Howell most of the business offered to them at old prices. Not much business was done yes-





# A Square Deal to Everybody

North — East — South — West

One price to everybody—that's the basis. No special privileges to Chain Stores, Department Stores, Buying Exchanges, etc.

The average retail grocer is our best friend and we give him the square deal—small lots with the assurance of fresh goods.

The bottom price is the price you all pay, and it allows you a good profit on

## KELLOGG'S TOASTED CORN FLAKES

We protect our own interests in protecting yours. We long ago discovered that "free deals" frequently meant overstocking—stale goods, etc., that eventually affected the entire trade.

Every customer knows that Kellogg's Toasted Corn Flakes sells on its merits. Ten cents worth of the best for ten cents, and a good, *clean* profit for you.

That's why you have stuck, and why you are going to stick, to the *one big thing* in the cereal market to-day—Kellogg's Toasted Corn Flakes—the "square deal" cereal.

KELLOGG TOASTED CORN FLAKE CO.  
BATTLE CREEK, MICH.



## "Mamma, Buy Me Some"

A Peerless Counter will increase your sales of cakes, candies, nuts, crackers, dried fruits and similar "good things" because it will display them in a way that compels attention and creates a desire to purchase. The dust proof display pockets keep their contents clean and inviting. Without a Peerless Counter you miss the chance to double your trade on many articles. Write for our catalogue and let us explain our easy terms.

PEERLESS FIXTURES CO., :: Marshall, Michigan



terday or to-day, as the refiners who would sell on a basis of 5.05 cents were limited to a very small quantity and only from regular buyers who had virtually completed contracts.

**Firm Raw Market.**—Late yesterday a New York refiner obtained 50,000 bags of Cuba centrifugals at 4.36 cents, second half March shipment. Sale to-day of 25,000 bags of Cuba centrifugals at 4.36, April shipment.

M. G. WANZOR & Co.  
New York, N. Y.

#### Imported Fish Specialties.

Scotch herring, particularly large fulls, are rather neglected. Stocks are plentiful and prices in buyer's favor.

Both Irish and Norway mackerel are in good demand and in scant supply; prices very firm.

Imported oil sardines are selling in a hand-to-mouth way only, except Portuguese sardines, dingley 1/4s and 1/2 boneless, both of which are rather scarce.

**Sprats.**—The fishing in France is over and French sprats are scarce there and prices tending higher.

**Norway Smoked Sardines.**—The demand continues very good. The fish of late has been running somewhat large, but the quality is excellent. The packing of Norway smoked sardines has definitely stopped by mutual agreement on the 12th inst.

STROHMEYER & ARPE Co.  
New York, N. Y.

#### Baltimore Canned Goods.

Less activity in tomatoes this week developed no weakness in any direction. On the contrary it rather served to emphasize the underlying strength to the market which has been in evidence since the first of the year. The opening of the usual spring trade in that article is looked forward to with much cheerfulness by the canners, and a feeling of optimism prevails amongst them. No one will question, possibly, that there are more good reasons for a steady market ahead of us, with a fair reaction toward a higher level of prices, than there are for any setback of consequence, and if that proposition proves to be correct the buying of tomatoes on a liberal scale at to-day's prices is not only justified, but advisable. The market situation and outlook for canned goods generally in 1910 was one of the topics of the day most frequently discussed at the annual convention of the National Canners' and the National Brokers' Associations at Atlantic City, which was attended by a number of large jobbers, and the trend of the arguments and information was all in one direction, namely, that the market throughout the country is in better shape for the business this year than for several years past. The popular

slogan was "croakers to the rear."

For future delivery there was a light business in tomatoes during the week. True enough there are buyers a-plenty at 65 cents for No. 3 standard tomatoes for shipment in the coming canning season, but the sellers at that price have disappeared from view altogether, and at 67 1/2 cents there is a scarcity of responsible, reliable

sellers whose contracts are worth par on a rising market, with 100 per cent. delivery guaranteed. The man behind the contract is a more important factor to the buyer this year than ever before for obvious reasons.

Interest in future corn was awakened by the making of prices this week on all the well-known brands packed in this section.

## Senator Lodge Says Food Price Inflaters Will be Exposed, No Matter Who They Are

**Gives Statement Showing Scope of Coming Investigation. Will Learn Whether Combinations, Cold Storage or Tariffs Are to Blame.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

February 25, 1910.

The committee recently appointed by the United States Senate to investigate high food prices held its first meeting early in the week, but did nothing but organize.

Chairman Lodge was authorized to communicate immediately with the various executive departments, expressing the committee's desire for their co-operation in the work.

Especially help is expected from the Department of Commerce and Labor, which already has in its possession much information of the character required.

The Secretary of State will be asked to ask the American Consular representatives in the principal European cities for information regarding prices of the commodities.

According to a statement which I obtained from Senator Lodge, the chairman, during the week, the investigation will know neither friend nor foe, and will be as far reaching as the long arm of the Senate can make it. The Senator's statement follows:—

The importance of this inquiry cannot be overestimated. It is the intention of the committee to make the inquiry thoroughly and lay its results before the country at the earliest possible moment. The questions involved are complicated and difficult in the highest degree. That combinations to control the sale of certain articles have, in some instances, advanced prices artificially I have not personally the least doubt, and if I am correct the facts which will be gathered by the committee will demonstrate and will show evils and wrongdoing in certain particular cases which we ought

to be able to reach. An example of such evils is to be found in the case of meat products and in the use of cold storage to prevent a normal decline of prices. But many causes are at work affecting prices and we do not want to jump at conclusions or fancy that we can settle these questions by a stroke of the pen.

The committee will try to determine whether the rise in prices has been sudden or has extended over a series of years; whether there has been an advance in world prices or whether the advance is confined to the United States; whether wages and, if possible, whether salaries, which are most difficult to ascertain, have risen with prices and to what degree if any; whether the tariff has raised prices; whether prices in certain cases have been artificially and wrongly advanced by combinations seeking inordinate profits, and finally we shall make a comparison between domestic and foreign wages and prices.

Whatever the facts show will be stated by the committee without any attempt either to blacken, to whitewash or to mislead.

As an illustration of the difficulties which the committee will have to deal with take three articles of wide consumption, all necessities of life—raw cotton, refined petroleum and sugar—and make a comparison of their changes in price and of their relation to the tariff and trust questions.

Cotton is on the free list and has been for half a century. It is not controlled or handled by any trust. Refined oil has been practically and is now absolutely on the free list and its sale is almost entirely controlled by the strongest, best-organized and most relentless trust or combination of which we have knowledge. Sugar is in the hands of a trust or combination and is highly protected. Neither the trusts nor the tariff are present in the case of cotton. The trust is present and the tariff absent in the case of oil. Both the tariff and trust control are present in the case of sugar.

Now let us consider the facts in regard to the prices of these articles. Taking 100 as the basis in 1899, the advance in cotton has ranged from 31 to 84 points. It was 59 points higher in 1908 than in 1899, and it is still higher at the present time. Petroleum, starting with 100 as the basis in 1899, has advanced 33 points in ten years; sugar during the same time has declined 10 points.

HOLT.

The buying is not yet active, however. Spot corn was active in small lots, especially for the cheaper grades. In the general lines of fruits and vegetables business during the week was confined to the usual every-day assorted orders for small lots for quick shipment, and nothing occurred out of the ordinary. Cove oysters were a little bit more active and another spell of freezing weather would cause a stiffening up in the prices perhaps.

**Spot Tomatoes.**—Sometimes market indications are unreliable concerning tomatoes, but they must be considered always. If this is the year when they prove the rule, then the earmarks are visible of some improvement coming in the values during March and April. The character of the buying since January 1st certainly indicates a good spring demand for all grades of spot tomatoes.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Spices.

The market is very active, with good grinding demand. Prices are firmer. It is expected that the demand for the next two or three months will be exceptionally good and we expect to see higher values realized.

**Peppers.**—Futures are firmer. Shipments to America have been small and shipments during the latter part of February are exceptionally light. In the face of a very satisfactory demand and small stocks the position of the article is such that higher prices may be realized at any time.

**Cloves.**—Foreign values are higher than prices here to-day. Prices here are slowly but steadily advancing.

**Pimento (Allspice)** very steady in price and stocks are small.

**Paprika.**—Demand good at steady prices.

**Mace** very scarce and prices are firm.

**Nutmegs.**—Demand at present is exceptionally good.

**Tapioca.**—Demand very good at slightly firmer prices.

**Seeds.**—Prices are steady and numerous articles in this line are in good seasonable demand, especially caraway, poppy and mustard.

**Sage and sweet herbs** in good demand; prices unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Florida oranges are in very fair demand at about maintained prices. For the general run of choice fruit the range is \$1.50 to \$2.50, but for fancy \$2 to \$4.50.

Florida grapefruit shows an advance, due to smaller receipts and



a continued good demand. The present range is \$3 to \$4.50.

Florida peas range from \$3 to \$4, which is a very sharp decline from the values which have been ruling for several weeks. Increased receipts are the reason.

Michigan rhubarb seems to be in very fair demand, and the price ranges from 55 to 65 cents per bunch.

Asparagus is coming both from the hothouses and California. The latter ranges from \$1.25 to \$1.75 and the former \$6.50 to \$7.50 per dozen. As yet the demand has not begun.

Florida tomatoes are high. Fancy No. 1 fruit brings \$3.75 to \$4.25 per box, and ordinary \$2 to \$3. The demand is good.

Florida celery is coming North in rather large quantities and ranges from \$2.50 to \$3 per crate. The demand is fair. California celery ranges from 65 to 70 cents per dozen.

Beets are coming from New Orleans, Florida and North Carolina. Floridas range from 4½ to 5 cents, New Orleans about the same, and North Carolina 3 to 4 cents. The demand is good.

#### Pennsylvania News Items.

David Walters, one of Catasauqua's oldest business men, died during the week of apoplexy, aged 65 years, 10 months and 13 days, after a residence and business career in Catasauqua since 1872. He was a native of Wales, and was born at Llanarthney, Carmarthenshire, South Wales, and spent his early manhood in Ystalyfera. He came to this country in 1864, locating at Scranton, where he engaged in coal mining. In 1872 he established a grocery and general merchandise business at Catasauqua, and at the time of his death conducted a grocery store at 511 Front street, in the Masonic Hall Building. Mr. Walters conducted a high-grade grocery store and was well known to every salesman covering his territory. He was a generous, upright man and possessed marked literary ability. Under his own name and various nom de plumes he frequently contributed articles of striking interest to this journal.

## National Canned Goods Association Was Warned Not to Ignore Retailer in Exploiting Canned Goods

Facts Accumulating which Show Canners' Remarkable Stupidity in Spending Their \$25,000. Extract from Plan of Campaign Submitted by Well-known Advertising Agency.

Now that the \$25,000 advertising campaign of the National Cannery Association has been waged and ended without making even a ripple upon the surface of the canned goods trade, facts are beginning to accumulate which seem to show that the associated cannerymen, in choosing their methods of spending their \$25,000, acted with rather remarkable stupidity. It seems to be definitely established, and frankly admitted even by the cannerymen, that their money has brought them absolutely nothing; that their campaign did not, as hoped, increase the consumption of canned goods one iota.

There has been submitted to the "Grocery World and General Merchant" during the week some information which shows that the National Canned Goods Association was warned by expert advertising men that it *must* take the retailer into account or its plan would fail. Not necessarily take him into account by advertising in trade papers, but by getting in some way his good will and aid. The campaign which the National Cannery Association waged with such ill success, paid no attention to the retailer, or to the jobber, evidently considering their aid of no moment.

The "Grocery World and General Merchant" presents here an extract from a plan of campaign which a large and well-known advertising agency presented to the National Cannery Association, by invitation, before any money was spent. It is presented as perhaps affording a reason why the campaign was such a lamentable failure:—

#### PLAN AND COST.

In laying out a campaign such as this, we have two classes to consider, viz: the retailer, the consumer.

And from necessity, since one is "seller" and the other "buyer," the proper procedure must differ.

Let us first take up the side of the retailer:

Mr. Grocer can make or break your advertising campaign. Without his co-operation your advertising

will be about as effective as water on the back of the proverbial duck. With his help your campaign will spell success from the very start.

The retailer, as a class, is hard working, willing to help, and wields a powerful influence over those consumers with whom he comes in contact.

Hence the first and most important step is to "show him" the part he must play and your reasons for expecting him to do it.

He wants to know how and where he benefits from your campaign, he wants to know what you are going to do and how you intend to do it. In other words, he's from Missouri every time.

So, for Mr. Grocer's benefit we advise the use of the more general of the Grocery trade journals, as per appended list. This list will practically cover the whole United States.

Our idea would be to run a series of talks covering the aim and object of the general or consumer campaign. To tell the retailer how he will profit—explain to him what he is to do. And urge him to co-operate with you by using his influence with the housekeeper.

In other words, every effort will be used to arouse his enthusiasm and to prove to him that the success of the campaign depends on him.

\* \* \* \*

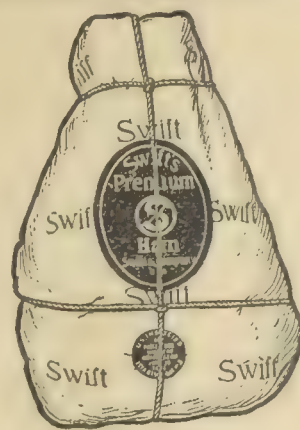
In addition to the trade journal work, we advise the issuing of a monthly bulletin; a copy to go to each retailer in the country. These bulletins to briefly and forcibly recapitulate the arguments used in the trade journals and to show by actual reproductions the advertisements running and to be run during the current month, with a list of the newspapers used with their circulations and the territory covered. (See consumer campaign). This will put him in actual touch with the campaign and is information that the retailer will appreciate.

\* \* \* \*

We also advise the preparation and distribution of a store card or hanger, to be displayed in the grocery store for the purpose of connecting that store with the advertising in the mind of the consumer.

This card should be bright and attractive in coloring and should, we believe, represent such sign, trademark, label or design as the association may decide to use as an emblem of purity and quality. (See consumer campaign.) Arrangements should be made to see that these cards be distributed by the local jobber or wholesalers.

Florida beans are somewhat lower. The receipts have increased and the demand fallen off. At present the range is \$3 to \$4 per package, which in itself is rather high, though lower than the figure recently ruling.



## Be an Expert on Hams

You will be surprised to see how many hams you can sell by being able to guarantee every one. Each and every one of **SWIFT'S PREMIUM HAMS** will back up the strongest guarantee you can give it.

You can satisfy your trade and increase it by selling **SWIFT'S PREMIUM HAMS** because their quality never fails.

We keep **PREMIUM HAMS** well advertised, and that makes them easy to sell.

**Swift & Company, U. S. A.**

## Use Electricity

You are not getting the best results in your place of business or in your home, unless you are making use of the greatest known agency making for Efficiency Economy and Convenience.

If you visited the Electrical Show, you must be convinced of the fact that: "*If it isn't Electric it isn't Modern!*"

**The Philadelphia Electric Company**

Tenth and Chestnut Streets





The cash register, computing scales and 'phone save your time. The housewife appreciates time-savers too. Then tell her about

#### MINUTE GELATINE (PLAIN)

It is all measured. Every package contains four envelopes. Each holds just enough to make a pint. Time of measuring saved.

It requires no soaking. It dissolves in less than a minute in boiling water or milk without first soaking in cold water. More time saved.

Besides, it is the clearest, firmest gelatine to be had.

Use these talking points and they'll help the sale. The sale helps you. It pays 36 per-cent. Don't sell at less than two packages for 25c. It's worth even more.

Send your jobber's name and ask for a package to try yourself. It's free.

MINUTE TAPIOCA CO.,

202 W. Main St., Orange, Mass.



## CORRESPONDENCE

We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Newark (N. J.) Association Booming.

Newark, N. J., Feb. 25, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Inclosed find my subscription for the "Grocery World and General Merchant."

Now, Mr. Editor, a few words to you regarding our association. We are doing great work in Newark, gaining membership right along.

We have adopted a sign which will be hung in every members' store, which reads:—

MEMBER  
NEWARK RETAIL GROCERS'  
ASSOCIATION  
OUR MOTTO:  
*Clean and Pure Food, Correct  
Weights and Measures*

Can you tell me why so many grocers read everything else but a trade paper, and by not doing so are ignorant of many a point they should know?

I am going to put this question to our association next meeting night.

Yours truly,  
F. W. N.,  
President.

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#### To Buy Fish Pails.

Du Bois, Pa., Feb. 19, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Are you acquainted with any houses that manufacture fish pails? Kindly give me the address of same. Information shall be appreciated.

Yours truly,  
L. A. TISCHEL.

Jno. M. Rowe, Son & Co., 123 North Water street, Philadelphia, Pa., are manufacturers' agents.

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#### To Buy Granulated Corn.

Adamstown, Pa.,

February 25, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Kindly let us know through your paper where we could buy granulated corn for chickens, and the best poultry supply house you have in your city.

Dare we not sell paraffin to customers for chocolate egg coating? We were told that we dare not lawfully.

Yours truly,  
M. F. SNADER & Co.

For cracked corn, Chas. Hieber & Co., Marshall, Willow and Callowhill streets, Philadelphia, Pa.

For poultry supply house, J. F. Le Brou, 6 North Thirteenth street, Philadelphia, Pa.

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#### Against Dating Canned Goods.

Baltimore, Md.,

February 17, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—I desire to call your attention to the following resolution, which was unanimously adopted at the regular monthly meeting of the Canned Goods Exchange of Baltimore City, held at the office of the Exchange, corner Baltimore and St. Paul streets, on Tuesday, February 15th:—

Resolved, That the Canned Goods Exchange of Baltimore City go on record as being unalterably opposed to the placing of the date of packing upon canned goods; and further, that a copy of this resolution be sent to the various allied trade organizations and trade papers.

Yours truly,  
W. F. ASSAU,  
Secretary Canned Goods Exchange.

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#### Second International Food Congress.

Washington, D. C.,

February 9, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—I am inclosing herein an announcement of the coming Second International Congress of Alimentary Hygiene and of the Rational Feeding of Man, as I think the matter will be of interest to your readers. If you desire to make use of this material, I shall be pleased to receive a copy of your paper containing the notice.

Yours truly,  
H. W. WILEY.

The pamphlet inclosed announced the "Second International Con-

gress of Alimentary Hygiene and of the Rational Feeding of Man," which will be held under the patronage of the Belgium Government, to be held at Brussels, October 4-8, 1910. The Congress will consider the scientific side of the food question and will also assume an attitude toward the following plans to regulate food laws:—

1. The legal basis for intervention of public authorities in commerce in food stuffs.

a. Food legislation in different countries.

b. A study of the penal systems in vogue for the repression of fraud in foods.

2. The unification of food legislation in different countries. Can it be realized? Is it desirable? What would be the best means of obtaining and continuing recognition of international agreements.

a. Construction of an international codex containing legal definitions of purity of food. What would be the advantages or disadvantages of such definitions? In what cases is it desirable to keep in mind the origin of foods in definitions.

b. The adoption of an international code regulating legal methods of analysis of foods, for the purpose of stopping frauds and adulterations.

3. Methods respecting inspection of dairies and milk:

a. By public authorities. State or towns.

b. By means of public institutions.

c. By the producers themselves, in the establishment of societies for securing the production and sale of pure and wholesome milk.

4. Can the seller be held responsible for the effects of disease, due to the presence of pathogenic germs in the food sold by him?

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#### A List of Eastern Jobbers.

Du Bois, Pa., Feb. 19, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Could you kindly tell me where I could get a book or magazine that would give a list of wholesale grocers in New York City, Philadelphia and Buffalo, and what would be the cost?

A customer of mine wants this. An early reply will oblige,

Yours truly,  
C. C. GOODMAN.

Write Orrin Thacker, Columbus, Ohio, for a copy of his directory of jobbers. The price is \$1.

#### Probably No Oleo Legislation this Session.

"Grocery World and General Merchant's" Washington Correspondent Says it is Believed that Neither the Burleson Nor the Penrose Bill Will Emerge from Committee.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

February 25, 1910.

There is much reason to believe that no legislation affecting oleomargarine will be passed at



## "And a Package of Wheatena."

Every time those words appear on the bottom of an order remember that you haven't spent a minute making that sale, and that it pays you a safe, sure, satisfactory profit.

That is because **Wheatena** is a safe, sure, satisfactory breakfast food. Other breakfast foods may sell some more, but not one sells or could sell more steadily or holds a customer longer. And very, very few as long.

The prepared hearts of selected wheat.

THE WHEATENA CO.  
RAHWAY, N. J.



this session of Congress. Among the members of both Houses here I find this to be the current sentiment. Congress has troubles of its own with the food investigations on, and it hesitates to get into a conflict which would without doubt be one of the hottest fights ever seen in Washington.

There are two bills now in Congress as to oleomargarine. One is before the House and was introduced by Representative Burleson, of Texas. It practically removes the 10-cent tax on colored oleomargarine, and was prepared and is fathered by the large oleomargarine interests. This bill is sleeping in the Committee on Agriculture, and is not expected to come out.

The other bill is in the Senate and was introduced by Senator Penrose, of Pennsylvania, in the interest of the farming and butter interests. This is also resting in the Senate Committee and is not expected to appear this session.

Meanwhile the present situation is unsatisfactory both to the butcher men and to the oleo people. To the former because it has not stopped the coloring of oleo in the least, and moreover convictions in many cases cannot be had under it. To the oleo men because they want the 10-cent tax entirely removed.

HOLT.

Hothouse cucumbers are wanted at \$1.25 to \$1.75 per dozen. The quality is excellent.

## Netted \$2.40 from a Steer Costing \$52.25

**Western Meat Cutter Cuts Up Steer and Keeps Tab on Cost of Different Cuts. Finds Net Profit from Entire Steer Only Slightly Over Four Per Cent.**

Retail meat dealers are taking a rather remarkable interest in the current discussion as to the profits they are charging the public on meats, and some of the most illuminating information contributed to the subject has been the calculations and mathematical demonstrations which retailers have worked out and announced.

As an illustration, the "Grocery World and General Merchant" has been furnished during the week with some figures prepared by Sydney Lichfield, who is a butcher in the employ of George C. Allingham, of Manhattan, Kansas. Mr. Lichfield took a steer and cut it up into all sorts of cuts, keeping close tab on the cost at wholesale and the cost to the consumer. Here are his results:—

### DRESSING, PER CENT. OF BUTCHER STEER.

Live w'ght, 1,100 lbs. at \$4.75	\$52.25
Dressed weight ... 580 lbs.	52.727
Hide .....	75 " 6.818
Liver .....	8 " .727
Heart .....	3 " .272
Tongue .....	2 " .1818
Gut fat .....	15 " .136
Tail .....	1 " .09

### WHOLESALE CUTS OF ONE SIDE.

Cut.	Weight.	Per cent. to total weight.
Loin .....	26.5	9.138
Porterhouse .....	19.	6.551
Round and rump ..	75.5	26.003
Chuck .....	82.5	28.276
Rib .....	29.5	10.172
Plate .....	16.75	5.775
Soup bones .....	25.25	8.707
Brisket .....	11.50	3.965

### CUTTING OF SIDE OF BEEF.

Cut.	Weight.	Price, selling, cents.	Cost consumer.
Plate .....	16.75	8	\$1.34
Brisket .....	11.50	7	.80
Chuck steak ..	22.25	12.5	2.78
Chuck roast ..	46.0	10	4.60
Loin .....	23.5	17.5	4.11
Porterhouse ..	16.0	17.5	2.80
Rump roast ..	9.75	10	.98
Rump bone ..	3.0	10	.10
Standard rib ..	29.50	12.5	3.68
Neck .....	7.0	8	.56
Round .....	42.50	15	6.37
Hind shank ..	9.50	25	.25
Front shank ..	9.50	30	.30
Flank steak ..	2.0	15	.30
Flank boil ...	5.0	8	.40
Heel of round ..	6.25	12.5	.78
Tallow .....	13.50	2.5	.34
Kidney .....	5	5	.05
Trimnings ...	17.0	...	...
	290.50	....	\$30.54

Selling price:	
Carcass at \$30.54, each side, \$61.08	
Selling price of offal:	
Green hide, 75 lbs. at 8	\$6.00
Liver .... 8 " "	5 .40
Heart .... 3 " "	5 .15
Tongue .. 2 " "	12.50 .25
Gut fat .. 15 " "	2.50 .38
Ox tail .. 2 " "	2.50 .05
	—\$7.23
Grand total .....	\$68.31
Cost of beef .....	52.25

Total .....	\$16.06
Running expenses 20 per cent. 13.66	
Net profit .....	\$2.40

The most radical believer in the theory that the retailer is making all the money hardly finds much in this to support his views.

New Bermuda potatoes are comparatively high. No. 1s are quoted up to \$6.50 per barrel, and No. 2s up to \$5.50. The demand is light as yet.

## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### FOR SALE.

**FOR SALE.**—Grocery and meat business in county seat town of 6,000 population in central New Jersey. Doing annual business of \$65,000. Can be increased. About \$6,000 required. Investigation invited. W. & M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

**FOR SALE.**—One No. 10 Micrometer Scoop Scale, as good as new, cheap. E. C. A., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

**FOR SALE.**—Cheap for cash or on easy terms, one National Cash Register Co.'s Latest, No. 104, four (4) Cash Register, with all the details complete that a cash register can do. Keys from one cent to \$99. Same as new. Also one smaller National Cash Register Co.'s Cash Register. All the keys from one cent to \$20. Good as new. Also one Stempson Computing Scale. For particulars address W. A. Bosserman, York, Pa. 10

**FOR SALE.**—One cheese cutter and one Moneyweight Computing Scale. Will sell the two for \$35, or will sell separately. Used one year. Can be seen at Cash Grocery Co., 1801 Venango St., Philadelphia, Pa. 14

**FOR SALE.**—On account of ill health. A rare business opportunity. Established twenty-three years in nicest town of the Lehigh Valley. If you would like a business of \$50,000 to \$75,000 here is the chance of a lifetime. Have population of 10,000 to 12,000 people to draw from. Best location in town. No old stock and buildings in finest condition. It will pay big to investigate. K. K., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**FOR SALE.**—Grocery and provision business. Moderate rent. W. Hedderson, cor. Telford and Callowhill Sts., below Sixtieth St., Philadelphia, Pa. 11

**FOR SALE.**—I have three complete mechanical displays that have been successfully used for advertising coffee in this section. They are suitable for window displays or exposition use. They consist of, first, Teddy in Africa; second, Brownies roasting coffee; third, Mexicans and conjuror. Complete description will be furnished on request and the first reasonable offer for either or all will be accepted. Write to F. V. Brockett, Box 1609, Pittsburgh, Pa. 9

**FOR SALE.**—The owners of a good-sized general store in a growing town in the eastern part of Pennsylvania are anxious to dispose of the business, owing to death of a partner, and invite correspondence looking to a sale of the entire matter. "For Sale," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**FOR SALE.**—A general store located in northern Pennsylvania, doing a cash business of \$4,000 per year. Some book accounts. Stock consists of groceries, hardware, shoes, rubber goods, dry goods and notions. Stock will inventory, with horse, wagon and fixtures, about \$3,000. Good reason for selling. Will guarantee. Terms right. Town has 100 inhabitants, with a well-to-do farming section around. B. F. Hawley & Son, Little Marsh, Pa. 11

**FOR SALE.**—Grocery and provision store corner Salford and Callowhill Sts., below Sixtieth St., West Philadelphia. Will sell for \$600 if sold at once. 9

**FOR SALE.**—One of the best grocery stores in a town of five thousand population, doing a business of \$15,000 a year, and by a little more effort the business could be increased a great deal. Reason for selling, the owner wants to go in other business. C. B. M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**FOR SALE.**—Don't miss this bargain! \$4,100 will buy corner store property. Two bulk windows, eight rooms and bath. Lot, 16 x 75 ft. Only built two years ago. New properties going up all around this section. For full information apply to R. P. Cameron, 2737 Kensington Ave., or Mrs. R. Shaw, owner, 3334 H St., Philadelphia, Pa. 9

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33.

Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 14

**FOR SALE.**—Small grocery store in West Philadelphia. \$750 if sold at once. R. B. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**FOR SALE.**—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

### HELP WANTED.

**WEST PHILADELPHIA DEALER** in meats, vegetables and groceries wants good butcher. Will pay good wages to competent man. E 8, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**WANTED.**—To train for road salesman, bright, energetic retail clerk. Must be man of good appearance and large build. Wholesale Grocer, Box 1552, Pittsburg, Pa. 9

**PHILADELPHIA GROCERY AND MEAT** retailer wants two men, one as clerk, the other as solicitor and clerk. Young men wanted. Will pay clerk \$9.50 to start and clerk and solicitor \$10. Good chances to right men. E 7, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PHILADELPHIA SUBURBAN GROCER**, selling groceries, meats, fruits and vegetables, wants man for soliciting, delivering orders and helping in store. Man capable of working into buyer needed. Will start at \$12 to \$15. Married man preferred. Twenty five years old or over. Can rent good house for \$10 to \$14 monthly. A substantial chance to right man. E 6, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 14

### SITUATION WANTED.

**GROCERY CLERK AND MEAT CUTTER** in a town twenty miles from Philadelphia. A good grocery clerk who is capable and willing to assist in cutting meats. Steady position and good wages to a good steady man. E 5, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

**PHILADELPHIA GROCERY CLERK** with twenty years experience, some of it in England and much with leading American chain stores, wants position as manager of either a cut price or ordinary store. Prefer Philadelphia, but will consider outside. Salary to begin at least \$12. Married, but no family; age thirty-four. Considered good window dresser and sign writer, also very good all round experience. C 22, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PENNSYLVANIA GROCERY CLERK**, able to speak five languages, wants position as grocery salesman. Age twenty-one. Has had eight years experience in retail grocery business and knows bookkeeping and general business. Salary to begin, \$85 per month. C 20, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PENNSYLVANIA GROCERY CLERK** wants position with large coal company or chain store where can work in as manager. Has had seven years experience as clerk and one year manager branch store. Is a fine window dresser and has original ideas. Age thirty-one years and married. Highest references. Salary wanted, \$18 per week to start. C 23, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PHILADELPHIA GROCERY CLERK**, thirty years old and married, wants position as manager or superintendent. Has had fifteen years experience and has special



knowledge of grocery and produce buying, ad-writing and window dressing. Also all round knowledge of business. Will go anywhere and wants \$20 to start. C 21, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

WANTED.—Young man, twenty-one years of age, wants clerical position with chances for advancement. Will go anywhere. Has had two years experience as bank bookkeeper and receiving teller and two years experience as double entry bookkeeper for wholesale grocery firm. Can open and close any set of books and take off trial balance when desired. Willing to start low with chances for advancement. Good talker and will travel if desired. R. A. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

WANTED.—A young man would like a position as outside salesman. Anything in the grocery line. Willing to travel. Good reference given. Has had experience. Salesman, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 7 [The sender of the above advertisement neglected to enclose his address. Will he please send it to the "Grocery World and General Merchant" office at once.]

CLERK AND SALESMAN NOW EMPLOYED in Virginia wants position as clerk or on the road with reliable house. Age thirty, single. Has had five years practical experience, including window dressing. Will go anywhere. Salary desired, \$65 per month to start. C 19, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

GROCERY CLERK NOW EMPLOYED with large chain store wishes position under good manager where there is plenty of business and chance to hustle. Good all round man and can give good references, among them present employer. Age twenty-seven, single. Wants \$12 weekly. Has had experience as manager. C 18, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

YOUNG WOMAN OF TWENTY-THREE wishes position as clerk in grocery store. Now employed in Pennsylvania store. Has had seven years experience, partly window dressing and store decorating, and can make self very useful. Capable of taking entire charge of small grocery. Salary wanted, \$9 per week. C 17, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

GROCERY CLERK NOW EMPLOYED in West Virginia wants position in West Virginia as manager of first-class retail grocery. Age thirty-five, married, one child. Had seven years wholesale experience and ten retail. Has knowledge of ad-writing, window dressing, card writing, decorating. Salary wanted—will consider any fair offer. C 16, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

GROCERY CLERK NOW EMPLOYED in New York State wants position as clerk or at desk work. Age forty, married. Will go anywhere. Has had twenty-two years experience and knows business thoroughly. Wants \$15 per week. C 15, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

YOUNG WOMAN OF TWENTY-FOUR now employed in Pennsylvania store, wants position clerking or calling on trade. Will go anywhere. Has had six years experience clerking and managing and has considerable knowledge of the business. Salary wanted to start, \$8 per week. C 14, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 9

PHILADELPHIA GROCERY CLERK wants position in Philadelphia as manager. Has had extensive experience in England, notably with Bodford Co-operative Society, where he spent five years. Good window dresser and all round manager. Sixteen years experience, all told. At present manager for branch store. Splendid references. Age thirty, married. Salary to start, \$15. C 28, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

EASTERN PENNSYLVANIA CLERK, aged thirty-six, wants position as general clerk. Has had four years general experience, including special experience in order work. - Married, one child. Understands

fruits and vegetables and can buy successfully. Will begin in congenial position for \$11-\$12 weekly. C 29, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

WANTED.—Position as salesman for wholesale grocer in eastern Pennsylvania. I have had three years experience as manager of small grocery store. Can furnish bond. Salary \$14 per week. Age twenty-four. A. G. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

WANTED.—Competent grocery clerk and manager, now employed in New York State, wants position anywhere which offers living and chance to advance. Now employed as buyer and manager. Had seven years' experience and knows grocery business thoroughly. Age, twenty-seven years. Married. Salary wanted, \$15 to \$20. Highest references. C 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

PENNSYLVANIA MAN WANTS TO travel for wholesale beef company. Has had ten years experience and can make good. Wants \$20 weekly and expenses. Aged twenty-nine, married. C 27, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

PENNSYLVANIA GROCERY CLERK and manager, aged twenty-five, single, wants position anywhere as manager for general store or shoe store. Experience, six years with present employer. Good bookkeeper and buyer of all kinds of general merchandise. Wants \$85 monthly to start. C 26, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

NEW JERSEY MAN WANTS POSITION. Aged fifty-four, married. Can fill floor-walker's position or any position, within his knowledge, of trust or responsibility. Has had his own store for five years and has had thirty years experience as general storekeeper. Wants position where absolute honesty and faithfulness will be appreciated. Wants \$15 weekly to start. C 25, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

PHILADELPHIA CLERK, CASHIER and bookkeeper wants position as assistant bookkeeper in a large wholesale or retail house, with chance to rise. Can also fill cashier's or bookkeeper's position. Aged twenty-two, single. Will go anywhere within fifteen miles of Philadelphia or Camden. Has had three years experience as order and delivery clerk, bookkeeper and cashier. Has taken night school course in bookkeeping. Good references. C 24, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

#### BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS? We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about. In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line. If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you. Write, call or telephone. WARNER & CO., 927 Arch Street, Philadelphia, Pa. Phones, Bell Filbert 2500, Keystone, Race 746.

#### GROCERY, MEAT AND PROVISION STORES.

##### EVERY ONE A GOOD CHANCE.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, grocery, meat and canned goods business doing \$300 to \$350 weekly, all cash. Rent low. About \$700 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

#### GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause or selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO., 927 Arch Street. Philadelphia, Pa.

#### MISCELLANEOUS.



MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 12

These trade-mark criss-cross lines on every package

**GLUTEN FLOUR** DIET FOR DIABETICS

Kidney and Liver Troubles, Rheumatism, Obesity and ills arising from excess of Uric Acid. Rich in Protein. Ask your physician. Leading grocers. For booklet or sample, write

FARWELL & RHINES, Watertown, N.Y., U.S.A.



THE NEW FLAVOR

**MAPLEINE**

Better Than Maple

The Crescent Mfg. Co., Seattle, Wash.

BUTTER & HARDING, Brokers 5 S. Front St., Philadelphia, Pa.



No. 1 Cuspidor 6 1/2 Inch

THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co. ZANESVILLE, OHIO

MANY GROCERS

Find it pays them to read the "good stuff" in

The Advertising World Columbus, Ohio

Sample free, or four months' trial for 10 cents

**PATENTS**

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.







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## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25 1/2 .27
Java, Interior.....	.21 .23
Bogatos.....	.13 .14 1/2
Washed, Caracas.....	.13 .16 1/2
Washed, Mexican.....	.12 3/4 .13 3/4
Bucarmango.....	.13 .13 1/2
Guatemala.....	.12 1/2 .14 1/2
Maracaibo.....	.14 .17
Washed Santos.....	.12 1/2 .15
Mocha Seed Santos.....	.11 1/4 .12 1/4
Santos.....	.10 1/4 .11 1/2
Rio.....	.09 1/2 .11 1/2

## ROASTED COFFEE IN BULK.

Victoria Blend.....	.25
Morava Blend.....	.20
Oakdale Blend.....	.18
Radnor Blend, 1 lb. free with 10.....	.18
Special Blend.....	.16
Nectar Blend.....	.15
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.25
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18
No. 2, Santos.....	.13 1/2
No. 3, Santos.....	.12 1/2
No. 3, Rio.....	.12 1/2
No. 7, Rio.....	.12

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	.12 1/2	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—	
50 tins in box.....	per box 3.90
12 tin box.....	per carton .95
2-lb. tins.....	per doz. 5.75
George Floto's Sons—	
Coffee Essence, 1/2-gross improved cans.....	per gross 2.25
" " 1/2-gross cans, tin ends.....	2.70
" " 1/2-gross cans, all tin.....	2.85
Vienna Coffee Essence, Manilla, 1/2 gross.....	2.25
Package Chicory, 65-lb. cases.....	per lb. .04 1/2
Hummel's Essence, tin can, 1/2 gross, per gross.....	2.90
" " tin ends.....	2.75
" " improved ".....	2.25
Chicory, Selig's 65's.....	.06 1/2
" " English, ground, bags about 160 lbs.....	.05 1/2
" " Franck's, stick, 65 lbs.....	.06 1/2
" " Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....	.05

## AMMUNITION.

Mining, A. kegs, 25 lbs.....	2.35
" " B, kegs, 25 lbs.....	1.50

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Duck, kegs, 25 lb. kegs.....	4.75
" " kegs, 6 1/2 lb. kegs.....	2.65
FG, FFG, FFFG, kegs, 25 lb. kegs.....	4.75
" " kegs, 10 1/2 lb. kegs.....	2.65
" " kegs, 6 1/2 lb. kegs.....	1.50
Drop Shot, Nos. 2, 3, 5, 8, 9, kegs, 25 lb. kegs.....	1.85

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	3.75
" " large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" " No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" " No. 2, 3 doz.....	2.65
" " A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" " Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 50. and 100. asst., 8 lbs.....	Per lb. .30

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	5.10
Army and Navy, No. 8, 3 doz.....	3.00
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	5.50
French Laundry, large, 1/2 gross in barrel.....	3.45
Tibbals Cream Indigo, 50. size, 1/2 gross case.....	4.80
" " 100. size, 1/2 gross case.....	9.00
Free goods with 1/2 gross 5-cent size and 1/2 gross 10-cent size.	

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.34
" " first, ".....	.33
" " second, ".....	.32
" " third, ".....	.31
" " dairy, extra, bakers' use, 30-60 lbs.....	.27-.30
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.32-.35
Print Butter—	
Star or S. D. brands, 1 lb., 20-30-lb. bxs.....	.38
B. B., E. D. brands, 20-30-lb. boxes.....	.37
J. J., C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes.....	.36
Sheaf ("400") Elgin, 20-30-lb. boxes.....	.35
Milben Farm, lbs. and 1/2 lbs.....	.32-.34
Gurnee, lbs. and 1/2 lbs.....	.38
Belle Spring.....	.36

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/2
" " 16's, 30 lbs.....	.12 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11 1/2
" " 16's, 30 lbs.....	.12 1/2
Neverout, 8's.....	per box 1.75
" " 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 4.50
Quarts, boxes, 1 doz. each.....	per gross 5.00
Pints, wide mouth, 1 doz. each.....	per gross 7.50
Schram's—	
Half gallons, boxes, 1 doz. each.....	6.50
Quarts, boxes, 1 doz. each.....	5.00
Pints, boxes, 1 doz. each.....	
Jar Rubbers—	
Wide, 1 lb. cartons.....	.26
Regular, 1 lb. cartons.....	.26
Lipped, 1 gross, boxes.....	.83
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.55
Jelly Glasses, fluted, bbls., 21 doz.....	1.17 1/2

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## COOKING HERBS.

Colburn's "A," Small—	
Sweet Marjoram.....	per doz. .95
Sage.....	" .85
Thyme.....	" .85
Savory.....	" .85
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
1/2-lb. cartons, 1 doz.....	per doz. .40
1/2-lb. " ".....	" .75
1/2-lb. " ".....	" 1.25
1/2-lb. screw cap bottles, 2 doz.....	" .90
1/2-lb. square cans, 2 doz.....	" .85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Silver Lake, fancy Jersey.....	.87 1/2
Silver Lake, No. 10, 1 doz.....	2.20
Junior, No. 10, 1/2 doz.....	2.00
Bridgeton, No. 10, 1 doz.....	1.95
Goldsboro, No. 10, 1 doz.....	1.75
Junior, fancy hand picked.....	.80
Riverside, fancy Maryland.....	.75
New Century, fancy, No. 2.....	.55
Brandywine Hills, extra fancy.....	.90
Mrs. Lippincott's, Fryng.....	1.15
Our Best, 50 oz.....	1.00
Rival Blue, fancy hand packed.....	.80
Mispillion, fancy Delaware.....	.70
Ford, fancy Maryland.....	.67 1/2
Luncheon, fancy Maryland.....	.80

Lima Beans—	
Silver Lake.....	.90
Silver Lake, No. 10.....	4.50
Brandywine Hills.....	1.30
Boyer's.....	.95
Brownie.....	.70

String Beans—	
Extra fancy.....	1.45
Boyer's, 22.....	.60
Acorn, 32.....	.85
" " No. 2.....	.60
Safe, No. 2.....	.60

White Wax Beans—	
Boyer's.....	.60
Acorn, No. 2.....	.57 1/2
Brandywine Hills, No. 2.....	1.10

Beans (Pork and Beans)—	
B. & M., No. 3, plain.....	1.45
" " No. 3, tomato sauce.....	1.60
Campbell's, No. 2, plain.....	.95
" " No. 2, Boston style.....	.95
Oxford, No. 3.....	1.05
Narragansett, No. 3, tomato sauce.....	
Van Camp's, No. 1, sauce, 4 doz.....	.90
" " No. 2, sauce, 2 doz.....	1.40

Moore & Brady, No. 3, plain.....	.87 1/2
" " No. 3, sauce.....	.92 1/2
" " No. 1, picnic size, plain.....	.42 1/2
" " No. 1, picnic size, sauce.....	.47 1/2
Victory, No. 1, tomato sauce, 4 doz.....	.45
Martin Wagner Co., No. 3, plain.....	1.25
" " No. 3, tomato sauce.....	1.25
" " 1, 4 doz.....	.50
Snider's, sauce or plain, No. 3, 2 doz.....	1.80
" " No. 2, 3 doz.....	1.40
" " No. 1, 4 doz.....	.90

Red Kidney Beans—	
Joan of Arc, No. 2, fancy.....	.80
Van Camp's, No. 2, 2 doz.....	.85
Martin Wagner's, No. 2, 2 doz.....	.77 1/2

Corn—	
Kornlet.....	1.75
Paris, fancy Maine.....	1.85
American Beauty, extra fancy, Shoe Peg.....	1.00
Cream of Susquehanna.....	.95
Shoe Peg, Susquehanna, No. 2.....	.85
Rex, No. 2, fancy, whole grain.....	.77 1/2
Vanity, No. 2, whole grain.....	.75

Peas—	
Boyer's, Midgets, No. 2.....	1.55
" " Extra Sifted.....	1.25
" " Sifted.....	1.07 1/2
" " Early June.....	.95
B. & M., Early June.....	.95
Herrmit brand, soaked.....	.55
Lotus, Sweet Wrinkle.....	1.10
Brandywine Hills, extra sifted N. Y. State.....	1.50
Kent County, Sifted.....	.80
Our Favorite, No. 2.....	.80
Plantation Standard, Early June, No. 2.....	.87 1/2
Pride of Delaware Standard, No. 2.....	.75
Wyoming, extra fine, June, No. 2.....	1.25

Beets—	
Silver Lake, fancy, No. 3.....	1.10
Succotash—	
Little Quaker, extra fancy, No. 2.....	1.05
Brandywine Hills, extra fancy.....	1.05

Spinach—	
Champion, No. 3.....	.92 1/2
Farren's, No. 3, 2 doz.....	1.05
Victory, No. 3, fancy leaf, 2 doz.....	.95
M. & W., No. 3, chopped.....	.85

Sweet Potatoes—	
Farmside, fancy N. Y. State, No. 3.....	1.25
Boyer's, No. 3, 2 doz.....	1.00
Slocumb Farm, No. 3 cans, 2 doz.....	.90

Pumpkin—	
Silver Lake, No. 3.....	.72 1/2
Apollo, 3's.....	
Lilly Lake, 3's.....	.62 1/2
Easton, No. 3.....	.60

Asparagus—	
Oak, large, 2 1/2's.....	2.65
Superior, large, No. 2 1/2's.....	2.50
Staple, medium, No. 2 1/2's.....	2.35
Swan, medium, No. 2 1/2's.....	2.40
Del Monte Tips, No. 1 1/2's.....	2.15
Extra Tips, No. 1 1/2's.....	2.10
El Rio, choice California, No. 2 1/2's, 2 doz.....	2.00

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## California Canned Fruit.

	Per doz.
Apples—	
Extra quality.....	2.75
Extra standard, 2 1/2's.....	1.60
Standard.....	1.40
Pears—	
Bartlett, extra quality, 2 1/2's.....	3.80
" " extra standard, 2 1/2's.....	2.40
" " standard, 2 1/2's.....	1.75
Cherries—	
Extra quality, 2 1/2's.....	2.90
Extra standard, 2 1/2's.....	2.00
Standard, 2 1/2's.....	1.80
Peaches—	
Toga, No. 2 1/2, extra standard, lemon cling.....	1.75
Agate, No. 2 1/2, standard, lemon cling.....	1.50
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.00
Columbus, No. 2 1/2, pie, peeled, yellow, free.....	1.10
Plums—	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

	Per doz.
Apples—	
Golden Crown, No. 3, 2 doz.....	.90
Spring Garden, No. 3, 2 doz.....	.85
Bull Head, No. 3, 2 doz.....	.85
Spring Garden, No. 10.....	2.65
Blackberries—	
Silver Lake, syrup, No. 2.....	1.30
Nigger Head, No. 2.....	1.02 1/2
Spring Garden, No. 2.....	.85
Blueberries—	
Maine, Eagle No. 2.....	1.25
Loggins, No. 10.....	6.00
Cherries—	
Boyer's, No. 2, white, extra.....	1.37 1/2
Flour City, white, No. 2.....	1.10
Flour City, red, No. 2.....	
Peaches—	
Berry's, yellow, No. 3.....	1.25
Castle Haven, white, No. 3.....	1.05
Standard, pie, No. 3.....	.90
Pears—	
Silver Lake, No. 10.....	3.75
Herc, No. 3.....	1.00
Raspberries—	
Red Farmside, extra preserved, No. 2.....	2.45
Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.75
Silver Lake, No. 10, 1 doz.....	1.90
Strawberries—	
Anchor, No. 2, water.....	.75
Silver Lake, No. 2.....	1.40
Pineapple—	
Acorn, E. & C., No. 2.....	1.90
General, E. & C., sliced, No. 2.....	1.80
Indian River, E. & C., No. 2.....	1.65
Orange Grove, E. & C., No. 2.....	1.30
Singapore Chunks, No. 1 1/2, 4 doz.....	1.10
Wallace, grated, No. 2.....	1.40
James, No. 3, pie, grated.....	.85
Singapore, cubes, No. 1 1/2, 4 doz.....	1.10

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

	Per doz.
Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
" " No. 2, 2 doz., McMenamin's.....	3.25
Clams—	
Star, No. 1, 4 doz.....	.85
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.35
" " flat, 4 doz.....	4.35
B. & M., No. 1 1/2, flat, 4 doz.....	2.30
" " No. 1 1/2, flat, 4 doz.....	1.40
Star brand, No. 1 1/2, flat, 4 doz.....	1.35
" " No. 1 1/2, flat, 4 doz.....	2.25
Shrimps—	
L and D, No. 1, pickle, 4 doz.....	1.20
Mackerel—	
Pickert's, soured, No. 1, 4 doz.....	
" " No. 2, 2 doz.....	
" " No. 3, 2 doz.....	
Underwood, soured, No. 1, 50 cans.....	
" " No. 1, 4 doz.....	
Oysters—	
Boyer's, No. 1, 2 doz.....	.75
" " No. 2, 2 doz.....	1.45
Stewart's, No. 2, 2 doz.....	1.35
" " No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75
Kipperd Herring—	
Macanache's, 2 doz., plain.....	1.50
Gilt Edge, 4 doz.....	1.37 1/2
Connor's, 4 doz.....	1.82 1/2
Salmon—	
Haggood's, No. 1, tall.....	2.05
" " No. 1 flat.....	2.15
Horseshoe, No. 1.....	1.65
White Raven, red, 1/2's.....	
Chef, red, No. 1 1/2, flat, 4 doz.....	.90
Terrapin, pink, No. 1 1/2, 4 doz.....	.80

## SARDINES—Imported.

Boneless and peeled, 1/2's.....	28.00
" " D. & G., 1/2's.....	26.50
" " Ispa, 1/2's.....	28.00
" " Gondolier, 1/2's.....	17.00
" " Landell, 1/2's.....	8.50
" " Martel, 1/2's.....	10.50
" " 1/2's.....	10.00
" " Loyal, 1/2's.....	9.50
Argonauts, 1/2's.....	14.00
Orion, smoked, 1/2's, key.....	8.00
1 tomato sauce, 1/2's.....	15.00
Truffled, 1/2's, key.....	12.50
Spiced, 1/2's.....	10.00
Skipper, 1/2's.....	11.50
" " tomato sauce, 1/2's.....	11.50
Royanette, oval, 1/2's.....	9.50



**SOME REASONS why every manufacturer whose goods are sold by grocers, should talk to them through**

## THE GROCERY & ALLIED TRADE PRESS OF AMERICA

First:—Each publication furnishes a sworn statement of circulation, accompanied by Post Office mailing receipts.

Second:—The advertising rates on all these publications are standardized—same price to everybody.

Third:—They have appropriated large sums of money to supply their constituents with every form of information which is helpful to them.

Fourth:—They reach the grocers' clerks as well as the grocers, with an ably edited department for clerks particularly.

Fifth:—Every manufacturer has a message for the retailer and there is no way open to convey that message to him as effectively except at a much greater cost.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
American Grocer, New York  
Tea & Coffee Trade Journal of New York  
Grocers' Magazine, Boston  
Retail Grocers' Advocate, New York  
New England Grocer and Tradesman, Boston  
Merchants' Journal and Commerce, Lynchburg, Va.  
Southern Merchant, Atlanta, Ga.  
Trade, Detroit, Mich.  
Twin City Commercial Bulletin, Minneapolis and St. Paul  
Modern Grocer, Chicago  
Interstate Grocer, St. Louis  
Eli Grocer and General Merchant, St. Louis, Mo.  
Retail Merchants' Journal, Peoria, Illinois  
Omaha Trade Exhibit, Omaha, Neb.  
Beverage and Food, Cincinnati, Ohio

Grocery World and General Merchant, Philadelphia, Pa.  
Retail Grocers' Advocate, San Francisco, Cal.  
National Provisioner, New York  
Merchants' Journal, Topeka  
Interstate Trade Bulletin, Denver  
Southwestern Commercial Bulletin, Los Angeles, Cal.  
Grocer & Country Merchant and Tobacconist, San Francisco  
Merchants' Index, Denver, Col.  
General Merchants Review & Mixed Stocks, Chicago, Ill.  
Price Current, Wichita, Kan.  
The Retail Merchant, Dallas, Tex.  
The Merchant and Manufacturer, Nashville, Tenn.  
Hutchinson Wholesaler, Hutchinson, Kansas

We take full charge of a manufacturer's trade paper campaign, write the copy, place it, change it regularly, check insertions and pay all bills.

We do it right because we have spent our lives at it. We do it better than any one else could, because no one else has devoted so much time and study to it.

Write for "The Short Path"—every paragraph will tell you something you want to know.

## The C. M. Wessels Co.

Advertising Representatives

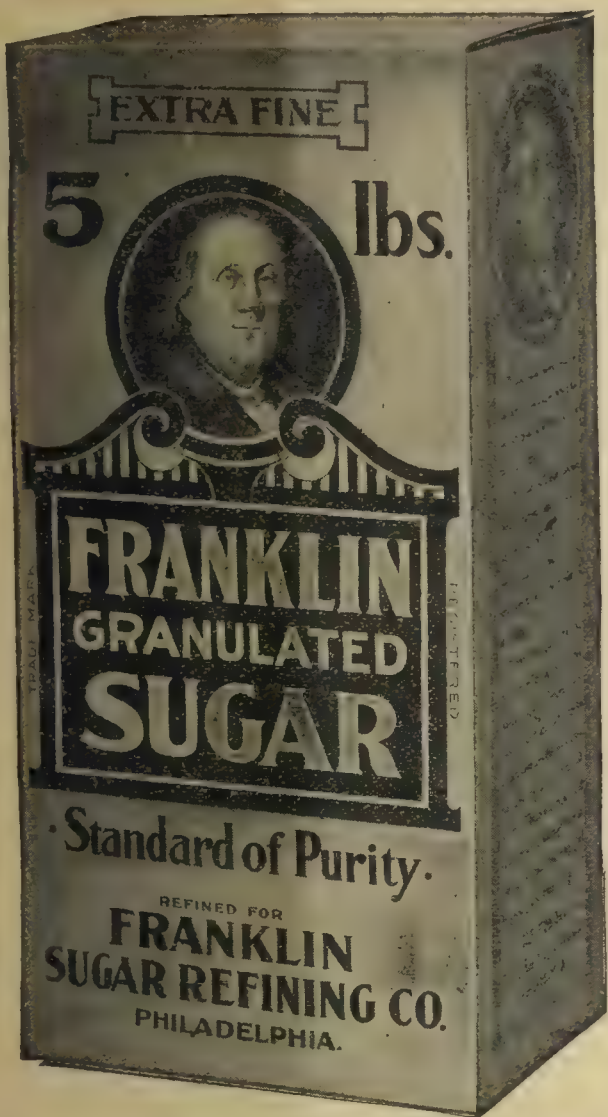
927 Arch Street,  
Philadelphia, Pa.

231 W. 39th Street,  
New York City.









PACKED ALSO IN TWO-POUND CARTONS

## What More Can You Say?

¶ If after you start to sell **Franklin Carton Sugar** you can sell just as much sugar as you sold before, and sell it at a better profit than you ever made before, and with all this satisfy your customers better than you satisfied them with bulk sugar, is there any reasonable argument left as to why you shouldn't sell **Franklin Carton Sugar**?

¶ You know, there's no miracle about it. **Franklin Carton Sugar** simply sharpens up the proposition at both ends—it makes it cost less to sell sugar and increases the profit by cutting off the loss of the overweight.

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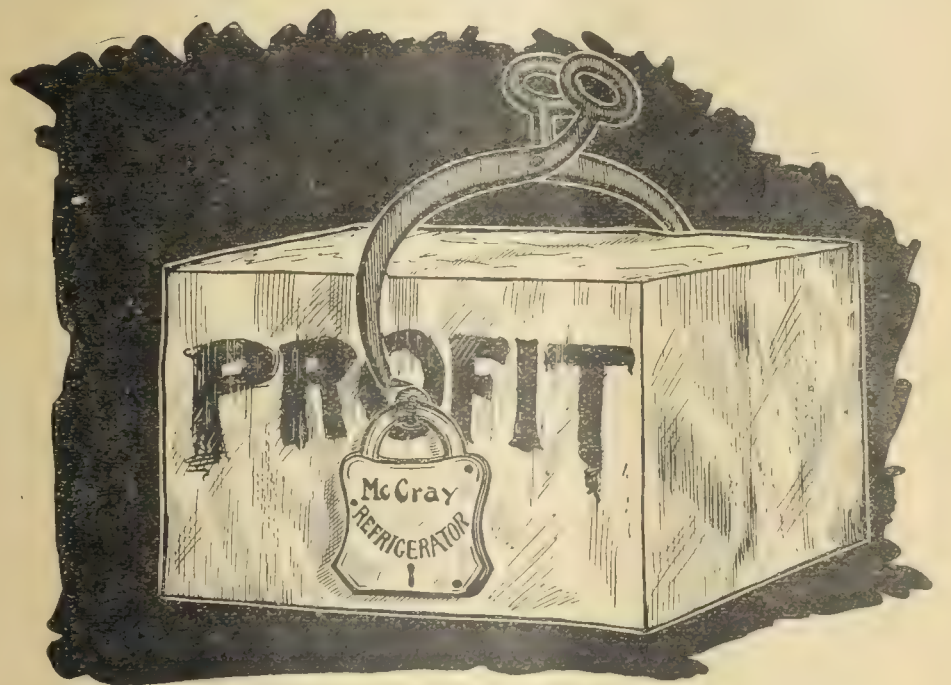
Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags.

---

**The Franklin Sugar Refining Co.**  
Philadelphia, Penna.

## Will a McCray Refrigerator Make Money for Me?

Ask yourself this question, Mr. Grocer, and let us answer it by sending you our catalogue No. 66, which describes our *Special Grocer's Refrigerators*. MCCRAY REFRIGERATORS not only preserve butter, delicatessen, cheese, etc., *perfectly*, and do it with *less ice* than any other kind, but they actually *increase the sale* of such goods. A MCCRAY REFRIGERATOR will protect your profits by keeping them from melting away in ice bills. We not only tell you this but we'll gladly prove it by hundreds of letters from grocers, many of whom have doubled sales of certain goods at about half the former cost for ice. Remember catalogue No. 66 contains information that means dollars to you, and a postal with your name and address brings it.



**MCCRAY REFRIGERATOR COMPANY**

120 LAKE STREET, KENDALLVILLE, IND.

Please address all Correspondence to the Factory.

Philadelphia Branch, 206 South Eleventh Street







# *A Business Getting Plan for all* **RETAIL MERCHANTS**

**Better Than Newspaper Advertising  
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AND

## **Costs You Less Money Than Any of These**

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### **You Can Profitably Use Our Plan**

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**



One of the 47 Meat Stores of James Bell Co., Philadelphia

#### **DISCARDED ALL OTHER SCALES**

Until we saw the Toledo Computing Scale we were under the impression that we were using the best scale on the market, but after thoroughly testing the "Toledo" we discarded all others, and we are now using in the neighborhood of Ten Thousand Dollars' worth, having all our Meat Markets equipped with them. This, we think, is evidence enough in itself that we consider the "Toledo" the best.  
(Signed) **THE JAMES BELL CO.**  
Philadelphia, Pa. James Bell, President.

**70,000 TOLEDO USERS —  
ASK ANY ONE OF THEM**

**TOLEDO COMPUTING SCALE CO.**  
**Makers of Honest Scales**

**TOLEDO, OHIO, U. S. A.**

*It is Generally Safe to be  
Guided by the Judgment  
of Successful Men . . . . .*

The endorsements of successful business men are the strongest possible evidence of superiority. No article used by the Grocers and Butchers can present stronger Testimonials of Merit than those of

## **TOLEDO SCALES**

**NO SPRINGS**

**105 STYLES AND SIZES**

With a Toledo at a price from \$37.50 up, you get the benefit of eleven years devoted solely to the building of Springless Automatic Scales. Other springless scales are merely imitations of the Toledo. The purchase of a Toledo requires the outlay of no money other than the first small cash payment. The money actually made by the use of the scale will pay the monthly payments and earn you a profit besides.

Write for our book, showing scales and prices

**OFFICES IN ALL LARGE CITIES**  
Philadelphia, - - 1219 Filbert Street  
New York, - - 251 West 42nd Street



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## FARINACEOUS GOODS.

Per bag.	
Corn Meal—	
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
“ table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
“ yellow, 24 packages	1.80
Farina—	
Hecker's, 24 lbs.	per case 1.56
Beans—	
California Lima, about 80 lbs.	per bushel .05 1/2
Marrows, fancy, N. Y. State, grain bags.	3.15
Michigan Pea, bags 160 lbs.	3.50
Red Kidneys.	3.20
Peas—	
Green.	2.35
Scotch.	
Split, yellow.	2.30
“ green.	
Lentils—	
ooooo, 110-lb. bags.	per lb. .03 1/4
Less quantity.	.03
Shaker Corn—	
Fancy, barrels.	
Less quantity.	
Hominy—	
Lea's Breakfast, 10 packages.	per case 1.60
“ Pearl, 100 lbs.	per bag 2.20
Schumacher's Breakfast, 10 pkgs.	per case 1.45
Western Pearl, 100-lb. bags.	1.85
“ Grits, 100-lb. bags.	1.85
Mother's, Grits, 36 packages.	2.35
“ Pearl, coarse, 36 packages.	2.35
Barley—	
OO.	
No. 3, 100 lb. bags.	2.75
Needles—	
Smith's, 30 10-c. packages.	per case 1.90
“ assorted, 5 and 10-c.	1.90
Golden Egg, 5 and 10-c.	1.75
“ 5-c.	1.75
“ 10-c.	1.75
Royal Crown, 4 doz. 5c.	1.30
Royal Crown, 8 doz. 10c.	1.10
Oatmeal—	
B, 800 lbs.	per bbl. 4.95
B, 100-lb. kegs.	per keg 2.90
Mother's, steel cut, 24 packages.	2.65
Oaten Goods—	
Mother's Crushed Oats, 18 packages.	per case 1.47 1/2
“ 30 packages, large.	3.90
Rolled Oats—	
Avena, 180 lbs.	per bbl. 5.85
“ 90 lbs.	per keg 2.75
“ 90 lbs.	per sack 2.50
Standard, 180-lb. bbls.	5.10
“ 90-lb. bags, fresh.	2.50
Mother's, compressed, 18 tins.	2.12 1/2
Sago—	
Colburn's, 36 1-ls.	per lb. .06 1/4
“ Fine.	.04
Tapioca—	
Instantaneous, 30 1-ls.	per lb. .07 1/2
Colburn's Hasty, 36 packages.	.06 1/4
Minute, 1/4 gross.	per box 2.75
Flake, about 125 lbs.	per lb. .03 1/4
Pearl, 150 lbs.	“ .03
“ less quantity.	“ .03 1/2
CEREAL SPECIALTIES.	
Ralston Breakfast Food, 36 2-ls.	per case 4.50
Egg-O-Sees, 36 packages.	2.50
“ Corn Flakes, 36 packages.	3.50
Maple Flake, 36 packages.	4.05
5-case lots.	3.85
Post Toasties, 36 packages.	2.80
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages.	2.50
1 doz. 20-oz. packages.	2.25
2 doz. 10-oz. packages.	2.70
3 doz. 20-oz. packages.	6.75
Grape Nuts—	
2 doz. 1-lb. packages.	2.70
3 doz. 1-lb. packages.	4.05
Post Toasties—	
2 doz. family size.	2.80
3 doz. popular size.	2.80
Shredded Whole Wheat, 30 packages.	5.00
“ 25 packages.	3.60
Mother's Corn Flakes, 36 packages.	2.55
“ Wheat Hearts, 18 packages.	1.90
Cream Wheat, 36 packages.	4.50
Wheatena, 36 packages.	3.60
Grape Nuts, 24 packages.	4.50
Triscuit, 30 packages.	2.70
Vitana, 30 2-lb. packages.	2.50
Kellogg's Toasted Corn Flakes, 36 packages.	4.25
A-O Company—	
Force, 20s.	per case 2.00
Korn-Kinks, 36s.	1.45
Presto, small, 18s.	1.60
Presto, large, 10s.	2.25
Flour, self-raising, small, 18s.	1.60
Flour, self-raising, large, 18s.	2.10
Buckwheat, compound, small, 18s.	1.50
Buckwheat, compound, large, 12s.	1.50
Pancake, 18s.	1.50
H-O (steam cooked oatmeal), 18s.	1.55
Pawnee Oats, regular size, 18s.	1.50
Pawnee Oats, family size, 20s, without china.	3.00
Pawnee Oats, family size, 10s, with china.	3.40
O-G, 18s.	1.50
O-G, family size, china, 20s.	3.40
O-G, family size, no china, 20s.	3.00
DE-FI, barrels, 180 pounds.	5.00
DE-FI, sacks, 90 pounds.	2.35
Quaker Oats Co., The—	
Apitexo Biscuit, 24s.	3.00
Avena, 18 packages.	1.45
Banner Oats, 20 packages.	4.00
Quaker Breakfast Biscuit, 24s.	1.85
Old Fashioned Scotch Brand Oat Meal, 24s.	2.60
Silver Brand Farina, with spoon, 24s.	2.80
Saxon Wheat Food, 24s.	3.00
Parched Farinose, 24s.	2.70
Quaker Cracked Wheat, 24s.	2.40
Quaker Oats, round, 36s.	4.25
Quaker Whole Wheat Flour, 20s.	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 24s.	1.85

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Per case.	
Scotch Brand Pearl Barley, 24s.	1.40
Pettijohn's Breakfast Food, 18s.	1.97 1/2
Quaker Puffed Wheat, 36s.	2.85
Quaker Puffed Rice, 36s.	4.25
Quaker Oats, 18s.	1.45
Quaker Oats, 20s Family (with China).	4.00
Quaker Oats, 36s Tins.	4.25
Schumacker's Farina.	1.40

## GELATINE AND PREPARED DESSERTS.

Per doz.	
Knox's Crystal.	1.20
“ Acidulated.	1.20
Cox's, large.	1.65
“ small.	.97 1/2
Plymouth Rock, pink or white.	1.20
Nelson's.	1.40
Bromangelon, assorted, 3 doz.	.90
Jell-O, assorted flavors, 2 doz.	.90
Jell-O Ice Cream Powder, 2 doz.	1.00
Jellycon, assorted flavors, 3 1/2 doz.	.87 1/2
Chalmer's.	.95
Mother's, small, 1 doz.	.45
“ large, 1 doz.	.90
Cooper's.	.85
Tryphosa.	.95
Gelatin, McKinley's.	.85
Wetmore's, double refined, 36 10-c. packages.	.80
Pudding, assorted, 2 doz.	per case 2.70
Minute Gelatin, plain.	per gross 12.75
Minute Gelatin, plain.	per doz. 1.10
Minute Gelatin, flavored.	per gross 10.80
Minute Gelatin, flavored.	per doz. .90
Seven flavors, packed solid or assorted.	

## MACARONI. Domestic.

Per lb.	
Larosa Alphabets, square, 25 pkgs.	.06 1/2
“ Elbows, square, 25 pkgs.	.05
“ Macaroni, long, 25 pkgs.	.06
“ Spaghetti, long, 25 pkgs.	.06
“ Vermicelli, square, 25 pkgs.	.06
“ Macaroni, bulk, 25 pkgs.	.06
Woodcock, long, 24 pkg.	.10 1/2
Crystal, long, 25 pkg.	.06 1/2
Crystal, Elbows, 24 pkg.	.06 1/2
Crystal, Spaghetti, 25 pkg.	.06 1/2
Crystal, Vermicelli, 25 pkg.	.06 1/2
Extra, long, 25 pkg.	.04 1/2

## Imported.

B. S. J. Macaroni, 25 pkg.	.08 1/2
B. S. J. Elbows, 25 pkg.	.08 1/2
B. S. J. Spaghetti, 25 packs.	.08 1/2
B. S. J. Vermicelli, 25 packs.	.06 1/2

## FIXTURES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 30 per cent. discount.	
600-lb. Platform Scale.	18.00
Tea Caddies, Red, No. 58.	14.00
Tea Caddies, Red, No. 53.	10.00
Tea Caddies, Red, No. 54.	8.00
Tea Caddies, Red, No. 55.	5.00
Scoops, Galvanized, Flour.	.30
Scoops, Galvanized, Sugar.	.25
Scoops, Galvanized, Starch.	.15
Tobacco Cutters.	1.25
Alarm Money Drawers.	1.50
Bag and Twine Holders.	.75
Barrel Covers, 21 in.	3.50
Barrel Covers, 19 in.	3.00
Cheese Cutters.	15.00
Bung Bore, No. 2, 1 1/2 to 2 in.	1.50
Coffee Mills, No. 7.	10.00
Coffee Mills, No. 9.	16.00
Coffee Mills, No. 18.	45.00
Less 25 per cent. discount.	

## Counters.

No.	Length.	No. of Drawers	Each.
6 1/2	3 feet, 8 inches.	9	28.00
8 1/2	4 feet, 10 inches.	12	22.00
10 1/2	6 feet.	15	28.00
12 1/2	7 feet, 3 inches.	18	32.00
14 1/2	8 feet, 6 inches.	21	36.00
16 1/2	9 feet, 8 inches.	24	40.00
18 1/2	10 feet, 10 inches.	27	45.00
20 1/2	12 feet.	30	50.00
Capacity of Drawers, 40 to 60 lbs. each.			

## Scoops.

Indestructible, No. 4.	per doz. 9.00
“ No. 5.	12.00
“ No. 6.	15.00
Ex. Galvanized Steel Blades, No. 3.	per doz. 4.20
“ No. 4.	5.40
“ No. 5.	7.20
X Quality, No. 3.	8.60
“ No. 4.	3.00
“ No. 5.	3.40

## SMOKED FISH, CODFISH AND MACKEREL. Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case.	per doz. .90
Tins, Keyed (Jewel), 2 doz. in case.	“ .90
Large cartons or tins, 2 doz. in case.	“ 2.00
Dime Tumbler, 2 doz. in case.	“ .90
Bulk, 15 lbs.	per lb. .15

## Thredded Fish.

Thistle, 24 packages.	per doz. .65
Swansdown, 2 doz.	“
Osprey, 2 doz.	“
Swift & Co.—	
Talisman brand, 20-lb. boxes.	per lb. .10 1/2
“ 20-lb. boxes.	per case 1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins.	per case 3.80

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## New Mackerel.

New.	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.	170-190	35.00	18.10	9.25	2.00
Ex. Norway, No. 2.	230-260	25.00	13.10	6.65	1.50
Ex. Norway, No. 3.	320-360	19.00	10.10	5.25	1.20
Ex. Norway, No. 4.	420-460	17.00	9.10	4.75	1.10
Summer					
Ex. Bloaters, XX.	100-110	35.00	18.10	9.25	2.00
Fancy Shore, No. 1.	130-150	28.00	14.60	7.50	1.65
Ex. Shore, No. 1.	130-150	26.00	13.10	6.65	1.50
Shore, No. 1.	130-150	24.00	12.60	6.50	1.40
Extra Irish, No. 2.	325-375	16.00	8.60	4.50	1.05
Medium Irish, No. 2.	350-400	15.00	8.10	4.25	1.00
Small Irish, No. 2.	410-450	14.00	7.60	3.90	.95
Small Irish, No. 3.	475-525	13.00	7.10	3.65	.91
New Large Shore.	160-180				
Large, No. 2.	210-220				
Cape Shore.	110-120	16.00	8.60	4.50	1.05
Holland.	400-450	11.00	6.10		

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1.	7.00	4.60			
Lab. Split, Lg. No. 2.	6.00	3.60			
Shore, Round, Large.					
Shore, Round, Med.	7.00	4.10			
Ocean Fish.	5.00	3.10			
Shad, No. 1, Meas.	11.00	6.10	3.25	.75	
Shad, No. 2, Meas.					
Haddock, Pickled.					
Red Salmon.	12.00	6.60			

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06 1/2
Gilt Edge, 40 lbs.	.06
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish—	
12 3/4, wood boxes.	per lb. .15 1/2
12 1/2, “	.15 1/2
12 1/4, “	.16
10-lb. boxes.	.15
5-lb. “	.15
Cakes, 24 in fancy box.	per case 2.80
“ 10-lb. cartons.	per carton 1.20
24 jars, fancy box.	3.10
12 “	1.65
Strips, 40 size, boxes.	.10
30 “	.10 1/2
Middles, 40 size, boxes.	.12
20 “	.12 1/2

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06 1/2
Snow White, 1-lb. bricks, 20 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case.	1.50
“ small size, 2 doz. in case.	.90
Small Tumblers, 2 doz. in case.	.90
Large Jars, sealed, 2 doz. in case.	1.50

## Loose Codfish.

Extra Large Georges Cod.	.08
Large Bank.	.07 1/2
Medium Bank.	.06 1/2
Pollock.	.06 1/2
Hake.	
In original cases, 450 lbs., 1/2 c. loss.	

## Smoked Fish.

New Extra Scaled Herring.	per box .16
Boneless Herring, fancy 10-lb. boxes.	per lb. .13
Smoked Salmon, whole fish.	.27
Cromarty Bloaters, 50s.	per box 1.10
“ 100s.	2.10
Swift & Co.—	
Talisman brand Boneless Herring, in glass,	
15c. size, 24 vacuum jars.	2.95
Talisman brand Boneless Herring, in glass,	
10c. size, 24 screw-top jars.	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars.	3.10
“ 24 cartons.	2.10

## FRESH FISH.

	Per lb.
Cisco.	.10
Halibut.	.18
Salmon, fresh.	.32
Codfish.	.10
Large Hake.	.10
Haddock.	.07
Spanish Mackerel.	.20
Sheepshead.	.18
Smelts.	.11
Cat Fish.	.15
Butterfish, frozen.	.06
Ells.	
Sea Bass, frozen.	.10
Weak.	.07
Blue, frozen.	.10
White Perch.	.14
Spotted Trout.	.15
Whiting.	.04
Frozen Herring.	.05
Steak Fish 1/2 cent per lb. additional	

## OYSTERS.

Cove, Primes.	per M. -10.00
Cove, Culis.	“ -6.00
Blue Points.	“ -5.00
Blue Points.	per bbl. -6.50
Absecon, Primes.	per M. -9.00
Absecon, Culis.	“ -4.50
Rockaways.	per bbl. -5.50

## CLAMS.

Clams.	per M. 7.00 -9.00
Necks.	“ 6.00 -

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## DRIED FRUITS.

Raisins—		Per box
Extra Dessert Clusters, 22-lb. boxes.....		2.95
Connoisseur Clusters, 22-lb. boxes.....		2.05
California Clusters, 20 No. 1 pkts.....		1.75
		Per lb.
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes		.05½
Fcy Cal. 3 cr. loose, 50 lbs.....		.05
Fancy Cal. 2 cr. loose, 50 lb. boxes.....		.04¾
Valencia, Rogers Fcy, 4 cr. Ondara layers		
28 lbs.....		.06½
5 or 10-box lots.....		.06½
Standard Brands, 28-lb. boxes.....		.06¾
Seeded—		
Owl, Ex. Fancy, 36-1s.....		.07
Union Seal, Ex. Fancy, 36-1s.....		.06¾
Ensign, Fancy, 36-1s.....		
5 or 10-box lots.....		
G. & S. Fancy, 36-1s.....		.06¾
5 or 10-box lots.....		.06½
Admiral, fancy, 40-1s.....		.06¾
Queen Bee, choice, 36-1s.....		.06½
Easter Brand, choice, 36-1s.....		.06½
Pride of Malaga, choice, 36-1s.....		.05
5 or 10 box lots.....		.05½
Jay Eff, choice, 36-1s.....		.05¾
5 or 10-box lots.....		.05½
Seedless—Imported Sultanas, ex. fancy, new		
7 cr., boxes about 30 lbs.....		.09¼
Fancy, new, 5 crown, boxes about 30 lbs.....		.08¼
Gold Cord Brand, Thompson's Bleached,		
seedless, extra fancy, new, 36-1s.....		.10
Thompson extra fancy Bleached, new, 50-lb.		.10¾
Thompson fancy Bleached, new, 50 lb.boxes		.10¾
Not-A-Seed, new, 36-1s.....		.06½
5 or 10-box lots.....		.06¾
G. & S. Thompson Seedless, 50-1s.....		.06¾
Notawun Brand, Thompson's Seedless,		
fancy, new, 45-1s.....		.06¾
Victor Brand Sultana Seedless, 40 1-lbs.....		.05¼
5 or 10-box lots.....		.05½
Thompson's Seedless, fancy, 50-lb. boxes...		.04½
California Seedless Muscatels, fancy,		
stemmed and cleaned, 50-lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
California Sultana, fancy, 50 lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
Prunes—		
	Wheel Brand, Fancy New Santa Clara	Preferred Growth Fancy New California
		Standard Brands Fancy Santa Clara
		Ruby Extra Fancy New
20-30, 25 lbs.....		
30-40, 25 ".....		.08¾
40-50, 25 ".....		.07¾
50-60, 25 ".....		.06¾
60-70, 25 ".....		.05¾
70-80, 25 ".....		
80-90, 25 ".....		
90-100, 25 ".....		.04½
100-120, 25 ".....		
40-50, 50 ".....		.06½
50-60, 50 ".....		.06
60-70, 50 ".....		.05¾
70-80, 50 ".....		.04¾
80-90, 50 ".....		.04¾
90-100, 50 ".....		.04
100-120, 50 ".....		
Prunes—Herbert's Challenge Brand, ex.fancy		
new Santa Clara, 20-30s, 25-lb. boxes.....		.12
Currants—Gold Medal, new, 36-1s.....		
Gold Medal, new, 25 lbs., loose.....		.07¾
Admiral, new, 40-1s.....		.07¾
Admiral, new, 30 lbs. loose.....		.07¾
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.....		.13¾
Lemon Peel, fancy, 10-lb. hinge lid boxes.....		.12
Orange Peel—		
Fancy 10 lb., hinge lid boxes.....		Per lb. .12
Dates—		
Fard, fancy, new, boxes about 14 lbs.....		.08¾
Hallowe'en. very fcy, new (Gldn) abt. 70 lb.		.04¾
Sair, new, about 70 lbs.....		.04¾
5 box lots.....		.04
Century, new, 30 packs.....		per pack .05½
Orient, new, pitted, 30 packs.....		" .08¾
Figs—		
Fancy, new, Cal., 10-1s.....		per box .77½
Extra fancy new Smyrna layers, 5 crown,		
boxes about 12 lbs.....		per lb. .11¾
Fancy new Smyrna layers, 5 crown, boxes		
about 12 lbs.....		per lb. .12¾
5 or 10 box lots.....		" .12
apricots—		
Blenheim, extra fancy large, very bright		Per lb.
Santa Claras, 25 lb. boxes.....		.14¾
5 or 10 box lots.....		.14¾
Wheel Brd fancy new Moorpark, 25 lb. bxs.		.14
Forest King, fancy, new, 25 lb. boxes.....		.13¾
Victory, fancy, new, 25 lb. boxes.....		.12
5 or 10 box lots.....		.11¾
Commander Brand, new, 25 lb. boxes.....		.11¾
5 or 10 box lots.....		.11¾
Red Banner, extra choice bright, 25 lb. bxs.		.11
5 or 10 box lots.....		.10¾
Champion Brand, 25 lb. boxes.....		.10¾
Moorpark Slabs, fancy, very bright, 50 lb....		.11¾
cherries—		
Extra fancy Cal., white, Royal Anne, pitted,		Per lb.
25 lb. boxes.....		.27¾
Wheel Brand, extra fancy white, Royal		
Anne, unpitted, 25 lb. boxes.....		.13½
Wheel Brand, unpitted, new, Cal. Black		
Tartarian, 25 lb. boxes.....		.11
ectarines—		
Reliance Brand, choice white, 25 lbs.....		Per lb. .06¾
5 or 10-box lots.....		.06¾
peaches—		
Purple Ribbon,ex.fcy jumbo, yellow, 25 lbs.		Per lb. .10¾
G. & S. Fortuna Brand, fancy Muirs, 25 lbs.		.10
Purple Ribbon, ex.fcy, large, yellow, 25 lbs.		.09¾



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

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### Tea and Coffee Bins

We'll get you the right ones  
for your store

We've designed and fitted up grocery stores all over the country, and have had experience choosing the fixtures and comparing their peculiarities. Instead of persuading you to buy one particular kind whether you want it or not, we find for you the kind you *do* want. We can find it better than you can because we *know* them all.

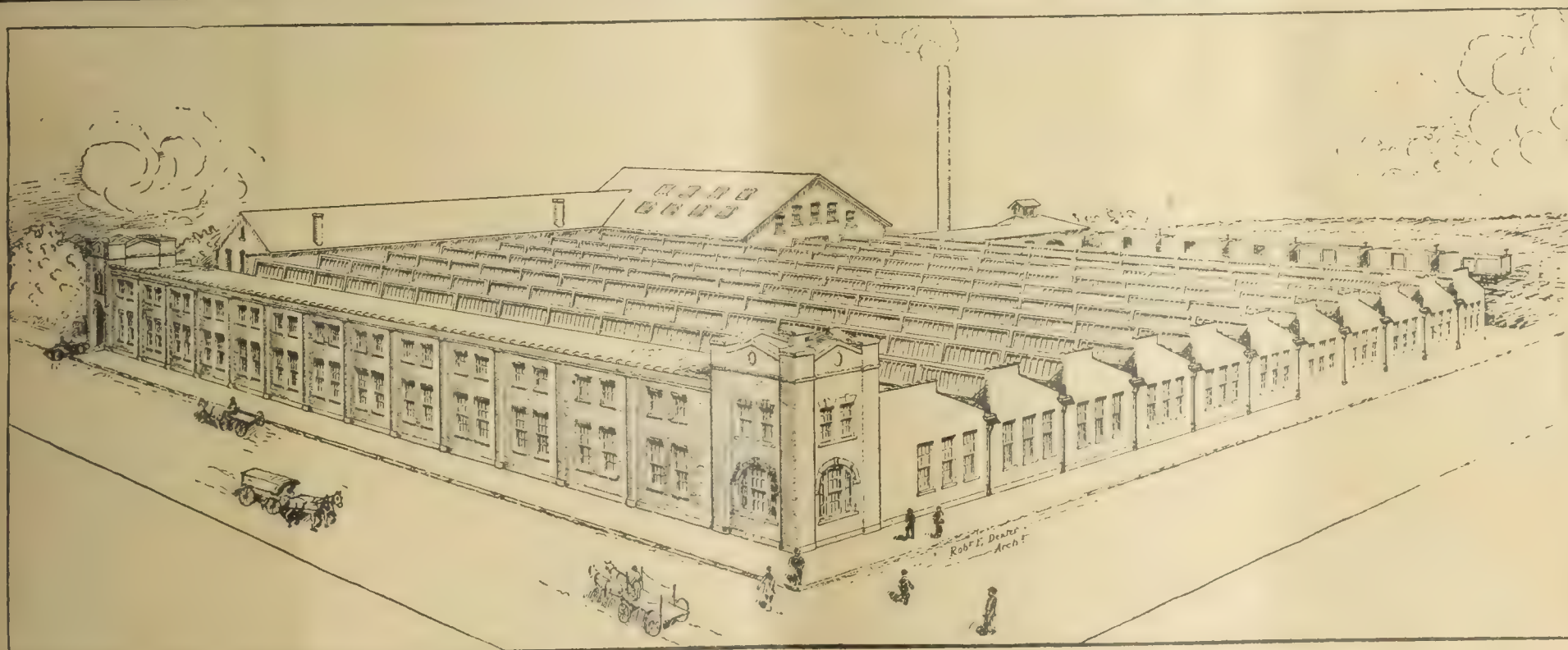
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### HOW DOES THIS LOOK TO YOU?

250x410 GROUND SPACE  
150,000 SQUARE FEET OF FLOOR SPACE

The construction will be of the most modern for factory purposes. The roof is of the well-known *saw-tooth* style, assuring the greatest amount of daylight, without the heat and blinding glare of direct rays of the sun. This style of construction also facilitates the securing of perfect ventilation.

### FIRE-PROOF CONSTRUCTION THROUGHOUT

Part of this structure is already in use, and the balance is being rushed to completion with all possible haste. All machines, assembling and adjusting tables will be placed on separate foundations. This eliminates all vibration from the building and makes conditions most ideal for accurate, careful and precise work; a condition absolutely essential in the manufacture of perfect weighing devices. *New building, new location, new machines, new tools and dies, new plating works, new enameling ovens* and the *old, experienced mechanics and employees*. What better prospects could we have for the supplying of the ever-increasing demand for the famous DAYTON MONEYWEIGHT SCALES? Shipment of our goods will be greatly facilitated by our own private switch track, making direct connection with the Pennsylvania Railroad.

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Factory, Dayton, Ohio

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when asking for catalog

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Distributors

### MONEYWEIGHT SCALE CO.,

35 State Street  
CHICAGO

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



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## FOREIGN AND DOMESTIC GREEN FRUITS.

		Per bunch.
Jamaica Bananas—		
Selected, 10 hands, packed 1 in barrel	2.00	
" 9 " 1 " 1 " 1 " 1 "	1.75	
" 8 " 2 " 1 " 1 " 1 "	1.65	
" 8 " 1 " 1 " 1 " 1 "	1.25	
" 8 " 2 " 1 " 1 " 1 "	1.15	
" 7 " 3 " 1 " 1 " 1 "	1.10	
" 7 " 2 " 1 " 1 " 1 "	.95	
" 7 " 3 " 1 " 1 " 1 "	.85	
Cocoanuts—		Per sack
Porto Rico, extra fancy, 80 size	3.65	
Jamaica, extra fancy, 100 size		
Florida Oranges—		
Fancy Brights, 126-150	3.10	
" 176-200	2.75	
" 216-250	2.35	
" 288-300	2.25	
Golden Russetts, 126-150	2.75	
" 176-200	2.50	
" 216-250	2.25	
" 288-300	2.00	
Florida Grape Fruit—		
Fancy Brights, 36-46-66	4.00	
" 54 64-80	4.50	
Cranberries—		Barrels. Crates.
Fancy Cape Cod	5.00	2.00
Choice Cape Cod	4.00	1.50
Messina Lemons—		Per box.
Extra fancy, 300 size	3.50	
" 360 size	3.50	
Choice, 300 size	3.00	-3.25
" 360 size	2.85	-3.00
California Lemons—		Per box.
Extra fancy, 300 size	3.75	
" 360 size	4.00	
Choice, 300 size	3.25	
" 360 size	3.50	
Almeria Grapes—		Per keg.
Extra fancy, 60 to 64 lbs.	4.50	
" 58 to 60 lbs.	5.00	
Fancy, 60 to 64 lbs.	4.50	
" 58 to 60 lbs.	4.00	
Tangerines—		Per strap.
Fancy, 120-168	3.50	-4.00
Extra fancy, 120-168		-4.50

## HORSE RADISH.

Tumblers, 10-c. size, a doz.	per doz.	.65
Tumblers, 5-c. size, a doz.	"	.45
Tumblers, 10-c., Lord's Prayer, a doz.	"	.80
Tumblers, int. cut glass, 10-c., a doz.	"	.80

## INK.

Arnold's, black, 35	per bottle	.48
Continental, red, 1 doz.		.30
" black, 3 doz.		.25
Royal, black, 3 doz.		.25
Superior, black, 3 doz.		.25
Stafford, Commercial, 35	per bottle	.60

## LAMP GOODS.

		Per case of 6 doz.
Lamp Chimneys—	No. o. No. 1. No. 2.	
Macbeth, Pearl Top	4.00 4.50 5.10	
Acme, Victor Top	3.60 4.20 4.80	
Pure Flat, Luster Top	3.70 3.30 3.90	
Crystal, Crimp Top	3.10 2.70 3.30	
No. o. Tubular Lantern Globes	5 doz. 3.75	
Cold Blast	5 doz. 3.75	
Jumbo Chimneys, plain	per doz. .75	
" " " " " "	doz., 107.	.90
Banner Burners	No. o. No. 1. No. 2.	.45 .55 .75
No charge for packages.		
Oil Cans—		Per doz.
1-gal., glass		2.25
1-gal., galvanized, Pearl		1.90
5-gal., Lenoar, spout		5.50
5-gal., " spigot		6.50
5-gal., Columbia		7.00
5-gal., Banner		8.00
5-gal., Climax, pump		10.00
5-gal., Home Rule, pump		10.00
Lanterns—		
No. o. Standard		4.50
No. o. Dash		6.50
Cold Blast		8.00

## LIME.

Prepared, a doz. in case	per doz.	.50
Chloride, Acme, sifting, 25-lb. boxes, 1 lb.		.05
" " " " " " 25-lb. boxes, 1 lb.		.05

## LYE AND POTASH.

		Per case.
Banner Lye, 4 doz.		3.15
Babbitt's Lye, 4 doz.		3.20
Lewis' Lye		3.25
Red Seal, a doz.		1.90
" 4 doz.		3.70
Popular, 4 doz.		1.45

## MATCHES.

Double Tip—		
Ohio Blue Tip, No. 10, 1 gross		1.00
" " " " " " No. 20, 1 gross		1.70
" " " " " " No. 30, 100 packages		3.60
" " " " " " No. 50, 1 gross		4.50
" " " " " " No. 50, 50 packages		3.25
Desk Noiseless, No. 50, 1 gross		4.25
Ohio Noiseless, No. 50, 1 gross		3.00
Sham Noiseless, No. 50, 1 gross		3.75
Sham Noiseless, No. 50, 1 gross		3.50

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		Gross
American—		
No. 1	1.35	
10-case lots	1.30	
Battle Axe, No. 5, red head	3.50	
Birds Eye, No. 5	3.50	
Black Swan, No. 5, noiseless tip	3.50	
Blue Hen—		
No. 1	1.60	
10-case lots	1.50	
No. 5	4.25	
4-case lots	4.00	
Cat and Mouse—		
No. 1	1.85	
10-case lots	1.75	
No. 3	2.80	
7-case lots	2.65	
No. 4	3.70	
5-case lots	3.50	
Chips—		
No. 1	3.50	
" 50	1.75	
Black Diamond, No. 5	3.50	
6-case lots	3.35	
Doric, No. 1	.90	
Grocers, No. 1, 3 gross	5.25	
Globe, No. 1, 3 gross	2.85	
Ignito, 1 gross	.75	
Mareppa—		
No. 1	3.75	
5-case lots	3.50	
ress—		
No. 1	1.90	
10-case lots	1.80	
No. 5	4.75	
5-case lots	4.50	
Swift & Courtney—		
No. 60, 5 gross	.55	
4-case lots	.50	
No. 80, 5 gross	.75	
4-case lots	.70	
No. 1	1.90	
10-case lots	1.75	
No. 5	4.00	
4-case lots	3.75	
Searchlight—		
No. 1, 3 gross	1.00	
7-case lots	.95	
No. 5	4.50	
4-case lots	4.25	
Vulcan—		
No. 5	4.20	
Safety, No. 1	.55	
No. 37	.50	
Orient, safety, 65, 5 gross	.50	
Daily's, No. 1, blue head, 60, 5 gross	.60	
" " " " " " 5-case lots	.55	

## MINCE MEAT.

		Per lb.
Armour's, Home-made style, Wet—		
10-lb. kits	.09	
25- " "	.09	
50- " "	.08	
100-lb. bbls.	.08	
150- " "	.08	
250- " "	.08	
450- " "	.07	
John Bower & Co.—		
Superior, bbls. and 1/2 bbls.	per lb. .10	
" 18, 37 and 68-lb. buckets	" .10	
" 8 10-lb. buckets	per crate 6.85	
" 6 5-lb. buckets	" 3.95	
" 6 5-lb. glass jars	per case 4.50	
" XXX, 18, 37 and 68-lb. buckets,	per lb. .14	
" " " " " " 6 5-lb. glass jars, per case	5.10	
Atmore & Son—		
Extra Family, Seedless—		Per case.
No. 5, 6 glass jars	4.50	
No. 3, 6 glass jars	3.10	
No. 18, 37 and 68, wooden pails	per lb. .13	
Barrels, halves, quarters and kits	per lb. .15	
Family, Seedless—		Per box.
No. 5, 6 wooden pails	3.65	
No. 10, 6 wooden pails	6.50	
Celebrated, Seedless—		
Bbls., 1/2 and 3/4	per lb. .08	
Wooden pails, 18, 37 and 68 lbs.	" .09	
Wooden kits, Nos. 20-35	" .09	
Wooden kits, Nos. 20-35	" .08	
Keystone—		Per lb.
Bbls., 1/2 and 3/4	.07	
Wooden pails, 18, 37 and 68 lbs.	.08	
Condensed cartons, 3 doz. to case	gross 11.00	
Condensed cartons, 6 1/2 doz. to case	gross 11.00	
Barrels, 1/2, 3/4	per lb. .10	
Wooden kits, Nos. 20-35	" .08	
Wooden kits, Nos. 20-40	" .10	
Schimmel's—		
Bbls., 1/2 bbls. and 30-lb. kits	.09	
18 and 37-lb. kanakins	.07	
10-lb. kanakins, 6 to crate	per doz. 10.30	
8-lb. " 6 to crate	" 5.75	
5-lb. glass jars, 6 to crate	" 6.15	
Campbell's, 30-lb. pails	.08	
Mrs. Wells' bbls., 1/2 bbls. and 30-lb. kits	.06	
New Year, bbls., 1/2 bbls. and 30-lb. kits	.05	
Crescent, bbls., 1/2 bbls. and 30-lb. kits	.04	
National, bbls., 1/2 bbls. and 30-lb. kits	.07	
Southwark, bbls., 1/2 bbls. and 30-lb. pails	.05	

## OILS.

		Per gal.
Stove Oil		.13
Headlight, 150 test		.11

## OLIVES.

		Per doz.
Theodore Marquet Brand—		
64 oz. Mammoth, French bottle		14.00
32 oz. " " "		7.25
19 oz. " " "		4.05
10 oz. " " "		0.65
64 oz. Extra, French bottle		12.25
32 oz. " " "		6.55
19 oz. " " "		4.25
10 oz. " " "		0.45
32 oz. Extra Mammoth, cylinder		5.15
10 oz. " " "		0.95
32 oz. Mammoth, cylinder		4.05
10 oz. " " "		0.65

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Cunier & Worth Brand—		
Gals. French bottle		15.50
64 oz. " "		10.95
32 oz. " "		5.85
19 oz. " "		3.90
10 oz. " "		2.35
12 oz. Pepper stuffed, club bottle		2.25
10 oz. Celery " "		2.00
5 oz. Pepper " ring bottle		.90
Marquet Brand—		
6 oz. "Queens," cylinder bottle		1.00
10 oz. " " " club bottle		2.10
18 oz. Stuffed, fluted bottle		2.40
1/2 Pts. Fources		3.50
1/2 Pts. Farces		3.50
California, quart tins, large		3.50
" " " " " " " " " " " "		2.15
" " " " " " " " " " " "		3.00

## Olive Oil—Imported.

Bertin & Perrier's—		
Extra fancy, quarts, 1 doz.		4.90
" " " " " " " " " " " "		3.90
" " " " " " " " " " " "		1.90
Rae's—		
Lucca, litre bottles, 1 doz.		13.50
" 25-oz. bottles, 1 doz.		10.00
" " " " " " " " " " " "		7.00
" " " " " " " " " " " "		8.00
" " " " " " " " " " " "		4.75
" " " " " " " " " " " "		8.00
" " " " " " " " " " " "		10.50
" " " " " " " " " " " "		7.50
" " " " " " " " " " " "		9.50
" " " " " " " " " " " "		8.81
" " " " " " " " " " " "		8.75
" " " " " " " " " " " "		3.10
" " " " " " " " " " " "		2.95
" " " " " " " " " " " "		2.80
" " " " " " " " " " " "		2.90
" " " " " " " " " " " "		2.60
Nicelle—		
Large bottles, 1 doz.		8.60
Medium bottles, 1 doz.		9.10
Small bottles, 4 doz.		10.00
5-gal. tins, 2 to case		31.15
1-gal. tins, 4 to case		19.95
1/2-gal. tins, 8 to case		14.70
3-oz. tins, 25 to case		25.85
Trade discounts on quantity.		
Oliver's—		
1 doz. large		7.00
2 doz. medium		7.75
3 doz. small		4.75
6 1-gal. tins	per gal.	3.35
10 1/2-gal. tins	"	3.30
20 1/2-gal. tins	"	2.60

## American Oil.

		Per doz.
Stohrer's, No. 8, 2 doz.		.55
" " " " " " " " " " " "		.90
" " " " " " " " " " " "		1.85
Keystone, bottles, a doz.		.90

## PAPER.

## Wrapping.

		Per ream.
Manila—		
15 x 30, full, 10 lbs.		.37
24 x 36, full, 10 lbs.		.80
18 x 24, full, 10 lbs.		.37
Special, 15 x 30, 6 lbs.		.21
Bakers', 15 x 30, 10 reams in bundle		.12
Roll, grocers', 9, 12, 15, 18, 20 or 24 inches wide	per lb.	.03
Roll—		Per lb.
White, light weight, 12, 15, 18, 20 or 24 inches wide		.03
Glazed fibre, 12, 15, 18, 20 or 24 inches wide		.03
Glazed silk parchment, 12, 15, 18, 20 or 24 inches wide		.03
White tea, 12 x 16, reg.	per package	.14
Wax butter		.11
Parchment butter, 9 x 12		.37

## Toilet Paper.

		Per case.
100 5-cent rolls		3.10
100 5-cent packs		2.15
100 10-cent rolls		6.50
100 10-cent packs		6.50

## Paper Bags.

Price per 1,000 and not less than 1/2 M lots. In original shipping bales, 5 per cent. Special Discount.

		Per 1,000
Elephant, Extra Quality, Union S. O. S.		
100	.47	.39
100	.57	.47
100	.77	.59
100	1.15	.87
100	1.43	1.07
100	1.65	1.25
100	1.93	1.45
100	2.21	1.70
100	2.69	2.05
100	2.87	2.20
100	3.41	2.67
100	4.51	3.55
100	4.85	3.79
100	5.39	4.45
100	5.81	4.75
Price per 1,000 and not less than 500 lots.		
Plain four sacks, 15-lb.	per M.	4.00
" " " " " " " " " " " "	"	5.75
" " " " " " " " " " " "	"	11.05

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## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.....	per doz.	4.75



## YOU GET BUSINESS

by catering to the wants of the people. Do they want embalmed food? It is not natural to mix drugs with what we eat. Drugs are medicines to be prescribed by doctors, not by food manufacturers.

# HEINZ

## 57 VARIETIES

### PURE FOOD PRODUCTS

are always "Safe to Buy." They will be as safe next month or next year as they are today, because they are good and pure.

With only reliable brands of pure foods on his shelves, no grocer need fear trouble or loss, either legally or through the dissatisfaction of his customers.

There are plenty of clean, pure goods without Benzoate of Soda. Why should any merchant sell goods that contain it?

### H. J. HEINZ COMPANY

New York

Pittsburgh

Chicago

London



## Ever Hear of Butter Insurance?

With every pound of **Gurnse** butter comes to you a policy of insurance against loss of trade by bad or irregular butter.

Not printed and written as usual, but in the form of our iron-clad guarantee and our authority to you to give the money back and charge to us when anybody makes the slightest complaint.

**Gurnse** prints are made from high-grade milk, in high-grade dairies, by high-grade workmen. It is gilt-edged to the last degree of superiority and reliability. Every shipment runs like every other and all superfine.

Make **Gurnse** your leader and your butter trade is safeguarded and in line to increase from that minute.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—36 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.



"Hello, George!"

"Why—blamed if it ain't Charlie! Say, you look as if you'd struck a gold mine or robbed a bank. What in the world are you doing anyhow?"

"Well, you see George, I learned to sell goods by taking the Sheldon Course in Scientific Salesmanship and got a peach of a job with Smith & Walker—\$25 a week and expenses. Just had a three months' trip and dropped into town to see the folks and—say, come over to-night and I'll put you next. There's no use of a bright fellow like you being a delivery wagon."

*Write for explanation and terms.*

# Sheldon School

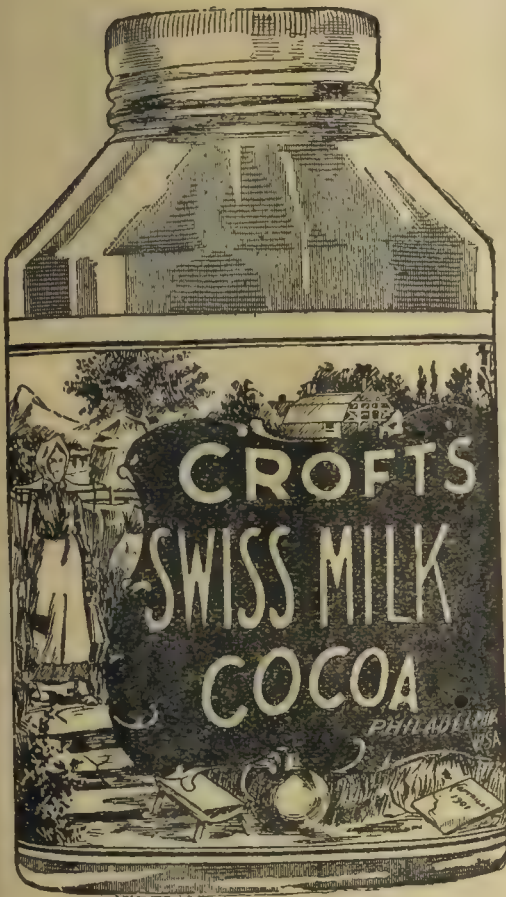
503 Republic Building

Chicago









## WHERE *the* GLASS JAR COMES IN

The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market.

**Croft & Allen Co.**  
PHILADELPHIA, PENNA.

Coffee appearances are deceptive, some that look good may not taste good in the cup and vice versa.

We guarantee to give you the exact goods you buy, not only once but all the time, and assure you when quality is considered our price will be the lowest.

Our reputation has been acquired through nearly one hundred years of fair business dealings.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## There Is Only One "Exton"



The "Exton" Oyster Cracker has been the Oyster Cracker for 63 years! Think of it! For 63 years no other cracker manufacturer has been able to equal to "Exton" in quality or in popularity.

To-day it is "The Best Known and Known as the Best"

Is not that a good reason why you should be prepared for this season's business by ordering your stock now?

No better value has been offered you. No better value CAN be offered you, and no better value WILL be offered you.

**A. EXTON & CO., = Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.



For the Retail Grocer

## Swift's Pride Cleanser

In large sifting-top cans.  
50 cans to the case.  
Always \$3.00 per  
case your cost.

**Retails 10 cts.**

A handsome shelf  
package.

The top notch of cleanser  
quality.

A big-profit staple—it repeats  
permanently.

Advertised nationally.

Order from your wholesaler or from any

**Swift & Company**

Branch House



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## SAUCES.

Lea & Perrins—	Per doz.
Worcestershire, quarts.....	7.50
" " pints.....	4.50
" " 1/2 pints.....	2.50
Snider's—	
Chili, No. 16, 1 doz.....	2.35
" " No. 8, 2 doz.....	2.35
Oyster Cocktail, No. 16, 2 doz.....	2.35
" " No. 8, 2 doz.....	1.40
Worcester, Campbell's, No. 8, 2 doz.....	.87
North of England, No. 8, 2 doz.....	.82 1/2
Chili, 2 doz.....	.75
Campbell's, Chili, 10c. size, bottles.....	.90

## SEEDS.

	Per lb.
Canary.....	.05
" bush, 60-lb.....	2.40
Caraway.....	.09
Celery.....	.17
Coriander, bleached.....	.05
Hemp.....	.04
" bush, 40 lb.....	1.65
Mustard, Brown.....	.06 1/2
Mustard, Yellow.....	.06 1/2
Poppy.....	.07
Rape.....	.06
" bush.....	2.50
Sunflower, per lb.....	.05 1/2

## SODA.

El-Carb., 120 lbs., kegs.....	1.50
El-Carb., bulk, less quantity.....	.08 1/2
Babbitt's Soda, 1/2-lb. pkgs., 25 lbs.....	.05 1/2
Arm & Hammer bd., 1/2, 36 lbs.....	.05 1/2
" " " 1/2, 36 lbs.....	.05
" " " 1/2, 36 lbs.....	.05 1/2
Saleratus, Babbitt's bd., 1/2, 25-lb. bxs.....	.05 1/2

## MINERAL WATER.

Sheboygan—	Per case
Large, 50 in case.....	5.00
Small, 100 in case.....	7.50
Nips, 100 in case.....	6.50
Rebate of 50 cents per case on five-case lots.	

## SOFT DRINKS.

Clequot Club Co.—	Per doz.
Ginger Ale, extra dry, pints, 2 doz.....	2.10
Sarsaparilla, extra quality, pints, 2 doz.....	2.10
Blood Orange, extra quality, pints, 2 doz.....	2.10
Birch Beer, extra quality, pints, 2 doz.....	2.10
Lemon Soda, extra quality, 2 doz.....	2.10
Root Beer, extra quality, pints, 2 doz.....	2.10
Sheboygan Ginger Ale, 10 doz. crates or bbls.	9.00
Sheboygan Ginger Ale, 2 doz. in crate, per crate.....	1.80
Root Beer Extract, Hires', 1 doz.....	1.55
Hires' Root Beer, Carbonated, 2 doz.....	.87 1/2
Hires' Ginger Ale, Carbonated, 2 doz.....	.87 1/2
Welch's Grape Juice, case quarts, 1 doz.....	4.25
" " " pints, 2 doz.....	4.75
" " " 1/2-pints, 3 doz.....	4.50
" " " 4-ounce, 6 doz.....	5.00
" " " 1/2-gallons, 8 bottles.....	5.00
5 per cent. discount on 5 case lots.	

## POLISHING AND CLEANING COMPOUNDS.

Kleanatub, 1/2 gross.....	2.50
Ben Ami, 10-cent size.....	2.50
Electro Silicon, 1 doz.....	.75
Puts Liquid, large, 3 doz.....	16.50
" " " 3 doz.....	1.45
" " " small.....	7.00
" " " ".....	.68
Puts Paste, large.....	.55

## SOAP—Laundry.

Aome	Less than	Bars.	5 bxs.
Acorn.....	100	3.35	
Ark.....	120	2.50	
America.....	100	1.92	
Bed.....	72	2.85	
Best, Babbitt.....	100	3.90	
Babbitt's New York City.....	100	3.75	
Big Master.....	60	3.85	
Brown.....	70	2.85	
Borax, Dreydoppel.....	60	2.40	
" Pearl, Young & Co.....	40	2.80	
" Day & Frick, Novelty.....	40	2.80	
" Handsome.....	60	2.60	
" Eavenson, large.....	100	4.75	
" " small.....	100	3.75	
" Kirkman's.....	100	3.75	
" Red Seal.....	100	3.75	
" Swift's.....	100	3.75	
" Climax.....	100	2.10	
Circus.....	100	3.35	
Cotton Oil, White.....	100	6.00	
Coal Oil Johnny.....	100	3.57 1/2	
Cygnat.....	100		
Dobbins' Electric.....	100		
Dewey.....	100	2.05	
Fairy.....	100	4.00	
Fels-Naptha.....	100	4.00	
" Five case lots.....	100	3.85	
German Mottled.....	100	3.00	
Good Morning.....	100		
Glycerine Tar.....	100		
Gloss.....	100	3.35	

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Grand Pa's, large.....	50	1.95
Ivory.....	100	3.80
" small.....	100	7.00
Lenox.....	100	4.00
Life Buoy.....	50	1.95
".....	100	3.90
Lautz's Naptha.....	100	3.85
Magic Cleaner.....	100	3.00
Marselles, laundry size.....	100	6.00
" 5-cent size.....	100	4.00
" toilet size.....	100	4.00
Master.....	100	3.35
Mayer's.....	100	
Miller's Naptha.....	50	1.90
Naptha, Swift's.....	100	3.50
" P. & G.....	100	3.75
Octagon.....	100	3.85
Old Mill.....	100	3.90
Ozone.....	100	2.90
Oleine, Conway's.....	100	3.75
" Golden.....	60	3.25
" Eavenson's.....	50	2.15
" Kirk's.....	84	3.30
" Philadelphia, 72 blocks.....	60	3.00
" Pennsylvania.....	60	1.90
" Procter & Gamble.....	84	3.50
" Young's Best.....	60	2.80
Pride, Swift's.....	100	3.50
Polo.....	100	2.45
Quaker City, boxes.....	100	3.25
" tubs.....	150	
Sunlight, oval.....	100	3.85
" twin bars.....	100	3.80
Santa Claus.....	100	3.25
Saratoga.....	100	2.50
Star.....	100	3.35
Sunny Monday.....	100	4.00
White Cloud.....	100	3.85
Wool Soap, large.....	100	6.75
" small.....	100	4.00

## Toilet Soaps.

Buttermilk Coamo.....	gross	6.60
" " " ".....	doz.	.60
Swift's.....	gross	4.75
Castle, El Almada, 9 4s, mottled, green or white.....	per box	2.90
Castle, El Almada, 30 1s, mottled, green or white.....	per box	4.00
Castle, Lexard, floating.....	100	4.00
Castle, Lexard, floating.....	50	3.00
Castle, imported, Cond.....	lb.	.13 1/2
" Conti, original boxes.....	lb.	.11 1/2
Cutaneous, Dr. Raub's.....	doz.	.70
Elderflower, large cake.....	gross	4.40
Fleur-de-lis.....	doz.	4.50
" " " ".....	doz.	.45
Hearts and Flowers.....	gross	10.25
Maxine Elliott Buttermilk Series.....	"	10.25
Oatmeal, 3 cakes in box.....	"	4.30
Olive Oil Castle, white, green or mottled, 9 1/2-lb. bars to box.....	lb.	.09
Turkish Bath.....	gross	5.00
Sweetheart, 50 cakes.....	box	1.90
" " 100 cakes.....	box	3.75
Swift's, Pumice.....	100	4.50
" Candia Glycerine.....	50	4.15
" Raven Tar.....	100	4.60
Witch Hazel, 3 cakes, 1/2 gross.....	gross	3.25
" " Swift's.....	"	4.30
" " Armour's.....	"	3.50

## Scouring Soap.

Day & Frick's Flint, 36 bars.....	1.24
Young's, 48 bars.....	1.80
Brooks' Crystal, 100 bars.....	3.75
Philadelphia Standard, 60 bars.....	
Sapallo, 36 bars.....	2.25
Hand, 36 bars.....	2.25
Wrigley's, 100 bars.....	3.75
(Coupons with each box)	
Kitchen Crystal, 36 bars.....	2.25

## Soap Powder.

Pearline, 36 packages.....	Per case
" " " ".....	2.75
" " " ".....	2.75
" " " ".....	2.75
Soapine, No. 7, 100 packs.....	2.50
" " " ".....	4.00
" " " ".....	2.50
Babbitt's 1776 Powder, 100 6-oz.....	2.35
Finola, 100 packages.....	3.25
Gold Dust, Fairbank's, 100 12-oz. packages.....	4.00
" " " ".....	4.50
Naptha Borax, 100 packages, large.....	4.75
" " " ".....	3.85
Kirkoline, white, 100 large packs.....	3.55
" " " ".....	3.35
Young's Pearl Borax, 60 1-lb. packages.....	3.55
Snow Boy Washing Powder, 24 4s.....	4.00
" " " ".....	4.00
" " " ".....	4.00
Nine O'clock Tea, 100 packages.....	3.20
I-V Washing Tablets, 3 doz.....	per doz. .43
Swift's Washing Powder, 100 12.....	4.00
" " " ".....	4.00
Pennywash, 1 gross and 14 1-cent cakes free.....	10.25
Powerine, 100 packages.....	3.85
Old Dutch Cleanser, 48 packages.....	3.40

## SPECIALTIES.

Anker's Bouillon Capsules.....	3.00
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## PURE GROUND SPICES.

Colburn's Philadelphia Mustard, D. S. F.—	
5-cent tins, 2 and 4 doz.....	per doz. .45
Dime size, 2 and 4 doz.....	" .85
1/2-lb. net, tins, 2 and 4 doz.....	" 1.00
1/2-lb. net, tins, 2 doz.....	" 1.90
1-lb. net, tins, 1 doz.....	" 3.70
6 lb. cans, full weight.....	per lb. .23
10-lb. cans, full weight.....	" .18

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Colman's Mustard, D. S. F.—	
1-lb. tins.....	per doz. 5.40
1/2-lb. ".....	" 5.70
1/4-lb. ".....	" 1.45
18-lb. kegs.....	" .90
Pepper.....	Bbls. Boxes. Cans.
Black, High Grade.....	.14 .15 .17
Black, Low Grade.....	.20 .12 .13
White, High Grade.....	.08 .30 .30
White, Low Grade.....	.17 .19 .19
Red, High Grade.....	.21 .23 .23
Red, Low Grade.....	.16 .18 .18
Cinnamon.....	
High Grade.....	.20 .23 .23
Low Grade.....	.13 .14 .16
Cloves.....	
High Grade.....	.20 .23 .23
Low Grade.....	.17 .18 .20
Allspice.....	
High Grade.....	.11 1/2 .12 1/2 .14 1/2
Ginger.....	
High Grade.....	.25 1/2 .26 1/2 .28 1/2
Low Grade.....	.12 .13 .15
Mace.....	
High Grade.....	.75 .77
Nutmegs.....	
High Grade.....	.30 .32
Mustard.....	
Yellow, High Grade.....	.19 .20 .22
Yellow, Low Grade.....	.14 .15 .17
Brown, High Grade.....	.14 .15 .17
McCormick & Co.—	Per doz.
Bee Brand—Pepper, Cinnamon, Mustard, Cloves, Ginger, Allspice.....	1/2-lb. cartons .40
" " " ".....	1/2-lb. cartons .75
Banquet Brand—Mustard, Cinnamon, Pepper, Cloves, Ginger, Allspice.....	1/2-lb. cartons .25
" " " ".....	1/2-lb. cartons .70
Bee Brand, in canisters, above assortment.....	No. 45 size .45
" " " ".....	No. 90 size .85

## Mustard—Prepared.

Campbell's, Jar, 2 doz.....	Per doz.
Campbell's, with spoon, new.....	.90
Gulden's, No. 6, with spoon, 2 doz.....	.95
" " " ".....	.88
Beer Mug, fancy, large size, 2 doz.....	.75
Lemonade Glass, tall, 2 doz.....	.80
Horseradish and Mustard, No. 8, with spoon, 2 doz.....	.90
Milk Jar, glass top, 2 doz.....	.75
Water Tumblers, glass, No. 10, 4 doz.....	.43 1/2

## WHOLE SPICES.

Pepper, Black.....	Per lb.
Allspice.....	.07
Cloves.....	.04 1/2
Mace.....	.13
Nutmegs, large.....	.48
" medium.....	.16
Cinnamon Bark, Canton.....	.12 1/2
" " " ".....	.12
" " " ".....	.30
" " " ".....	.55
Whole Mixed Spices, bulk, 6-lb. boxes.....	.10
Green Ginger Root.....	.05

## CORN STARCH.

Davis, 48 5-cent packages.....	per case 1.80
" " 36 10-cent ".....	" 2.70
Duryea's, 40-lb., 1-lb. packages.....	.07 1/2
" " " ".....	.07 1/2
Niagara, 40-lb., ".....	.05
Cream, 48-lb., ".....	3.45
Kingsford's, 40-lb., ".....	.07 1/2
" " " ".....	.07 1/2
Rex, 40 lb., 1 lb. packages.....	.03 1/2

## LAUNDRY STARCH.

Argo, Gloss, 24 5-cent packages.....	.92
Gilbert's Laundry, 40-lb. boxes.....	.03 1/2
" Patent Gloss, crates, 12 6-lb. wd. bxs.....	.06
" Linen Gloss, 3-lb. cartons.....	.05
Kingsford's, Pure, 3-lb. cartons.....	.06 1/2
" Pure Gloss, 40 1-lb. packages.....	.06 1/2
" Silver Gloss, 12 6-lb. wd. bxs.....	.07 1/2
Duryea's, Superior, 3-lb. cartons.....	.06 1/2
" Satin Gloss, lb. packages.....	.07 1/2
" Superior B, bulk.....	.04 1/2
" Satin Gloss, crates, 12 6-lb. wd. bxs.....	.08 1/2
Niagara, laundry, 50-lb. bulk.....	.03 1/2
" 1-lb. packages, 48 lbs.....	.05
" 3-lb. cartons, 48 lbs.....	.05
" 6-lb. boxes.....	.06
Celluloid, 64 10-cent packages.....	4.30
" 64 5-cent ".....	2.20
Elastic, 64 10-cent packages.....	5.00
" 64 5-cent ".....	2.50
Dreydoppel's Mourning Starch for black goods, 36 packages.....	per package .08
Starch Polish, 30 cakes.....	per box .50
Rex Gloss, 50 lb. bulk.....	.03

## STOVE POLISH.

Enameline Paste, small, 1/2-gross.....	Per gro.
" " large.....	4.50
" " " ".....	7.20
" " Liquid, large, ".....	7.00
" " " ".....	5.10

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Mason's Stove Polish, large.....	doz. .75
" " regular.....	1/2 gro. 1.15
Electric Paste, 1/2-gross boxes.....	4.50
Magic Paste, 1/2-gross boxes.....	4.75
Parlor Pride, large size.....	per doz. .87 1/2
" " small size.....	per gross 10.25
Climax Enamel, 1/2-gross.....	per doz. .70
Black Jack, 1/2-gross.....	per gross 9.40
Rising Sun.....	" 7.50
Sun Paste, 5-cent size.....	" 5.75
" " 10-cent size.....	" 4.50
X-Ray Stove Polish—	
5-cent size, No. 5, per box of 1/2-gross.....	1.25
Per box of 1/2-gross.....	5.30
14 dozen to gross.....	3.00
10-cent size, No. 10, per box of 1/2-gross.....	2.75
Per box of 1/2-gross.....	4.50
Per gross.....	9.00
F. F. Dalley Co.—	
2-in-1, smaller size.....	per doz. .75
2-in-1, large size.....	" 1.75

## SUNDRIES.

<b>Bird Food—</b>	
Crystal, 40 packs, round.....	per pkgs. .04 1/2
Excelsior, 24 packs.....	" .06 1/2
McAllister, 36 packs.....	" .06
Gold Medal, 24 packs.....	" .05 1/2
<b>Bird Gravel—</b>	
Red or White, small, pkgs.....	per doz. .25
Red, large, 36 pkgs.....	" .70
Silver, small, 36 pkgs.....	" .25
" large, 36 pkgs.....	" .70
Bath Brick, 25 bricks.....	per box .65
Toothpicks, Eureka, 100 boxes.....	case 1.85
Perfection, 2 dos.....	per doz. .40 1/2
Royal Glue, 1 doz.....	per doz. .85
Paint's Glue, 1 doz.....	" .40
Carpet Tacks, Wooden Keg, 1/2-gross case, assorted, 6, 8, 10.....	per case .90
Carpet Tacks, Silver Steel, 4-oz.....	per doz. .06
6-oz.....	" .06 1/2
8-oz.....	" .07 1/2
10-oz.....	" .08 1/2
12-oz.....	" .09 1/2
<b>Matting Tacks—</b>	
No. 10, steel.....	per doz. .10
No. 11, ".....	" .12
No. 12, ".....	" .14
Flu-Stickon, Fly Ribbon.....	per gross 4.80
Flu-Stickon, 1/2 gross display carton.....	1.20
Ely Paper, Tanglefoot.....	per case 6.70
" Sticky, 10 cartons.....	2.15
Stickle Fly Paper, 100.....	per case 3.00
" 10 cartons.....	2.35
Wax, White and Yellow.....	per lb. .10



LAMSON

*Air Line*CASH  
CARRIERS*Keep a check on your sales*

Fix responsibility—lessen labor—reduce  
selling expenses—give quick service—  
please your customers.

*Bulletin E explains all.*

Lamson Consolidated Store Service Company

BOSTON

Philadelphia Office, No. 500 Penn Mutual Building

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**Forbes' Indexed Coupon Books**  
are the ones who do the cash business  
because the system makes your cus-  
tomers want to pay cash.

**AND FOR CREDITS**

this system is the best because it saves  
95 per cent. of book-keeping expense.  
Ask me how to save money on ac-  
counts and increase your cash trade.

Ask any one of the whole 5000  
satisfied dealers who use it.

J. P. FORBES, Coshocton, Ohio



Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

**SOAPS**

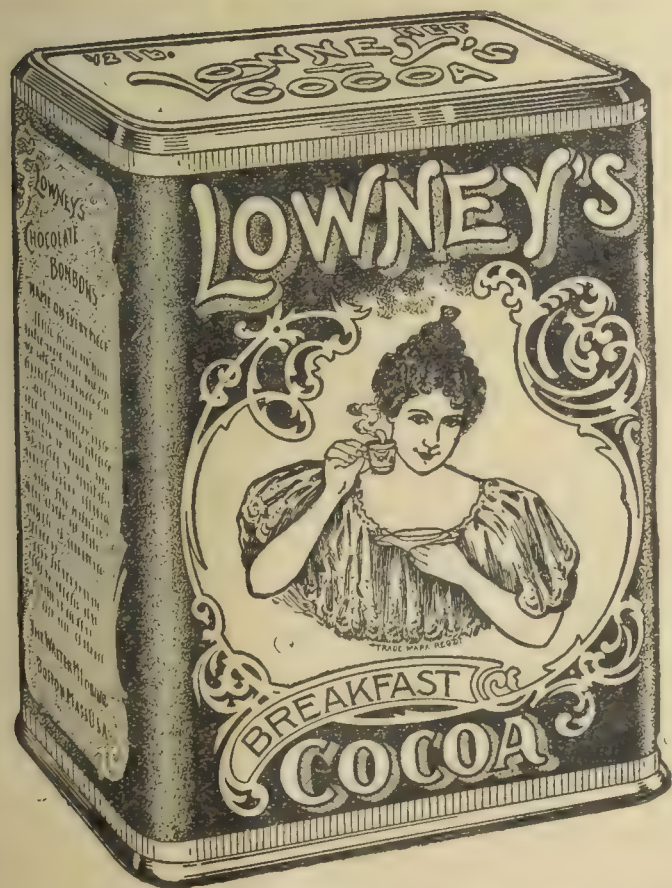
Young's Scouring  
Soap  
Cygnets Soap

CHAS. W. YOUNG &amp; CO.

ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.



Reckon Up the Profit on LOWNEY'S COCOA and see if it does not pay you better  
than most package goods. Wide Ad-  
vertising keeps it moving off your shelves and its delicious quality brings the customer  
back again and again for it.

DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE is of the same high grade as the  
Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.

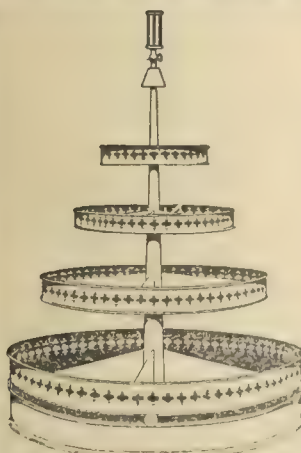
If you could see some brands of rennet made,  
you'd never offer them to your customers in a  
thousand years!

Filthy, unclean and nasty! We wouldn't sell  
such rennet if we had to work in the streets!

James T. Shinn's **Liquid Rennet** is guaranteed  
to be perfectly and absolutely clean. It's the best in  
other ways, too—strongest, purest and most profitable.

It makes you 100 per cent.

SHINN &amp; KIRK, 1400 SPRUCE ST., PHILA., PA.

How To Make More Money on  
Vegetables and Truck

Use our **Vegetable Display Stand**.  
It will make vegetables and green  
truck look better, keep better and  
sell better. Retail grocers and  
market men use them all over United  
States. When writing to us state  
whether you have a city water  
supply.

**GALESBURG CORNICE WORKS** 81 COX STREET  
GALESBURG : ILLINOIS







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, March 7, 1910.

No. 10.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,  
AT

927 Arch Street, Philadelphia.

#### TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

#### NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

#### PITTSBURG OFFICE:

825 Lewis Building.

P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

#### PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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Editor.

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Written for the "Grocery World and General Merchant."

## One Concern that Found Retailers' Influence Potent

**Manufacturer in Midst of Campaign to Introduce New Food Product Tells How Retailers' Opposition Affected Him. Retailers Not Wishing to Handle the Goods Could Not be Forced to.**

During the past few weeks the firm with which I am connected has been endeavoring to market a new food product which is sold exclusively through grocers. Any one who has gone through what we have gone through will laugh at the manufacturer who contends that the retailer has no influence for or against the introduction of goods. In our judgment he has so much influence that the manufacturer whom he opposes has a very little chance of winning out.

We have been confining our advertising to the daily papers, but have accompanied the advertising by sending salesmen among the retail trade. These salesmen, aided by the advertising, have placed the goods in between five hundred and six hundred retail stores in the city of Philadelphia, which is probably one-eighth of the total number.

We have encountered the most determined opposition from some grocers who for some reason did not wish to stock our goods, and where the retailer's attitude was such we have been wholly unable to break that opposition down. Very many consumers who had been convinced by our advertising and had tried unsuccessfully to get the goods at their grocers have called us on the telephone and some have even come to our warehouse. The query in all has been "where can I get the goods?" And in every case we have told them, but whether they will continue to go out of their way to get them is a question.

In one case a consumer went to a large retail store and asked for our goods by name. The clerk said he had them, though he did not, and wrapped up a package of something else "just as good." The customer became suspicious, opened the wrapper and at once saw the deception. So far do some retailers go in their efforts to avoid putting in new goods.

This was a dealer who had previously refused to stock the goods

on the ground that there was no demand.

We find that as a general thing retailers are nearly all set against every new article that comes out. They want to sell what they have on hand, or something under their private brand. Or they want to sell something that pays a better profit. One especially large concern refused to stock the goods

even after a good customer had asked for them once a week for five consecutive weeks.

Undoubtedly the retailer is potent in the distribution of food products. There is no longer any chance of forcing a retailer to handle goods against his will. There may have been once, but we have surely not been able to do it. If all the retailers in a territory should refuse to handle a given product, a manufacturer might spend a small fortune in advertising—he would be helpless, or would have to open his own store. Our experience is that if we cannot convince a grocer to handle the product, all attempts to force him to are so much time wasted.

\* \* \*

Philadelphia, Pa.,

March 4, 1910.

## Jobbers of Three States Will Discuss Live Trade Topics

**Annual Convention of Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware at Wilkesbarre, March 10. Freight Prepayment, Soap Profit and Abuse of Cash Discounts Among Topics to be Discussed.**

The fourth annual convention of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware is announced for Thursday, March 10, 1910, at Wilkes-Barre, Pa. Considerable interest is being manifested among the jobbing trade, and a good attendance is expected.

The jobbers' convention lasts but one day. It consists of a morning and afternoon session, with a banquet in the evening. The manner of conducting the sessions is wholly different from that of conducting most commercial conventions. While there is some idea in advance as to the subjects likely to be discussed, there is no advance programme, and the members are permitted and expected to address the body on vital trade topics as the spirit moves them.

In the morning a formal address of welcome will be delivered to the delegates by Hon. Fred. C. Kirkendall, former Mayor of Wilkes-Barre. The response will be by H. G. Kurtz, of Kurtz & Mayer, the well-known Reading, Pa., jobbers.

The balance of the morning will be devoted to reports of committees, reports of officers, and the address of President Robert G. Bursk, of Howell & Bursk, Philadelphia. The reports will of course cover progress made in the association's various lines of work during the past year.

In the afternoon the members from various local sections of the State will be invited to discuss trade conditions in their own territories, with a view to obtaining the association's influence toward the correction of existent trade evils.

Several live trade topics will probably be discussed during the afternoon. One of them is the prevalent practice in certain parts of the State, notably the West and Southwest, where competition is encountered from jobbers located out of the State, of prepaying the freight on shipments. This by way of special price concessions. The association will discuss this from the standpoint of its being an evil and will endeavor to create plans to cure it if possible.

Another subject which bids fair

to come up for discussion and probable action is the wholesale profit on soaps. It has come to be a custom of the jobbing trade to sell certain brands of soap exceedingly close, and the discussion will be along the line of reformation.

Two other topics booked for discussion are the relations between the jobber and the manufacturer, and the abuse of cash discounts. The latter subject is regarded by some wholesale firms as particularly pressing. Competition in various quarters of the State, according to members of the association, has compelled jobbers to endure abuses of the cash discount plan which they say is exceedingly demoralizing and should never exist.

The banquet in the evening will be held at the Hotel Sterling. The following will be the principal guests: Hon. Wade H. Ellis, Assistant United States Attorney-General; Judge John M. Garman, of the Luzerne County (Pa.) Common Pleas Bench; Charles H. Crary, of the National Canned Goods Association; President D. H. Bethard, of the National Wholesale Grocers' Association; President George Gennerich, of the New York State Wholesale Grocers' Association; President A. M. Wilson, of the New England Wholesale Grocers' Association, and Secretary Alfred H. Beckmann, of the National Wholesale Grocers' Association.

The officers of the association are Robert G. Bursk, president; Alvin M. Graves, secretary, and F. B. Reeves, Jr., treasurer.

## Senate Food Committee Outlines Investigation.

**Holds Single Meeting During the Week but Goes No Further than this. Meat Prices in Three Northern Markets.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 3, 1910.

The Senate Committee on the investigation of food prices held one meeting during the week, but did nothing more than give out a formal statement as to the line which the inquiry would follow. The statement was this:—

The price of food products; the price of manufactured articles; the price of wool, hides, leather, lumber, coal, iron, steel, oil, brick, cement and farming implements; the



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the **Employment Bureau**. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

## The Grocery World and General Merchant Employment Bureau

927 Arch Street, Philadelphia, Pa.



effects of combinations upon the prices of commodities; the effects of cold storage plants upon prices and their methods of doing business; invoice price and market price of all imported articles mentioned in the tariff in April, 1909, and corresponding prices at the present time; foreign wholesale and retail prices; wages and salaries at home and abroad; the production of gold and additions to the gold coinage by years since 1897, both in the United States and in the world generally; the world's prices of commodities by years from 1897 to the present time.

The investigation regarding prices of commodities in the United States will especially cover the last ten years. The inquiry in regard to farm products will be extended to the farm and will also cover wholesale and retail prices, while the investigation concerning manufactured articles, and of wool, hides, leather, etc., will, in addition to going into the question of wholesale and retail prices, undertake to present prices, in the one instance at the factory and in the other at the point of production.

Some figures were placed on file in the State Department here during the week by Consul-General James W. Ragsdale, of Halifax, Nova Scotia. They cover the retail prices of five staple cuts of meat in the three representative markets of Canada and contiguous countries:—

Article.	Halifax.	St. John.	Montreal.
Sirloin steak ...	20	22	18
Rump steak ....	16-17	20	18
Roast beef .....	20	20	15
Roast pork ....	17	18	20
Chickens .....	21	20	20
Lamb, leg .....	15	18	15
Ham .....	18	18	19
Lamb, chops ...	20	20	18

The Consul-General states that never in the history of the grocery trade in Canada has there been so low a stock of Californian dried fruits as at present, either in the hands of the retailers, jobbers, packers or growers. A larger percentage than usual of the goods seem to have gone into consumption than has been the case in previous years. This is attributed to better conditions financially among consumers and to low prices that have prevailed. The demand for California products is unusually heavy for the time of the year.

HOLT.

## ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

### Attorney and Counselor at Law

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice

## The New York Letter

Secretary Austin's Reply to Mr. Pratt. Storage Egg Season Disastrous for Holders. American Specialty Association Compiles Net Weights of All States. Pittsburg (Pa.) Baking Company Starts Bakeries in New York. Market Summary.

Special Correspondence of "Grocery World and General Merchant."

New York, N. Y.,

March 4, 1910.

Grocers everywhere will be interested in correspondence between J. W. Pratt, a retailer at Olean, N. Y., and Secretary J. T. Austin, of the American Specialty Manufacturers' Association. The important issue is as to the proper methods of computing and stating the retailer's percentage of profits.

Mr. Pratt wrote a letter to the secretary several days ago criticizing the advertisements of some of the specialty manufacturers in trade publications. The letter stated that while these manufacturers advertised the profits of the retailer in handling their goods, few give the correct percentage of profit. If the profit must be advertised, Mr. Pratt wrote, the correct figures should be given.

Mr. Pratt, in his letter, cited one instance, a manufacturer of peanut butter, who in his advertisement stated that the grocers make 33 per cent. in handling his goods. His price is \$1.40 a dozen for jars to be sold at 15 cents. On the sale of a dozen of these jars the retailer realizes \$1.80, or 40 cents profit. That makes a little over 22 per cent. profit Mr. Pratt figures. Take from this 18 per cent. for the expense of selling, and it leaves an actual profit of only 4 per cent.

The advertisements which offer large profits, much more than the real figures, are not only misleading to the grocers for whom they are intended, Mr. Pratt writes, but they lead outsiders and clerks in stores to get wrong ideas as to the supposed big profits of the retailers. Printers, employees of manufacturers to whom the trade papers are sent and other consumers see the advertisements and begin to think that the grocers make exorbitant gains.

In reply to Mr. Pratt, Secretary Austin wrote the following letter:—

New York, March 3, 1910.

Mr. John W. Pratt,  
Olean, New York.

My Dear Mr. Pratt:—Your letter criticizing the advertising of some manufacturers has been received and contents are carefully noted.

I agree with you in much you have said, and also believe you are somewhat in error. I feel sure that you do not want to be unjust, and I am equally sure that most manufacturers do not want to be unfair or to publish advertisements that are misleading.

As I understand it, you criticize manufacturers for misstating the profit yielded by their goods when they base their statement upon the cost of the goods to the retailer. It seems to me that it is not a matter of misstatement so much as it is of loose statement, and that instead of deceiving by intent, the worst they do is to leave in doubt just what is meant. Let me illustrate:—

If you buy a share of stock which costs you \$100.00, and it pays you \$5.00 a year in dividends, is it not perfectly fair and truthful to say that it pays you 5 per cent.? If that share of stock, because of its attractiveness, costs you in the market 125.00, and still pays you \$5.00 a year, you refer to it as giving a return of 4 per cent. in either event basing the percentage of profit upon the cost. Is it not characteristic in almost every line of business to refer to the profit in terms of percentage as based upon the cost?

I admit that in making any declaration of this sort, it would be fairer to say that such and such stocks pay — per cent. on the cost. Now, is not it equally fair for a manufacturer, asking a grocer to invest in his goods, to make exactly the same statement? If a piece of goods costs \$1.00 and sells for \$1.25, is it not truthful for the manufacturer to tell the trade that they can make 25 per cent. (their investment in) those goods? It seems to me the whole misunderstanding arises from the fact that grocers fail to realize that gross profit and net profit and cost of doing business, expressed in percentage terms, all refer to different bases. The first (gross) profit, very fairly is based upon the cost of the goods. The cost of doing business necessarily must be figured on the amount of the business. You could not expect a man with a stock of goods out of which he did not sell any, to undertake to figure his cost of doing business upon the first cost of the goods. It would be impossible for him to make an inventory on that basis, because every day the goods remain on his shelves there would be additional cost attached to them. He simply undertakes to say, "I did so much business last year and it cost me to do it, so much; hence my cost of doing business is such and such a percentage." Therefore, while it is perfectly proper that the net cost of doing business, and therefore the net profit, should be properly be figured on the volume of business, it does not necessarily follow that the statement of gross profit based upon first cost is untruthful or misleading.

If the grocer wishes his profits stated in that way, I see no reason

why he should not require the manufacturer to express it that way; or, better yet, to figure it that way himself when he is talking with a manufacturer or his salesman.

To be perfectly accurate, it would be fairer to use the terms "profit on cost" and "profit on volume." If the grocer dealt in only one article, which had a fixed percentage of gross and net profit, there would be no objection to basing both these expressions on the first cost; but since, in a miscellaneous invoice of goods, or the varied sales of the day, there would be such a variable amount of profit on the numerous articles that it would be impossible to tell just what the first profit was, I suppose it is perfectly fair, as a matter of convenience, to base figures upon the amount of sales. But if that system is to prevail, is it fair to declare as I have seen so many associations and writers declare that a specialty which did not pay the grocer at least 25 per cent. ought not to be handled?

I think if any grocer wants to insist on a net profit, or a profit on his sales, of 25 per cent., he would be reasonably criticized by the consumer as having increased the cost of living. For instance, take one of the well-known articles having a national sale, bought from the jobber at \$2.80 per case, and selling for \$3.60 per case, they give the retailer a gross profit on cost of 28 4-7 per cent., while on the selling price it would be 22 2-9 per cent.

Just as the profits on miscellaneous goods will vary, so does the cost of selling, if you choose to draw fine distinctions, and a heavily advertised article sells freely enough to make a lower percentage of profit really more profitable to the retailer than a higher percentage of profit on goods which do not move or which require much effort to move them.

I think you are quite right in your intentions but it does seem to me a little unfair that you should charge a manufacturer with deception when he is quite as much within the realm of truth in stating the profit as based upon the cost, as the retailer is in insisting that the profit shall be stated upon the selling price. The retailer has some responsibility in judging the representations made by a salesman.

It seems to me a solution of the problem lies in promoting the use of the two terms "cost profit" and "sales profit," in which event everybody would understand the matter very clearly.

Yours very truly,

J. T. AUSTIN,  
Secretary.

\*\*\*

The Board of Tea Experts, which fixes the tea standards under the pure tea law, started their annual meeting Tuesday. The different grades of tea will all be examined, but it is not likely that any changes in the standards will be made. The present standards, which have been in effect for some years, have been satisfactory it is said to the Treasury Department and to most of the importers.

The complaint made occasionally by the importers that there is too much delay in releasing shipments of tea at the port of New York is not to be considered at this meeting. The system, Chair-



man Hewlett said to your correspondent, cannot be changed so as to hurry the examination.

\*\*\*

Wholesale dealers in eggs are now busy figuring out their profits and losses for the season which closes with the opening of March. The eggs which were stored last year are now off the market, which is depending entirely on fresh receipts from the country.

The records of the Mercantile Exchange shows the total receipts of eggs in New York at about 4,250,000 cases. The average selling price of these eggs was 25 $\frac{3}{4}$  cents a dozen, so that the New York wholesale dealers received about \$32,500,000 for the eggs. The average selling price of fresh eggs was 26 cents, and of storage eggs 24 $\frac{3}{4}$  cents.

The handlers of storage eggs found that the year has been a most unprofitable one for them. In the early part of last year dealers bid the price of eggs for storage up to 22 and 23 cents. That was about 5 or 6 cents more than they paid the preceding year. It costs about 6 cents to store the eggs and it is estimated that dealers lost 3 $\frac{3}{4}$  cents a dozen, on an average, or about \$1.12 a case. There were 727,000 cases put in storage, so that the total loss to holders must have been close to a million dollars.

\*\*\*

Secretary Beckmann, of the National Association of Wholesale Grocers, announced this week that through the efforts of the association another California shipper of beans has agreed to give a 1 per cent. discount if the shipment is paid for within ten days of the date of the invoice. The J. K. Armsby Co. is the new addition. Nearly all the Western handlers of beans have now granted this discount to the wholesale grocers.

Notices of the annual convention of the association at Louisville on May 24th, 25th and 26th are also being sent out by Secretary Beckmann. The headquarters of the convention will be at the Seelbach Hotel, and New Yorkers have already reserved rooms there. The full programme is not yet completed, but several speakers of national prominence are promised.

A summary of the net weight laws of all the States has been sent to all members of the American Specialty Manufacturers' Association by Secretary J. T. Austin. The list was sent out so that the manufacturers may compare the different laws and be in a position either to aid or work against the net weight laws which are being introduced in the Legislatures of many States. The list may also be used for reference by shippers.

Secretary Austin told your correspondent that the manufacturers are not opposed to net weight bills, providing they are reasonable in demands. He said it would be a great improvement if something could be done to make the laws more uniform in the various States.

\*\*\*

A petition in bankruptcy was filed this week against Louis and Ernest Gobbi, grocers of 353 Seventh avenue. It is claimed that while they were insolvent they transferred part of their property to favored creditors. The creditors who filed the petition are Peter Bertasso, \$700; Louis Delemarre, \$106, and Louis Pardone, \$24.

\*\*\*

John Kestler, a dealer in provisions at 68 First avenue, has filed a petition in bankruptcy, placing his liabilities at \$4,318, and his assets at \$632. Among the creditors are Charles F. Matlage & Sons, \$1,623, and Schwarzschild & Sulzberger Co., \$1,321.

\*\*\*

Druggists and drug clerks have started to organize an association to be known as the Druggists' Co-operative and Protective Association for the purpose of fighting the so-called Drug Trust. A meeting was held on Wednesday evening at the College of Pharmacy, but the attendance was a disappointment to the leaders. Charles Bernardo, a druggist of 2775 Broadway, sent invitations to 5,000 druggists inviting them to attend the meeting and advising them to "act now before the trusts entirely crush you."

Mr. Bernardo acted as chairman of the meeting. He told the druggists that co-operation was necessary to protect them from the trust and cited instances when, as he claimed, the trust had

(Continued on page 11.)



## Push It Now

You haven't a customer who won't buy

**Duff's  
Molasses**

if you remind them of it. It is molasses season. The only reason you don't sell ten times as much is because you don't talk about it.

**Duff's  
Molasses**

is known all over the country as the brand that everybody keeps buying. The kind that children love—and it's good for them.





# WITH THE EDITOR

In discussing the Philadelphia trolley strike a day or two ago the Philadelphia "Press" made a statement concerning the grocers in one of the hottest strike districts which the "Grocery World and General Merchant" earnestly hopes is not true. In order to clearly understand it, it should be explained that there are two local railway unions—one the regular branch of the American Federation of Labor, which is opposing the Trolley company, and the Keystone Union, which is a sort of back-firing organization, formed by the trolley company itself, and favorable to the trolley company.

The "Press" statement was as follows:—

#### STOREKEEPERS AID UNION.

According to the strikers from the Twenty-sixth street and Allegheny avenue barns, the storekeepers in the neighborhood are aiding them by charging the Keystone Union men and new employees of the company exorbitant prices. It is said that as much as 40 cents has been demanded for a 5-cent bag of tobacco, when the prospective purchaser was an employee of the company.

It is almost inconceivable that retail merchants would needlessly mix themselves up with a labor strike, and the writer is by no means convinced that the "Press" is right. But if it is and these retailers are actually doing this, they are sowing the wind and will surely reap the whirlwind. There is nothing so cruel as a widespread labor strike—nothing so relentless, nothing so certain to crush to atoms when it does crush. The man involved in it has ten chances of disaster to one of benefit.

One would think the retailer had troubles enough of his own without tampering with other people's.

If these grocers have forgotten themselves they have been ill-advised. They are being shrewdly used as pawns by somebody who simply seeks to help himself and cares not a whit what happens to the tool after the job is done. Absolute neutrality would be the only proper course here,

not only as between the company and the strikers, but particularly as between different factions of the employees.

In California, as a result of the long campaign against graft there, a law has been proposed by the committee of citizens appointed by the last Mayor of San Francisco to propose a comprehensive plan of clean-up. The proposed act is intended to prevent newspapers from selling their opinions, or what passes for such, and makes it a crime for any newspaper to publish as news "any matters for which compensation is directly or indirectly paid, or agreed to be paid, unless the fact that such compensation has been paid, or agreed to be paid, is indicated by some plainly distinguishing mark next the news so printed."

Such an act would have many applications—applications not all political. One application, for instance, would be against the practice of the Royal Baking Powder Trust, which for years has seduced newspapers into publishing, apparently as news, lies and exaggerations against independent baking powders. The California law would make this a crime, and it always was a moral crime and a fraud upon the public, for it sent these lies into the homes of the people seemingly backed by the word of the paper.

If the investigators of food prices, when they take up the question of middlemen's profits, should confine their inquiry to the middlemen's profit on high-grade and fancy products, they will probably find much to support a contention that the main factor in the final high price to the consumer is the profit paid to those who pass the product on from maker to eater.

Consider one illustration: There is on the Eastern market a par-

ticularly exclusive brand of brandied peaches. They are packed by a woman who exploits them as "home made," and to the consumer they represent about the costliest goods available. The price of this article analyzes thus: To the consumer the price of a quart jar is \$1.75, or \$21 per dozen. The cost to the retailer is \$14 per dozen, or \$1.16½ cents per jar. Jobbers do not handle them, but the broker who does receives 10 per cent. for selling them, this being five times the regular canned goods brokerage. To the packer the return is therefore \$12.60 per dozen, which represents her gross price. The packing cost is supposed to be about \$5 per dozen, which is believed to be a generous estimate.

So that an article which costs \$5 to produce finds itself costing the consumer \$21, though it has passed through but three hands, one of which is the producer's own. Naturally the three intermediate profits have eaten up the difference.

This is an extreme case, though there are others, all confined, however, to the same class of products—exclusive, fancy things sold only to the very rich.

The argument by which every factor in the distribution of such products would justify a quadrupling of the cost between maker and consumer is that high-priced articles with a limited consumption must stand a higher profit than those sold cheaply every day. That is a very old and time-honored argument, but it is beginning to sound to the writer just a little unconvincing. Particularly when applied to articles sold by merchants who sell other things.

For instance, another article in the same high-profit class is the piano, which a family buys once in a life time, and considers long before buying even once. One can easily understand and will instantly admit that a man selling nothing but pianos must get a higher percentage of profit on each than if he sold something generally and regularly consumed. And the same with brandied peaches retailing at

\$1.75—if a dealer sold only those he would surely sell them infrequently, and to keep going he would need a larger profit and could justifiably take it.

But does the rule apply with equal force when the brandied peaches are but one item of a stock of staple goods? The writer thinks not, because the only reason for charging the unusual profit has gone. In other words, the business is not solely dependent upon a few sales.

From a practical standpoint, it would seem not only fairer, but shrewder, to cut the price of such an article down to the smallest reasonable point, in order that the consumption may widen and the article come to contribute more to the expenses of the business.

An interesting communication by a manufacturer who has just waged a campaign to introduce a new food product appears

in another column. The writer emphasizes the potentiality of the retail dealer in all such campaigns and makes the statement that retailers are generally against every new article that appears.

Well, when you consider their position, isn't there some reason why they should be? The food trade has to-day reached the point where it can safely be said that there is really no present need for any new brands. There are so many that unless something new is discovered each new brand produced is reasonably sure to be an exact duplication of some predecessor in all but name. Every producer of a new brand, dependent upon the retailer for his distribution, sets out at once to persuade or compel him to stock the goods. Obviously if a retailer stocked them all he would need a warehouse like Madison Square Garden and a capital like the Pennsylvania Railroad's. He cannot stock them all; he must choose some and reject the others—what more logical than to choose those already in stock and reject those unsold and untried? When

**Incredible  
Foolishness.**

**One Application  
of a Proposed  
Good Law.**

**Without the  
Retailer.**



the retailer's position is considered it will be seen that in self-defence he simply *must* refuse to handle a large percentage of the new brands. Unless at least he is shown that they are superior in some way to the brands he is already selling, or unless he is convinced that the manufacturer intends to wage such an advertising campaign as will bring calls that he will find it to his own advantage to fill. In either of these two cases the wise retailer takes on the new brand and, if necessary, discards an old one to even up.

One reason why consumers are finding their food so expensive is unquestionably **Lazy Consumers One Cause of High Expenses.** their own laziness. The past ten years has developed a striking tendency on the part of consumers even of the poorer sort to buy their food in the most convenient—and by the same token, the most expensive—form.

For instance, at the present writing there is an extremely active demand for canned baked beans and almost none for the

same beans in bulk which could be baked at home. The difference in price is very marked. A hundred other instances of the same practice could easily be given. It can at once be admitted that in many of these cases the packed article is far superior to the home-made, yet undoubtedly the latter would be edible, and if the consumer really wished to get down to hard pan he could reduce his table expenses very materially by doing it in this way.

Naturally this tendency is all in the retailer's interest, for it not only costs him less to sell ready prepared food in packages, but in nearly every case he will sell more in that form than if sold in bulk to be prepared by the buyer.

#### WANTED.

The address of the advertiser in the Want Department who advertised under the name "Salesman" in the issues of February 14th to 21st. There is some mail in the "Grocery World and General Merchant" office for him, but he failed to give his address.

#### THE NEW YORK LETTER

(Continued from page 9.)

sold goods for 12 cents that cost the retailer 17 cents at wholesale. He said that the American Drug-gists' Society had allied itself in a mild way with the enemy by allowing a director of the Drug Trust to get possession of some of its stock. This aroused considerable protest. The meeting adjourned without arranging any definite plan of action, but another meeting will be called soon when a better attendance is expected.

\*\*\*

A new Pittsburg company, said to have a capital stock of \$5,000,000, is constructing several bakeries in New York to compete against the other newly formed combinations. The Ward family, of Pittsburg, are the majority stockholders of the concern. R. B. Ward is president. Four bakeries are to be built in this city. The company now has bakeries in Pittsburg, Boston, Chicago and Providence.

\*\*\*

The Federal Grand Jury made a presentment Thursday for contempt of court against the Ameri-

can Sugar Refining Co. The presentment was caused by the refusal of Charles R. Heike to produce the books of the sugar company as ordered by the court in the inquiry to determine if the company is an illegal combination. The District Attorney would not allow Heike to be sworn as a witness, owing to the possible immunity it might confer on him. When the District Attorney took this stand Heike refused to produce the papers. He has already pleaded immunity in the customs fraud cases.

Over in Jersey City Prosecutor Garven is now trying to get from the Supreme Court an order compelling the production of the books of the indicted packing companies. If he can show that any of the directors now in other States were present at meetings in New Jersey he expects to have them extradited. The earlier reports that the Western directors would voluntarily come to New Jersey for trial turned out erroneous. Only two of the directors are residents in New Jersey and they are to be placed on trial in a short time.

## Profits and Advertising for You

When you sell Dandelion Brand Butter Color, you get not only a steady stream of profits from the sales, but the best kind of advertising for your store.

Because every buttermaker who lives near you, wants Dandelion Brand—the only safe, reliable, purely vegetable butter color.

And Dandelion Brand will bring new customers to your store—customers that you can make your own in other lines.

Dandelion Brand Butter color is just as steady a seller as any staple you have in your store—sugar, coffee, flour or tea.

Wideawake grocers the country over are selling it—making big profits—winning new customers. Why can't *you* do the same?

Dandelion Brand Butter Color is endorsed  
by all authorities

**Dandelion Brand**  
PURELY



Dandelion Brand is the safe and sure  
Vegetable Butter Color

**Butter Color**  
VEGETABLE

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

**Wells & Richardson Company, :: Burlington, Vermont**  
Manufacturers of DANDELION BRAND BUTTER COLOR



All branches of the trade were represented at the second annual dinner of the New York Association of Manufacturers' Representatives at Kalil's Venetian Gardens on Saturday night. "Shop talk" was declared to be out of order by the toastmaster and retiring president, E. W. Murphy, but the speakers managed to discuss several interesting trade subjects.

George Gennerich, president of the New York Wholesale Grocers' Association, spoke on the good accomplished by such social gatherings as the dinner. He said that when men in all branches of the business get together in a friendly way the different sides of all questions are brought out and the various interests begin to look at one another as friends instead of enemies.

Salesmen received some valuable advice from Walter H. Lipe, president of the American Specialty Manufacturers' Association. He told of his experience as a clerk in a country store, bringing out how necessary it is to make an actual profit on what is sold.

F. W. Hannahs, Newark, N. J., followed Mr. Lipe's example, telling the salesmen that they are "the real thing" in the commercial world and urging them to give all concerned a "square deal." He said that they must learn to sell their goods so as to give a fair profit to both wholesaler and retailer.

Henry Lohman, president of the United Retail Grocers' Association of Brooklyn, praised the American Specialty Manufacturers' Association for the work it has done in requiring that specialty orders be properly handled. He said that his organization has taught its members that when they give an order bearing the stamp of the association, it must be accepted. George Stadlander, president of the New York Retail Grocers' Union, also commended the work of the Manufacturers' Association and said that the New York retailers are earnestly co-operating.

J. T. Austin, who was the first president of the representatives' association, spoke of its growth and the value of co-operation.

Among the guests at the dinner besides the speakers, were: Nelson Gray, secretary of the New

York Wholesalers' Association; A. J. Wellington, of Clark, Chapin & Bushnell, New York; Philip Staib, of Koenig & Schuester, New York; E. B. Hosier, of Raftery & Hosier, New York; W. A. Runkel, vice-president of the same organization; W. A. Moran, the incoming president, and A. C. Monagle, secretary of the Entertainment Committee.

At the meeting held in the afternoon in the offices of the association in the Powell Building, the following officers were elected: President, W. A. Moran; vice-president, Ralph W. Smyth; secretary-treasurer, W. C. Freeman; executive committee, A. W. Murphy, A. C. Monagle, O. C. J. Scharff, F. E. Nattrass, J. A. McGuane and J. H. Kampf

#### SUMMARIZED MARKET CONDITIONS.

Roasters seem to be well supplied with coffee, as they are not doing any heavy buying yet. It was expected that several of the large roasters would be looking for supplies by this time. The distributors who did not buy direct are coming in and buying in small lots, but the heavy importations of last fall are still having their effect. Brazil grades are in little demand; the mild grades neglected. Some brokers say that even a lowering of shippers' views on Maracaibos would fail to arouse much interest. Mexicans are firm and there is a fair demand for shipments.

A better jobbing demand from the country was noted in the tea market this week, but no large sales were reported. It is said that supplies in the country are scarce, but the distributors are conservative in their ideas.

The raw sugar market has a rising tendency as a result of cables from Europe showing advances there. Several large sales were reported this week, the Warner and Federal refineries seeming anxious to get supplies.

The prices of refined sugar went up a little this week in sympathy with the rising tendency of the raw sugar market. This has not encouraged any new business, but withdrawals on old orders are fair.

The flour market showed considerable improvement this week, many sales being made. As soon

as the wheat market settles down it is expected that more buyers will enter the market to restock. It is claimed that the conservative element is in need of supplies, but prefer to wait and see if the prices go down. This week's activity is due, it is said, to the fact that some of those who were waiting have been forced to buy at prices higher than they had expected to pay.

Buying in the rice market is in a hand-to-mouth way, but dealers are encouraged by the fact that most of the orders are accompanied with requests for prompt deliveries, showing that the wholesale houses have reached the end of their supplies. The planters are as firm as ever in their prices, although the mills are closing down in preference to paying these high prices.

Butter is slowly going up. The price has advanced about 3 cents since last week, the "specials" now selling at 34½ cents. The cause of the raise is said to be the fact that many districts which had been using oleomargarine have more recently been sending in heavy orders for butter. Dealers are doing all they can to keep the prices down so as to prevent the oleomargarine people from getting back any of the trade they have lost since the fall in butter. The receipts are fairly large, but they are all absorbed quickly.

Eggs have gone down a little, the best grades, fresh gathered, now selling at 28 to 30 cents a dozen. The storage supply is gone now, but the incoming receipts are sufficient to meet the requirements, as dealers seem to be anticipating still lower prices and are refusing to buy except when absolutely necessary.

Distributors are not buying canned vegetables in any round lots for either future or immediate delivery, but there is a fair demand for small lots to fill in. Brokers report that they could sell Maryland No. 3 tomatoes a little above quotations if they could get them. Buyers are seeking concessions for corn, which the packers are unwilling to give, so little business is being done. Peas are in about the same condition. Asparagus is in fair demand, although no large orders have been taken.

FRED. A. MCGILL.

#### Meat Prices Advance in All Countries.

Official Figures from Leading Meat Countries Show that Increase in Beef, Pork and Mutton is Not Confined to this Country.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 4, 1910.

Meat prices have advanced in all the principal producing and consuming sections of the world, according to compilations just made by the Bureau of Statistics of the Department of Commerce and Labor. The figures which the Bureau has compiled consist chiefly of the export prices of the principal meat exporting countries of the world and the import and quoted wholesale prices in the chief meat importing and consuming countries. The chief meat exporting countries are Australia, New Zealand, Argentina, Canada and the United States; and the chief meat importing countries, the United Kingdom, Germany and, in a less degree, the other European countries. All of the meat exporting countries show higher prices per pound in their exports in recent years than those of a decade ago, and all of the meat importing countries show higher rates in their import figures and in the current market quotations.

Curiously, however, the advance in fresh meats is less than that in salted and preserved meats, and in nearly all cases the advance in beef is less than that in pork or mutton. The fact that the percentage of advance in prices of fresh meats, especially those exported in the chilled or frozen state, has not been as great as that of salted or preserved meats is supposed to be due, in part at least, to the reductions made during the past decade in the cost of chilling or freezing and transporting meats of this class, and to the increased supply of fresh meats in European markets resulting from the growth of the system. On the other hand, prices of fresh mutton have advanced more than those of fresh beef, the reason being, presumably, in part at least, the comparatively slow growth in the world's supply of sheep and the consequent advance in price of wool.

HOLT.



# The Plant, the Product, the Profit



To you this great modern plant means three things:

It means, first, that THE GRAPE PRODUCTS COMPANY is in earnest.

It means, second that this company has the capital, facilities and energy to create and supply a greater demand for grape juice than has yet been known.

It means, third, that it is equipped and located to produce the finest product.

This Plant has a Capacity of 3,000,000 gallons Annually of

# Walker's GRAPE JUICE

"It's Clear Because It's Pure"

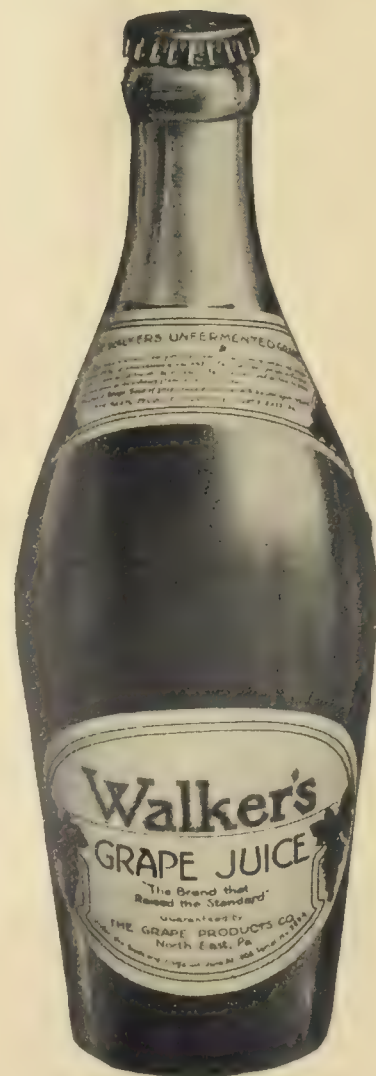
This is a better grape juice than people have ever been able to buy before. The Walker process produces a rich, clear juice from finest Concord Grapes that is *free from bitter, puckery tannin and from murky, cloudy sediment*. It is far richer than the cloudy juices. It is all grape juice. *"It's Clear Because It's Pure."*

## And Now About Your Profit=

Business is, of course, always for profit. Good business is for sustained year-in-and-year-out profit based on steady selling goods and patronage held. Staple goods mean stability of trade.

Walker's Grape Juice pays you a good profit from the customary point of view, of difference between wholesale and retail price. But Walker's does more. Its \$200,000 advertising campaign is creating a demand that enables you to sell lots of it and sell it at low cost to you because it will be practically sold by the advertising. The quality of Walker's Grape Juice will make repeat-customers—again quick, low cost sales. You will find Walker's Grape Juice a profitable proposition not only on percentage of cost to selling price, but also on a year's summary of total net profits.

Your jobber can supply you now. Write us for particulars and trade discounts on 5 and 10 case lots.



THE GRAPE PRODUCTS COMPANY, North East, Pa. *The "Ten-Pin" Bottle*



## United States Government Successfully Attacks Five More Food Products

**Custard, Macaroni, Vinegar (Two) and Cornmeal Found Adulterated or Misbranded Under Federal Food Law. Pleas of Guilty in All Cases. In One Case Vinegar Destroyed as Unfit for Food.**

Judging by the large number of cases which the United States Department of Agriculture is now certifying to the "Grocery World and General Merchant" almost every week, representing prosecutions under the Federal food law, the Government is becoming decidedly active in the enforcement of the act. Another batch of cases is at hand this week, representing confiscation cases against vinegar, macaroni and canned peas, and criminal prosecutions against custard, vinegar and cornmeal.

The details of the individual cases, designated by their proper judgment numbers, appear below:—

### JUDGMENT NO. 166—MISBRANDING AND ADULTERATION OF CUSTARD.

On or about May 25, 1909, an inspector of the United States Department of Agriculture purchased a sample of "Instantaneous Custard Preparation" from Cooper Brothers at Winchester, Va., which sample was contained in a consignment of the product shipped to said dealers from Baltimore, Md., by the said defendant. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture, where it was found that the product consisted mainly of cornstarch, and contained no egg. The said Louis Horpel, trading as Louis Horpel & Co., was duly notified that said product was adulterated and misbranded, as above set out, and was given an opportunity to be heard, and was heard in regard to said adulteration and misbranding. At said hearing the defendants made the claim that custard could be prepared without the use of the eggs, but this department held and was prepared to prove that custard cannot properly be prepared without the use of eggs. The defendant was prosecuted, plead guilty and was fined \$10.

### JUDGMENT NO. 167—MISBRANDING OF MACARONI.

An inspector of the United States Department of Agriculture found in the possession of F. P. Ventrone, Providence, R. I., 150 cases of the macaroni labeled "Macaroni Savoia Brand Gragnano," and between the words "Savoia" and "Gragnano" appeared the merchant marine shield of Italy, together with a representation of a mountain, a volcano, a castle, a body of water, and in small letters on the bottom of the label "Guaranteed under the Food and Drug Act, June 30, 1906, Serial No. 3,880," which had been shipped to the said dealer on or about October 21, 1909, by the Atlantic Macaroni Co., from Long Island City, New York. It being apparent that the product was misbranded, since it appeared to be a foreign product, but was really made in Long Island, the Secretary of Agriculture, on November 1, 1909, reported the facts to the United States Attorney for the District of Rhode Island, who filed the libel with the result hereinbefore stated. The defendant filed a bond and reclaimed the goods.

### JUDGMENT NO. 168—MISBRANDING AND ADULTERATION OF VINEGAR.

An inspector of the United States Department of Agriculture found in the possession of S. Peterson & Co., at No. 124 West Randolph street, Chicago, Ill., twenty-four barrels of vinegar labeled "The Leroux Cider and Vinegar Co., Toledo, Ohio—Our Pride Brand Fermented Apple Pure Cider Vinegar," which had been shipped to said company on or about May 19, 1909, by the Leroux Cider and Vinegar Co., from Toledo, Ohio. A sample taken from the above consignment was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to consist of a foreign substance high in reducing sugars

and a dilute solution of acetic acid, colored in imitation of cider vinegar.

In the opinion of the Department of Agriculture cider vinegar is a product made by the alcoholic and subsequent acetous fermentations of the juice of apples.

The above analysis disclosed the adulteration and misbranding of the vinegar. Thereupon the Secretary of Agriculture reported the facts to the United States Attorney for the Northern District of Illinois, who filed the above libel, with the results hereinbefore stated. The cider company admitted the misbranding and reclaimed the goods on bond.

### JUDGMENT NO. 169—MISBRANDING OF VINEGAR.

During the month of April, 1909, an inspector of the United States Department of Agriculture found in the possession of the M. O. Carroll Grocery Co., at Ozark, Ala., twenty-six half-barrels of vinegar labeled "Four-Year Old Vinegar," and upon another head, in small letters, "Pure Distilled Vinegar, Colored," which had been shipped to the said company on or about March 6, 1909, by the firm of Knadler & Lucas, from Louisville, Ky. The sample taken from the above consignment was analyzed in the Bureau of Chemistry of the United States Department of Agriculture, with the following results:—

Solids .....	0.428
Non-sugar solids .....	.328
Reducing sugar invert .....	.1008
Polarization direct .....	.9
Ash .....	.076
Ash soluble in water .....	.048
Ash insoluble in water .....	.028
Alk. insol. ash, cc N. 10 acid 100 cc .....	8.8
Sol. phos. acid, mgs per 100 cc .....	1.85
Insol. phos. acid, mgs per 100 cc .....	1.36
Acid, as acetic .....	3.24
Volatile acid, as acetic .....	3.22
Fixed acid, as malic .....	.020
Lead precipitate .....	None.
Color removed by Fuller's earth .....	All.
Ratio of ash to nonsugar solids .....	4.31

In the opinion of the Department of Agriculture, vinegar or cider vinegar is the product made by the alcoholic and subsequent acetous fermentations of the juice of apples and contains not less than four grams of acetic acid in 100 cubic centimeters. The above analysis having disclosed a misbranding of the product, the Secretary of Agriculture, on April 16, 1909, reported the facts to the United States Attorney for the

Middle District of Alabama, who filed the above libel. The court ordered the destruction of the vinegar as being unfit for food.

### JUDGMENT NO. 170—MISBRANDING OF CORNMEAL.

On or about September 3, 1908, an inspector of the United States Department of Agriculture obtained information that a consignment of meal labeled "Old Log Cabin Meal. Fresh Ground Cornmeal. Best Water Ground Style. Legrand, Threadcroft Co., Sole Agents for Eastern Virginia and North Carolina," had been shipped by the Sam. W. Weilder Co. from Cincinnati, Ohio, to Legrand, Threadcroft Co., at Norfolk, Va., which consignment was there seized in a libel proceeding under Section 10 of the act, and adjudged to be misbranded as alleged in said libel. Previous investigations made by the United States Department of Agriculture had disclosed that the output of the mill where this meal was produced was not ground by water process or in burr mills, but by steam roller process.

The said Sam. W. Weilder Co. was duly notified that the said meal was misbranded and was given an opportunity to be heard, and was heard in regard to said misbranding; and it appearing that there had been a violation of the act the Secretary of Agriculture, on December 9, 1908, reported the facts to the Attorney-General, by whom the case was in turn referred to the United States Attorney for the Southern District of Ohio, who filed an information. The defendant plead guilty and was fined \$5.



THE NEW FLAVOR

**MAPLEINE**

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

**BUTTER & HARDING, Brokers**  
5 S. Front St., Philadelphia, Pa.

**PATENTS**

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**



# BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

# BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, since this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

Meat Loaf and Lunch Roll were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA



## The Only Reason

some one doesn't make as good goods as we do is because they can't. The only reason we don't make better goods is because we can't :: :: :: :: ::

If some other grocer is selling Blue Label Ketchup and you are not—some other grocer is selling a better ketchup than you are. Another point—that grocer is making more money on Ketchup than you are.

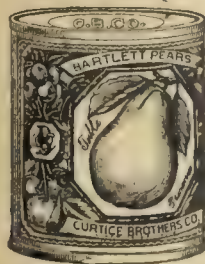
If you have a customer who isn't buying Blue Label Ketchup, you have a customer who isn't getting the best, and her only reason is that she doesn't know it—tell her. It is what it is made of and the way it is made that has made Blue Label a household word, and what applies to Blue Label Ketchup applies to everything we make—whether it is branded "Blue Label" or "Curtice Brothers Co."

**Vegetables in tins    Fruit Jellies in glass**  
**Soups in tins        Jams in tins and glass**  
**Boned Meats in tins    Fruits in tins and glass**  
**Potted Meats in tins    Maple Syrup in tins and glass**  
**Deviled Meats in tins    Plum Pudding in tins**

You will have so many repeat orders for these goods if you stock the complete line that you will wish you did it long ago.

Every article we pack conforms to the NATIONAL PURE FOOD LAWS.

**Curtice Brothers Co.**



**Rochester  
New York**







## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XL.—Implied Warranty in the Sale of Goods.

In the last article express warranty in the sale of goods was discussed. The subject now is implied warranty. As I partly explained in the former article, implied warranty is not the kind expressed by words, spoken or written, or even always by actions, but the sort that travels with the goods, so to speak, and which is created out of the circumstances of the sale. In many cases it needs no actual representations to support it.

Both the seller and the buyer of merchandise need to be even more careful about an implied warranty than about the express warranty, because the former often accompanies the goods without the seller having had the slightest intention of giving it.

The usual implied warranties are either of title, quantity or quality. The implied warranty of quality is the one which mostly comes under examination.

An implied warranty of title is this: Every man who offers goods for sale impliedly warrants that he is their owner and can pass title, whether he expressly says so or not.

An implied warranty of quantity means that where the seller offers certain goods for sale he impliedly warrants that he will deliver the precise quantity and not *about* the quantity. If goods are sent of an amount greater or less than the amount sold, the buyer may refuse to receive any. A mere estimate of the quantity to be sold, however, is not a warranty of that quantity, and where the word "about" is used in connection with the quantity a reasonable latitude must be allowed.

The most important implied warranty is the warranty of quality. The fundamental rule here is that when goods are sold there is no implied warranty of quality in the absence of fraud. The law

applies the principle of "caveat emptor," which means "let the buyer beware." In other words, let him look out for himself. This rule, however, has some exceptions and needs some explanation.

There is never implied warranty of quality where the buyer has the same chance to inspect the goods that the seller had, and where the only defects present are open defects. Furthermore, if the buyer has a chance to inspect, the seller is not legally bound to point out defects, whether the buyer actually inspects or not.

Neither is there ever implied warranty against latent defects which the seller knew nothing of, unless he could have known of them and was negligent in not learning. On the contrary, there is always an implied warranty against latent defects which the seller did know about, but the buyer couldn't see, because here is fraud. By the same token a manufacturer is not held responsible for implied warranty against defects in his raw materials which were not known to him.

A number of courts have endeavored to create and enforce the rule that where a seller charges a sound price for an article, or a price corresponding with a certain quality, he impliedly warrants the article to be sound or of the quality represented by the price, but the rule has never become anything like general. It is applied in the buyer's favor only in the case of secret defects which the buyer could not see.

Frequently goods are sold by description. Here there may or may not be an implied warranty that they agree with the description. If the buyer has no chance of inspection there is such implied warranty. If he has a chance of inspection there is none. A few courts hold that an implied

warranty exists in such a case whether the buyer can inspect or not, but the general rule is the other way.

Neither is there any implied warranty, where goods are sold by description, that they are fit for the purpose for which the buyer is buying them, unless the seller expressly represents that they are.

In the case of goods sold by sample, there is an implied warranty in every State but Pennsylvania that the goods sold shall correspond with the sample. In Pennsylvania, for some reason, it has always been held that the implied warranty goes no further than that the goods sold shall be like sample in kind and substance, and that they shall be merchantable. "Unless," the courts add, "there is fraud or some circumstance indicating that the sample is to be taken as representing the article to be delivered." There are almost always such circumstances—in fact that is the only reason for using a sample at all—so that the Pennsylvania rule is not as narrow as it looks.

The question of merchantability—that is, salability—also arises in connection with implied warranty. If a buyer has had no chance to inspect, the seller is held to have impliedly warranted that the goods he sells are merchantable, and particularly is this so where the sale is made to a dealer to sell again, and where the buyer relies wholly upon the seller's judgment. Also to claim this warranty the goods must usually have been sold on description. In other words, the buyer must have been practically dependent upon the seller.

The rule of implied warranty is especially well established with sales of provisions for domestic use, which are always considered as being impliedly warranted as fit to eat, whether expressly stated to be or not. The courts also hold that there is an implied warranty that the following goods are fit for the purpose for which they are bought: Clothing, building materials, copper sheathing for vessels, cold blast iron, spirituous liquors, hair restorer, barges, barrels, packing boxes, machinery of all description, such as farming implements, stationary engines, furnaces, windmills, and mining pumps. The reason is

that all these are sold for the one purpose only, and if they are fit for anything they must be fit for that.

The courts are also particularly clear in holding that where goods are sold to a dealer to sell again, the seller (that is, he who sells the dealer) impliedly warrants that the goods are reasonably fit to sell again for the purpose for which made.

For instance, a manufacturer recently sold a client of mine a large quantity of molasses which contained a preservative substance that at that time was forbidden. Its presence made the molasses totally unsalable—unmerchantable—and the buyer had no difficulty in defending successfully against an action for the price, on the ground of breach of implied warranty.

The same rule applies to sales from retail dealer to consumer, but in neither case does it apply if the buyer and seller have equal means of knowledge as to the character and quality of the goods. The buyer is protected by the application of the rule only when he has less chance to know about the goods than the seller.

The rule as to implied warranty in the sale of food depends on whether the sale was made to a retail dealer to sell again, or to a consumer to be eaten. If the sale is to the dealer there is no implied warranty of soundness or wholesomeness. But if the sale is to a consumer the dealer is held liable on an implied warranty of fitness and wholesomeness. No express representation is needed in order to fasten this responsibility upon him. He is selling the food to be eaten and consumed, and it *must* be fit for that purpose if fit for anything.

In the sale of drugs there is a particularly strong implied warranty not only of fitness, but of identity—that the thing sold is what was ordered.

The method of proceeding in case of a breach of implied warranty and the method of estimating damages is practically the same as in breach of express warranty. The buyer may rescind, reject the goods and, if he has paid for the goods, recover his money, or he may keep the goods and recover the difference between what he received and what he should have received. The



application of this rule is not changed by the fact that the buyer may have resold the goods. He may have resold them at a profit and thus eliminated all question of damages, but that makes no difference. He can still recover the difference between the value of the goods ordered and the goods sent. And so where he has resold the goods at a loss that cannot be considered either. The measure of damages is still the difference in value.

(Copyright, March, 1910, by Elton J. Buckley.)

Question: \* \* \*, Pa.—There is a family here that has been running an account with me for some time, the mother's account being separate from the son's. Last November it was settled in full by the son. Since that time they have had a disagreement and the mother, who was a widow, married again, the son moving out and away into Delaware. The bills amount to \$175. They claim to be out of cash. The mother remains on the farm, which is in fair shape, but she claims to have but a life time right in it, the boys having shares or interest also under the will of the father. Can I make them pay the account, and must it be done separately?

Answer.—The proper advice to give you depends on who bought the goods; in other words, whom you regarded as the customer. If you had reason to consider the mother as the customer, and did regard her as the customer, then you have no action against anyone else, even though she is wholly irresponsible. Likewise if you regarded the sons as the customer.

If the mother is the customer, you must proceed against her, if against anybody. She may or may not be truthful when she says she has only the life interest. Examine her husband's will, which is on file and open to inspection in the Register of Wills' office at your county seat. If she has only the life interest, you can still proceed against her, get judgment, and issue execution against her interest or anything else she has.

If the son is the customer he should be the defendant, and you should then send the claim to some attorney in Delaware and get judgment on it. This judgment can be directed against anything he has in Delaware, or can be held in reserve until his mother dies and he comes into the pos-

session of the property in this State.

Question: \* \* \*, Michigan.—You will find enclosed advertising matter used with the clock scheme used by me.

Last Saturday I was notified by the Sheriff of the county that it was illegal and would have to be stopped on the ground that it was a lottery.

Now, you will notice that these tickets do not cost the customer even one cent. The only consideration is that they buy 50 cents' worth of goods, which entitles them to one ticket.

Answer.—Unquestionably this clock scheme is a lottery. The plan is completely described in the following extract from the advertising matter:—

With each cash purchase of a certain amount you make at our store we will give you a card on which the time of day is stamped. Bring cards to our store on the date and time specified thereon, and a complete dinner set or a complete 26-piece nickel silver set will be given to the person holding the card on which is stamped the nearest correct time the clock stops at.

The plan is a lottery because the holder of the ticket does, in spite of what you say, pay for his chance. The consideration that he gives for it is the purchase that he makes at your store, and there are repeated decisions that this feature makes a plan a lottery just as much as if the money was paid for the chance alone.

If you will give a ticket to everybody who will call for it, whether customer or not, the scheme will become perfectly legal.

Question: N. H. Breckenridge, Vermontville, N. Y.—I am about to extend my order route into new territory where I do not know the people personally. As a part of the business will have to be done on credit I would like to have a paper for them to sign, one that would answer as a note or lien, or both; one in which they would waive their right to the exemption laws of the State of New York.

I would ask them to sign the note or paper before I would extend them credit.

Of course, if they did not care to sign it I would not care to give them credit.

I would be glad to have you print such a note in your next issue of the "Grocery World and General Merchant."

Answer.—Exactly what you want was contained in an article published in the "Grocery World and General Merchant" of Janu-

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

We guarantee this plan to sell **Skipper Sardines**. Isn't that worth investigating?

**Angus Watson & Company**

SOLE PROPRIETORS "Skipper" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



## How to Tell if Your Coffees Are Right

To get the best money out of your coffee department you must fit your coffees to your people. Sometimes only an expert can do this; the only way a grocer can tell whether he is doing it is by his coffee trade.

We offer you the services of our Wm. B. Harris, who is the coffee expert of the United States Department of Agriculture. If you will tell him what people and which coffees you sell he will tell you, and moreover he can tell you, whether in his judgment you are getting the best possible money out of your department. Write

**WILLIAM B. HARRIS COMPANY**

167 Front St., New York, N. Y.

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



ary 21, 1909, entitled "Guarding Against Impetuous Dead Beats." I have had a copy sent you.

Question: \* \* \*, Milltown, N. J.—1.—After a man has rented a store for two or more years, how much notice must be given him for removal?

2.—Does it make any difference whether the property changes hands?

3.—Is there any substitute for a judgment against debtors that may be given to creditor without process of law and be as binding as a judgment?

4.—Can you give me a good form for order on an employer by a debtor in favor of creditor?

5.—Is there any legal reason why an employer should not help a creditor collect bills from his hands?

6.—If a bachelor grocer dies without leaving a will, having one or both parents and one or more brothers and sisters living, what should be the proper disposal of his property in this State?

7.—Should a freeholder die without having made a will leaving widow and children (adults), would there be any disposal made of his property during life of widow?

8.—What after her death?

9.—Should a grocer quit business, will that interfere with the legal collection of his debts?

10.—Is it necessary for a man to have a lawyer and witnesses in order to make a will legal?

Answer.—1.—The length of the notice to be given depends on the wording of the lease. If the lease is for a certain period, "and so on from year to year thereafter" if not cancelled, then the same notice which the lease requires for

the original period applies also to the renewal period.

2.—It makes no difference whether the property has been sold or not, if it was sold at private sale. Such a sale is made subject to the lease.

3.—The only such substitute is a judgment note. This can be entered up as a judgment without suit and execution immediately issued.

4.—This should take the form of an assignment: "In consideration of the extending to me of credit by \_\_\_\_\_ for merchandise supplied to the extent of \_\_\_\_\_ I hereby assign to \_\_\_\_\_ all my right, title and interest in the sum of \_\_\_\_\_ at present owed me by my employer for services rendered (or which may become due me, etc.) to the extent of \$\_\_\_\_\_. I also covenant that at the date hereof no prior assignment has been made of the sum hereby covered.

Witnesses: \_\_\_\_\_ [SEAL.]

5.—No legal reason whatever. Still, most employers refuse to do it.

6.—His property would go to the parents first and the brothers and sisters afterward. That is, the parents would take the personal property absolutely, and a life interest in the real estate. After the death of both the brothers and sisters would take the realty.

7.—His widow would be entitled to one-third of his personal

property absolutely, and the balance would be equally divided among the children. In the case of real estate, the widow would have a life interest in one-third of it, subject to which the children would take it all.

8.—After her death the children would take all the real estate, but she could dispose of her third of the personal property as she saw fit.

9.—No.

10.—No lawyer is necessary in order to make a will legal, but under some circumstances witnesses are. It is always safer to have legal advice in such a case.

Question: "Anxious," Philadelphia, Pa.—Can I demand the right to see paper among the effects of a deceased person? The executor acknowledges it refers to me, but has practically denied me the right to inspect.

Answer.—An executor is given one year to settle the estate of his decedent, and until that time is up nobody has a right to claim anything in the ordinary case. The creditor cannot claim to be paid, nor can the heir demand to be paid his legacy. The chance is you must wait until the year is up.

#### Southern Jobbers Want Lower Express Rates on Samples.

The Wholesale Grocers' Association of New Orleans, La., is expecting a favorable decision from the Louisiana Railroad Commission on the matter of more reasonable express rates on samples. The question is now

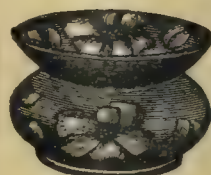
before the commission. The Wholesale Grocers' Association of New Orleans has been in correspondence with the Railroad Commission of Louisiana in re express rates in this State on coffee, sugar, rice and other samples that are forwarded by their members to the trade and otherwise between different stations. The Wholesale Grocers' Association has been of the opinion that the express rates on these items in Louisiana are excessive, unreasonable and warranted an investigation on the part of the Railroad Commission. The Railroad Commission of Louisiana has ordered the express companies doing business in this State to appear before them to show cause why an order should not be entered placing a maximum rate of 35 cents on all packages transported by them less than ten pounds in weight that contain samples of rice, sugar, molasses, coffee and other commercial products, such as sent to customers, etc.

### MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

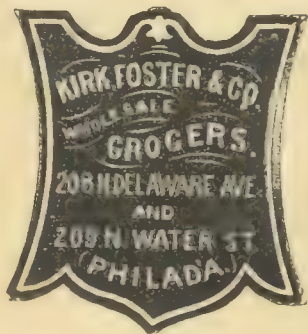


No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



## The Month of March

The first of the spring months, while groceries are in demand for 12 months of the year, each month brings forward certain lines that are seasonable and in demand.



**SYRUPS**—A special this week in a fancy Sugar Syrup, bright golden color, with a delicious sweet flavor, strictly pure. **Golden Sugar Loaf Syrup**, price 32c. per gal., don't miss this. We are having a good trade on Syrups, also New Orleans Molasses, it will pay you to anticipate your wants on Molasses, while the early Molasses is in the market and the weather is suitable to handle it.

**OREGON PRUNES**—We offer a lot of fancy Oregon Italian Prunes, nice black fruit, Golden Crown Brand. With the approach of the Jewish holidays the demand for this kind of fruit is increasing. All 25-lb. boxes, 40-50 at 7¼c., 50-60 at 6½c. and 60-70 at 5¾c.

**POULTRY FOOD—Scratch Food** 100-lb. bags, containing just the right assortment of grains and seeds, an ideal producer of eggs, per bag \$1.85. **Chick Food**, for little chicks, causes rapid, sturdy growth, 100-lb. bag, per bag \$1.95.

**ONION SETS**—Yellow and Light Red or all White, barrels contain 4 bushels each, 32 lb. to bushel. Write for prices.

**KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA**



# RETAILERS

## Should Sell the Genuine No. 2 Norway Mackerel


Count 220 to 250 to the barrel.

### Fat and Appetizing

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**



## Your Reputation is at the Mercy of Butter

The winter's nearly over—how has your butter trade made out?

Here's a flat and positive statement:—If you have featured **Gurnse** butter during the winter you have probably sold more butter than you ever sold before—all other things being equal, and without a solitary complaint.

If you believe that's simply talk about our own goods, ask some grocer who has sold **Gurnse**.

Even if you got complaints about **Gurnse**, they would lose you nothing; for we authorize you to give back the money in every case. But it's as certain as anything can be that you won't get them. **Gurnse** is a perfect butter—a gilt-edged dairy butter that we make under ideal conditions in our own dairies.

Your reputation is at the mercy of any butter you sell. **Gurnse**, at least, will never betray you.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—39 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.

## "Lustre" Wide Mouth Fruit Jar



**WIDE MOUTH**—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

**MACHINE MADE**—Insuring uniform thickness and smooth edges.

**LIGHTNING TRIMMINGS**—Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.

The "**LUSTRE**" **RED JAR RING** made from the finest rubber, extra thick and sure to seal. All our "**LUSTRE**" Jars are equipped with the "**LUSTRE**" Ring.

**CAUTION.**—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

**REMEDY.**—Buy nothing but the "**LUSTRE**" trade mark Jar and your customers will be satisfied.

Write for prices on the "**LUSTRE**" Jar, and the thick red "**LUSTRE**" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "**SANICAP**" Jar Top.

**R. E. TONGUE & BROS.**

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

## Fairbanks Lion Brand Canned Meats

under which Morris & Co. have always packed their Canned Meats will hereafter be known as

### MORRIS & CO.'S SUPREME BRAND

thus bringing all of Morris & Co.'s high grade food products under the same label. Quality remains the same—*the best*.

**W. A. MILLAR & CO.**

2d and Willow Streets, Philadelphia Agents



THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

The Frank S. Wait Co., of West Virginia, send in a clipping of a large newspaper advertisement which he appears to have had inserted in his local paper. It is a large advertisement, certainly large enough to be seen, measuring sixteen inches across five columns. I have had it photographed and reduced and here present it:—

est prominence. I don't like them, for to me they seem opposed by every principle of logic and common sense. What reason would Mr. Wait give me if I were to ask him why he didn't set his name in smaller type and put it at the bottom? "Because I want everybody to know it is my advertisement," he might say. In the first place, how does that bring

whose it is. But if there is any advantage there are other much more interesting and striking ways of earmarking the advertisement as your own. Use a special style of display, like Wana-maker does. Or its very size might trade-mark it. I contend, however, that no special earmarks other than these, at least, are necessary; the thing to do is to present the advertisement so it will appear interesting and actually be interesting. If that is done all other considerations become superfluous. It makes little difference whose advertisement it is—it will get results just the same.

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My second criticism of this advertisement is that too much space has been given to the introduction. Just about one-third of the whole space is devoted to praising up the sale. The second paragraph of the introduction I believe to be as much a waste of space as anything could be. In special sales I have never found it good policy to waste time and space in long introductions. If the sale is what it is claimed to be, let it speak for itself, and let it start in just as soon as possible. Of course, it must be announced, but let it be done with one or two sweeping sentences, such as this:

I note that the advertisement lacks information which in my judgment it should have had. For instance, the cheese paragraph should have contained some names of grades and prices. Every grocer sells "cheese." The price of the New Orleans molasses should have been given. In the paragraph headed "Jelly, 10 cents a pound" it would have been stronger to compare the bulk price with the price of the same grade in packages. For instance, a line at the end saying: "Precisely this grade of jelly packed in glass would cost you 15 cents a pound." Mr. Wait says the consumer gets twice as much for her money, but he could make that statement much stronger by using actual figures and proving it. I think it would have also been better to name the leading brands of tobacco sold six papers for 25 cents. "Any kind" isn't specific enough.

#### MAGAZINE NOTES.

It is quite evident that age cannot wither, nor custom stale, the infinite variety of "Lippincott's Magazine." Each month it bobs up serenely with a first-class complete novel, seven or eight entrancing short-stories, and a wealth of miscellaneous matter, all timely and readable. There may be dull lines here and there, but they are lost sight of in the general excellence.

The March issue opens with a romance of the automobile, "The Sub-

FRANK S. WAIT CO.

The Cash Grocers

Set prices for a Special Sale that startles the eating public in Brooke County. Why? Because they buy and sell strictly for cash. It is true that wages have not advanced in proportion to the advance in living necessities. But we offer you such prices in the eating line at this sale that no family can afford to miss taking advantage of same. Bring in your nickles and dimes and see what they will buy. You hear competitors say: "Wait does not sell cheaper than we do." But compare prices—your eyes are your market, and figures will not lie. The secret is the cash.

We have long been recognized as the leading retail grocers in the upper Pan-Handle. Others deal with us, why not you?

#### THIS SALE FOR SATURDAY AND MONDAY ONLY.

Silver Cow Milk, 7 cans, . 25c	Mason's Stove Paste, box, . 2c	Gallon Jug Catsup, . . 42c
Hershey's 1-4 lb. can Cocoa, 10c	2 lb. can Tomatoes, . . 5c	15 bars Laundry Soap, . 25c
Navy Beans, lb., . . . 5c	Prunes, lb. . . . . 3c	6 lb. sack Buckwheat, . 23c

For the Husband—When buying your groceries from us, buy his Tobacco. We give six 5c papers of any kind for . 25c

**Quaker Corn Flake**  
2 pkgs. for 15c  
A dainty cereal for breakfast.

Remember we have the **Cheese**

reputation. We do not sell the cheapest Cheese made, but we do sell you the Best Cheese on the market for the same price.

We have just tapped a fresh barrel of fine **Sweet Cider**

which we will sell you at . 35c a gallon or . . 10c a quart.

**Jelly, 10c lb.**  
Buy it in the bulk; you get twice as much for your money and do not pay for the package.

**Swift's Pride Laundry Soap**  
3 1-2c bar

Do not forget we are the only grocers who have the old fashioned

**New Orleans Molasses**

to sell you out of the barrel.

#### PENNANT FLOUR,

a sack 80 cents

Milled from the highest grade of Minnesota Spring Wheat, and we do not charge you 10c extra for our name. Use it once and you will use no other. A coupon with every sack. For 6 coupons we give you a nice china Plate.

**Our Motto:** "Give you all we possibly can for your money."

You see and hear our name everywhere.

**BUY EARLY**  
To save any disappoints.

FRANK S. WAIT CO.

Stores: Wellsburg and Follansbee, W. Va.

Bell Phone, 31; Home Phone 86.

Bell Phone, 19-J

## Two Days of Relief from High Food Prices

These values are the result of some extraordinarily fortunate buying and a little extra profit-paring on our part. They speak for themselves; cash only.

**For Saturday and Monday only.**

The nine prices which now have the position of honor I should have put after the paragraphs which have a text. The three panels at the bottom of the column headed "Pennant Flour" I should have omitted. They are all of that type of matter known to advertising men as "slush"; in other words, stuff that has no pulling power whatever.

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There isn't enough persuasive reading matter in this advertisement, in my judgment. Had the introduction been cut down there would have been room to say a few lines about everything advertised here. In a number of cases

stitute," by Eleanor M. Ingram. This is a remarkable piece of fiction—remarkably interesting, remarkably realistic. There are thrills all through it, and the description of the motor race at the end is so vivid and enthralling that it affects one very much as would one's actual presence at the track. The characters are all splendidly depicted, and the love interest is wholly charming. "Lippincott's" has published many fine novelettes, but there is no question about "The Substitute" ranking among the very best.

Nor are the short-stories a whit behind the novel in point of excellence. They are "The Smile of a Lady," by Owen Oliver; "Transients in Ninevah," by Will Levington Comfort; "A Bargain in Rugs," by James Raymond Perry; "The Hills of Dawn," by Mabel Nelson Thurston; "Going Up," by Ella Middleton Tybout; "The Case of David Giddly," by Ellis O. Jones, and "The Hold-Up," by Roscoe Gilmore Stott. "Short-Shrift," a dramatic burlesque by John Kendrick Bangs, is in this well-known humorist's happiest vein.

This is another of those advertisements with the name and address given the position of great-

any particular benefit? If the advertisement looks interesting it will be seen and read, no matter



# *The Hamilton Corporation,*

*Charles E. Barker and E. Hamilton Bankers*

GENERAL MANAGERS

*Guaranteed Resources \$1,000,000.00*

*Executive Offices 29-35 West 32<sup>nd</sup> Street*

*New York*

March 3, 1910.

Grocers:-

Retailers make more money. We have a plan to increase retailers' profits on standard goods.

The attractive part of our plan from the retailer's standpoint is that the expense falls entirely on the manufacturer instead of the retailer.

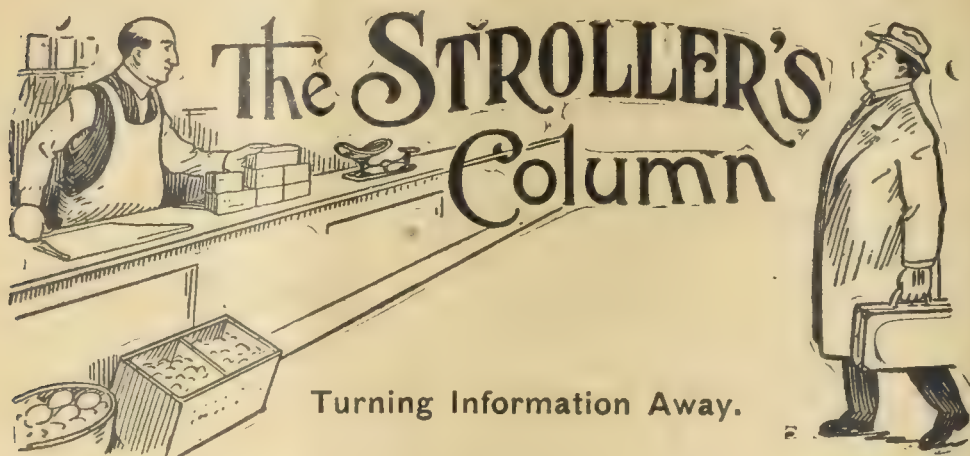
You write us for particulars with the understanding that you can't spend a dollar with us even if you want to. We simply tell you our plan if you want to make more money, and if the plan seems good to you, you say so, and if it doesn't, you say so. Write us quick if you are open for new ideas.

THE HAMILTON CORPORATION,



General Manager.





I saw a little squib on the cover of the "Grocery World and General Merchant" a week or two ago that stuck in my craw. I don't remember just what the words were—I can't talk in that sort of language anyway—but the upshot of it was that the retailer who shuts salesmen off is a chump, or words to that effect.

Of course, I'm a salesman, and maybe I'm biased on the thing, but I ain't biased when I say that the traveling salesman is the best friend a retailer can have.

When I say traveling salesmen I don't mean all of 'em. Now and again a fellow will come along who's thinking only of himself. He don't care a hang how the retailer he sells to gets along, so long as he gets his order. But a fellow like that soon peters out or changes his ways. There ain't one hairpin like that among the whole lot of fellows who have been on the road for ten or twenty years. You've got to be different from that if you last on the road; that is if you're going to see the same people all the time.

Why, I know wholesale grocery salesmen that honestly darned near run some of the retail stores they call on. Run the buying, anyway.

Let me tell you something I heard in a retail store up in Scranton only a week or two ago. I was in there talking with the proprietor, when a salesman for a Philadelphia wholesale house came in. I've known Bill almost as long as I've been on the road. He ain't any world-beater, but he's a safe, honest fellow and as steady as an old horse. And he sells goods, too, don't make any mistake about that. He has some stores that he has sold the bulk of their stuff to for twenty years.

"Hello, Charlie," he said to the proprietor as he came in, "how's your list to-day?"

"Go look," said the grocer, and Bill went back and made up his own order. I don't know whether he made the whole order up, but he sure did some of it.

"I see that new pineapple hasn't gone very well," he said as he came back.

"No, not as well as we expected," said the grocer.

"Are you going to be able to get rid of the rest of it?" asked Bill.

"Oh, yes," was the reply, "I can work that off, I guess."

"Well, if it don't go any better I wouldn't buy any more," said Bill. "It's funny it didn't take better; that's the best brand of pineapple I ever sold."

"Say, Bill, how about tomatoes?" said the grocer. "I see they're getting a little stronger. Maybe I can make a few dollars by loading up."

Now, right here let me butt in. There was a chance to sell at least ten cases of tomatoes, maybe more. The grocer had half made up his mind he wanted to buy and it wouldn't have been Bill's fault for a minute if he had grabbed the order. But this is what he said:—

"I wouldn't buy any. I don't think they're going up much. I'll remember you, though, and if I see they're likely to I'll put you down for a few cases."

Now, I claim that's exactly the same thing as having a high-priced buyer for nothing. One salesman tried to tell me once that a salesman who did that wasn't loyal to his house; that he was sent out to sell goods, and it was up to him to sell all he could.

"Yes," I said, "and it's up to him to hold the trade, too. How many times do you suppose the average retailer is going to stand being loaded up with goods that tie up money and don't make him anything? Why, even if it wasn't the salesman's fault—even if he only sold what the buyer thought he wanted, the average retailer

would get sore mighty quick if he got dumped very often."

"That wouldn't be the salesman's fault, would it?" he said, "the salesman ain't doing the buying, is he?"

"In the cases where he holds the trade the longest he pretty near does it," I said. "The salesman that looks out for his customers that way holds 'em, and is the best man for his house in the end."

It's only the very young retailers that don't realize this; the old fellows stick to their regular salesmen like brothers. Why shouldn't they? They're getting something out of 'em all the time. They're getting information that they couldn't get in any other way, and from the right sort of salesman they're getting protection against fool buying. You take any one of the old fellows that have been out for a good while, and he won't let his customers buy stuff they oughtn't to buy. He wants their business, but he needs it after this week as well as this week.

So whenever I hear a young squirt say to a salesman what one of 'em said last month to one of the oldest and best-posted men on the road, I say to myself, "you'll get yours, my boy, and it won't be long coming."

This young fellow had taken a job as manager for a branch retail house. He had come from another town and was having his first confab with a salesman that covered that town regularly. This concern only has a few stores, and the manager of each branch buys some of his own goods.

The salesman in this case knew all about the territory and he was used to giving his opinion and having it respected. The last manager thought the world and all of it.

The new manager was talking about buying something that the store hadn't been handling.

"I don't believe that would go here," said the salesman.

"It isn't what you believe about it, it's what I believe," says young chesty, and looked around at me so's I'd hear it and know me place when it came my turn.

Why, after that I wouldn't have given that fellow any information to save his soul! He couldn't manage a hen house for me—a

fellow that shuts his ears to good information such as he could get from a well-posted salesman ought to wag his ears a couple of times more and then go out and eat a thistle.

North Asbury Park, N. J.,  
February 22, 1910.

Dear Stroller:—Enclosed find a bill that I sent to one of my customers. You will see my polite request when wishing a payment; also note the reply that I received. Kindly advise me through your columns how you would answer his request.

Yours,  
FRANK IVES BULL.

By George, but there must be some low-down people in North Asbury Park.

Mr. Bull's bill was for \$59.21, and on the bottom of it he put this snappy little rubber stamp:—



Certainly nothing sharp about that—just a decent little way of asking for what's yours. But the dog who owed the money answered it by drawing this picture (probably of himself) on the bottom of the bill:—



Mr. Bull asks how I'd answer it. I don't know. It would depend on the character of the dog I had to deal with. A fellow who would give an answer like that simply because he was asked to pay for the food that had kept his miserable carcass alive would defile the walls of his own home!

THE STROLLER.

Florida beans are still rather scarce and high. The range, however—\$2.50 to \$3.50—is somewhat below the highest point. The quality of much of the receipts is not extra and the demand is good.



# CERTAIN SAMENESS

Each lot of any Coffee you buy from us is exactly "like the last." When your customer says, "We liked the last Coffee," you know she will like the next just the same. You don't get "steady" trade with low prices; you get it with quality. Price customers jump around like grasshoppers; quality customers stick.

Our goods will get you the **right kind** of trade, and you won't lose any profit either.

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us

## It's Time to Begin Pushing Clicquot Club Ginger Ale



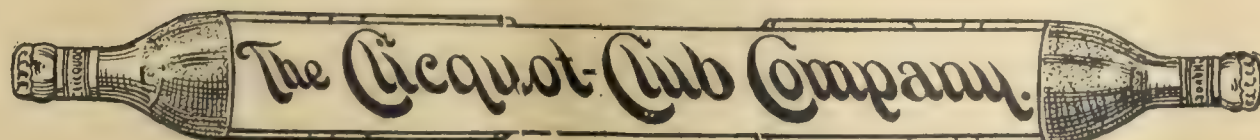
This is a good time of year to introduce CLICQUOT CLUB GINGER ALE to your customers because its fine quality will keep them buying it all the year around. CLICQUOT CLUB has a delicately grateful flavor and a refreshing quality different from any other, and your customers will appreciate it just as other dealer's customers do everywhere. It *outsells*—because it *excels*—the finest imported ginger ale. You *want to* handle a ginger ale that sells like CLICQUOT CLUB and the only one that does *is* CLICQUOT CLUB.

Is non-astringent, contains no preservatives. Has no sharp bitter taste.

Is highly carbonated. Purity absolutely guaranteed.

A pint bottle holds two full eight ounce glasses.

CLICQUOT CLUB GINGER ALE IS THE  
 BEST ADVERTISED IN THE COUNTRY



Millis, Massachusetts





In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

CONDUCTED BY IVAN P. THOMPSON

#### An Easter Window and an Easter Plan.

Easter is a season of delight to children, inasmuch as it brings in its train a retinue of chickens, rabbits, colored eggs of all descriptions, and, of course, candy. Now, what interests children will of necessity interest parents—especially mothers.

With this condition of affairs in mind I make the following suggestion for an Easter window, or rather, the "getting up" of an Easter window:—

With a view to dressing your window to look like the picture, follow the directions carefully. First make a chicken—I will tell you how later on. Then exhibit it with a notice that by the following Saturday you want all the chickens you can get to put in your window and that the child who sends in the best one will receive a prize.

Your own chicken should be a large one, and the children should have the privilege of looking at it closely. Also it would be a good idea to cut out of the paper in which this article appears the directions and diagram that go with it. You might cut these out, paste them to a card and place it next to your chicken. You could add that a second prize would be offered if the amount of chickens competing reached a given number and that a booby prize would be bestowed upon the child whose contribution was the worst, or you might say, diplomatically, the funniest.

Now, the first and second prizes I would leave to you. But I will suggest the booby prize later on.

By the way, let every child write its name on a little card and fasten it to its chicken by means of a ribbon pushed through a hole

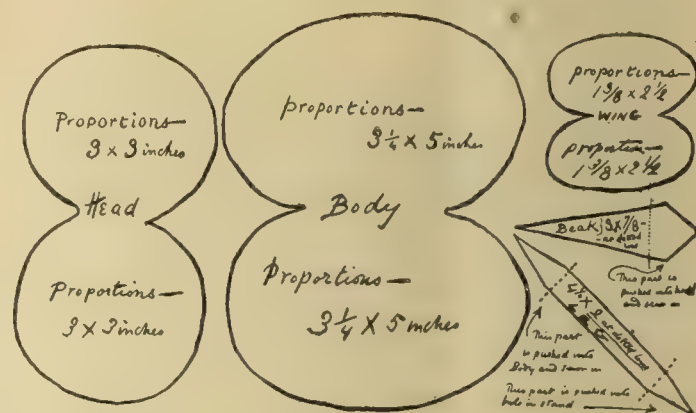
in the card and tied around the bird's neck.

As to the window, we will suppose you have your chickens sent in by the contestants and ready to be used. Make a ground of brown paper and on this strew indiscriminately some straw, excelsior, earth, the leaves of cabbages, radishes, and anything you fancy might be dumped into a barnyard and that you have handy. In the right and left corners describing from the front to the back of your window place eggs, some red, some blue and some white. To the left centre, a little way back, place a pan of corn—split corn if possible—and around it group some chickens as if eating. In the back part of your window place a chicken coop in the position seen in picture. Build this of two boxes on end, the front one showing the aperture left by

the removal of the lid. In this opening place a glass bowl of water in which are submerged half a dozen eggs that have been treated as follows: Hold the eggs, one at a time, of course, over the flame of a candle, or preferably, a smoky kerosene lamp flame until it is completely covered with lamp black. When placed in water the eggs will have a metallic sheen, as if they were silvered over. When removed from the water the coating of soot will be found remaining upon the eggs and they will be as black as they were before being placed in the water. The water cannot penetrate the layer of black, therefore merely adapts itself to the shape of the object immersed without coming in contact with its surface

coop, which has no roof as yet, take the lids of four boxes and place them in the position indicated in sketch and cover with paper the triangular hole formed by the lids and the top of the front box. Inside the coop and under the bowl of silver eggs place straw, etc., and let your own chicken take up its position outside the coop and between it and a pan of water with a few chicks around it.

Back of this build a fence with a sign on it after the manner of the one in the drawing. Build this of box lids or anything answering the purpose. Now set, if you can, some branches and stick them up behind the fence to get a truly rural effect. You might tie some bunches of parsley to the



and reflects light as perfectly as a mirror.

These eggs, I think, would make a good booby prize, and its recipient should be made to take the eggs out of the bowl in the presence of the other participants in the competition.

But to get back to the chicken

ends of the twigs, or some leaves, or some bunches of green crepe paper to avoid the appearance of bareness. You might even add a little bird (of your own making or that of some juvenile friend) perched upon a bough to make the window picture still more lifelike.

The question as to who gets the prizes should be decided by vote. The child whose chicken has the most votes gets first prize, the one whose chicken gets the next number of votes receives the second prize, and the little feller who gets the least number of votes may find consolation in the silver eggs.

You might, if you felt like it, announce that with a 5-cent purchase the customer obtains the privilege of voting once, then and there. You might have some blank cards or a small pad upon which the voter could write the name of the child whose chicken he or she wants to vote for. So far so good. Now to tell you how to make a chicken without the assistance of a hen.

Get some canton flannel; the amount depends upon the size of the chicken you want to make.







## Cash in on Our Big Advertising of Hunt's Quality Fruits

If your customers appreciate the finest quality, order a supply of

### HUNT'S QUALITY FRUITS

The Kind That are NOT Lye Peeled

from your nearest distributor and then let your customers know you are handling the finest and purest canned fruits in the world—"we Can the Flavor as well as the Fruit"—luscious ripe fruit, knife peeled, and nothing else in the can but pure cane sugar syrup. The cans are beautifully labeled in Red, White, Blue and Gold—display them in your windows and on counters—the beauty of the labels will help sell the goods. Sales will begin at once because we're advertising **Hunt's Quality Fruits** in Ladies' Home Journal, Saturday Evening Post, Delineator, Woman's Home Companion, Munsey Magazine, etc. The sales will never stop because they are won and held by quality. All you have to do is handle the sales we are sending to you and pocket your profits.

We'll send you beautiful calendars, window dressing material and samples of our advertisements. Paste these sample advertisements on your window and they'll appeal at once to anyone who has seen them in a magazine. Everyone who has tried these fruits is perfectly delighted with them. They will bring you many pleased and satisfied customers—thus increasing your business enormously. Write us for full particulars and a complete list of distributors.

## HUNT BROTHERS COMPANY

San Francisco, California

**Largest Cannerns of Highest Grade California Fruits**

#### Distributors of Hunt's Quality Fruits.

PENNSYLVANIA:—Githens, Rexamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville. OHIO:—The Chas. C. Higgins Co., Cleveland; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seeman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.

# Sorority Chocolates

## ARE THE CANDY SUCCESS

Sorority Chocolates "Taylor Made" have been advertised so widely and persistently they are the standard of quality for all candy lovers. People are eager to buy them on account of their fine quality and the beautiful artist's proofs of "Sorority Girls" and solid sterling silver teaspoons we give as premiums. With candy of such quality backed up by liberal advertising you can soon have a profitable candy department bringing you many dollars of extra profits you are not making now. We have beautiful electric signs, window dressing materials and other help for you. Write for our proposition.

## Taylor Brothers Company

MANUFACTURERS OF THE CELEBRATED HONEY COMB CHOCOLATE CHIPS

Battle Creek, Michigan



Get it a light yellow in color if possible. Its rough exterior will give a downy effect. Cut it out in the same proportions. I don't mean the same size necessarily, you understand, as the diagram. This will allow for the seam and the breadth. For instance, cut the chicken's head the shape of the figure eight, say, 3 x 3 inches each part. Then double and sew up, leaving an opening, as if you were making a bag. Stuff this bag tightly with anything you like—excelsior, cotton batting; anything as long as it is not heavy. In the opening place the large end of a piece of wood whittled into a roundish wedge and sew up the gap, leaving about 3 inches protruding to form a beak. Sew a black shoe button in the middle of each side of the "bag," and lo! your chicken has a head.

In the same proportions as in the diagram cut out your body, but when it is well stuffed sew the bag up all around. Sharpen two sticks, whittled round, at each end. One end push into the body where there has been no need of sewing, and sew it firmly to the body. The other end push firmly into a hole (made by gimlet or anything you like), of which there should be two, at a little distance apart in a block of wood intended for a stand for your chicken. This block should be solid enough to bear the weight of the bird and prevent it overbalancing onto its head. The legs should be exposed for at least 4¼ inches and should be half an inch thick. The rest of the sticks or legs should be at one end, in the "tummy" of the chicken, and at the other in the hole in the stand.

The wings should receive the same treatment as the head. Now then, the head is firmly sewed onto the end of the body and the little wings are firmly stitched one on each side of the body and the legs firmly planted in the stand. Then you may put your handiwork on your counter, step back a pace and, putting your thumbs into the armholes of your vest, tilting your head back slightly and somewhat on one side and sticking out your chest say: "I made that chicken."

California asparagus of fine quality is offered at \$12 to \$15 per dozen. The demand is very light.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Condensing Shelf Room.**—Not long ago I happened into a store and saw a helter skelter arrangement, especially on the shelves. One shelf was taken up with something like forty cans of potash, another was jammed full of Royal baking powder, another was entirely taken up with one brand of molasses. This is all wrong. A dozen of any of these is sufficient, nicely faced and even with the edge of your shelf. Condense things—especially back of the working space. It saves hundreds of steps. Step saving is time saving. Be sure and have a ticket over every line of goods. Keep the ready sellers right at hand and keep the goods that there is a profit in continually on display, changing the location once a week. Sometimes on the counter, sometimes in the window, sometimes arranged on the floor. Get your customers familiar with the goods. It's next best to printed matter. It impresses. It brings the real thing under their eye. It shows you mean business.

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**Never Talk "C. O. D."**—When you have finished taking an order figure it up and tell her the amount. Never say "Shall I send it C. O. D.?" Get the money. I don't infer that you should show any unpleasantness about C. O. D's. But just take it that it's a spot cash order. C. O. D's take the driver's time. Takes the bookkeeper's time, and there's an uncertainty about the woman being home anyway when the goods arrive. It's one of those little things that need tact. You're doing good work when you break the habit.

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**The Sick Habit.**—This isn't the place to exploit my own notion of sickness, but I will say, and I say it from many years of actual observation, that in many cases it is largely a habit. Be ashamed to

admit that "tired feeling." Don't go on record as an absentee because of an apparent out-of-order stomach or a little whirling in your head. Jump out of bed in the morning and shake yourself and get out into God's pure air, saying, "This is a day of health and success for me." Get away from the "sick habit" or some day you'll think it's reality instead of error.

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**Ever Serve Butter?**—If you have a good butter that you want to push I believe the best way to do it is to serve it on a plain cracker. Don't you know it's hard for a woman to get away from that argument? If you've got the goods, young man, there is no excuse for her going elsewhere for butter and paying you her good money for other things. Supposing she has her "butter man," and supposing he is a good fellow, that doesn't enter into it from your side. The boss needs that end of her business, and he'll get it, too, if you're up to snuff. That's all.

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**Don't Do It Again.**—We have all our little or big bunch of mistakes on record. Such is life. But the fellow that makes them the second and third and tenth time is a fool. A mistake is the most effective education we get. The man that accepts it in that spirit is safe. Make up your mind that "that thing won't happen again." Don't care what the nature of it may be, shun it as you would shun the devil. That's the way and the only way to turn the trick. That's what shows brains and stamps the man—a man.

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**Be Intelligent "Grocer Boys."**—Read every page of this publication, ads. and all, week after week. Read the crisp, scholarly, instructive editorials. Read the New York letter; the articles on the pure food question; the market conditions; the correspond-

ence. Be glad that you have such a medium for a business education. I was ten years in the business before I even saw a grocery paper.

**Packers to Show Cause Why Their Books Should Not Be Produced.**

Prosecutor Garven, of Hudson County, N. J., was on Wednesday granted by Justice Swayze, of the New Jersey State Supreme Court, an order to compel the officers of the National Packing Co., Armour & Co., Morris & Co., Swift & Co., to bring within the jurisdiction of the New Jersey Supreme Court forthwith the minutes of the stockholders and directors of these corporations. The purpose is to show what directors attended the New Jersey meetings, so that an effort may be made to extradite them. The order granted on Wednesday was argued Saturday. It does not compel the packers to produce the books, but only to furnish reasons why they should not.

A bill which, if passed, would declare the members of the National Packing Co. fugitives from justice and compel their extradition to New Jersey to stand trial for alleged illegal combination and monopoly, was introduced in the National House of Representatives on Tuesday last by Representative Henry (Dem.), of Texas, a member of the House Judiciary Committee. The Henry Bill provides that the demand of an executive authority of one State upon that of another State, and accompanied by a copy of an indictment or affidavit shall be "indisputable proof" for the authorities to act upon. It also provides that the order for the arrest of a person wanted under those conditions "shall not be inquired into, modified, disputed or invalidated in any court or tribunal of the State or Territory to which such person has fled or in which he is found, nor shall any such court or tribunal have any power to release such person for any cause."

Bermuda potatoes have advanced partly because of shorter supply, but mainly because of improved demand, due to the oncoming spring. The present price for No. 1 is \$7 to \$7.50, and No. 2, \$5.50 to \$6.50.



## Could You Sell More Fresh Eggs?

Would you like to get in direct touch with a nearby poultry man who seeks a year around market for his full size, white, clean and fresh eggs?

I am in correspondence with high class poultry men in all parts of the United States and Canada—who seek a market for their eggs through the medium of my "Farmsealed" Carrier.

I am advocating the distribution of these eggs through the Grocers.

These Poultry men agree to pack only full size, white, clean fresh eggs into "Farmsealed" Carriers, and seal same under their own guarantee. As they buy these Carriers from me I furnish them with the name and address of substantial Grocers supplying high class trade.

"Farmsealed" Carriers hold one dozen eggs each, and 30 of them just fill the common case. They are attractive. Your customers would gladly pay more for eggs packed in them than for eggs in the bulk. The poultryman's name and address is printed on each, and yours too if you wish it.

If you would like to examine a "Farmsealed" Carrier send 6c. in stamps to the manufacturers—Central Egg Carrier Co., McGraw, N. Y.

Under my contract with the manufacturers, I cannot sell this Carrier to any but Poultrymen.

No dealer can purchase this package except filled with "Farmsealed" Eggs.

Would your customers like eggs of this description? Wouldn't you like to handle eggs in this way? No packing, no repacking, no handling. Handle them just the same as other package goods—receiving a fresh supply regularly.

Write me how many dozen you can handle daily, give three references as to your responsibility and within a very few days I will supply the name of a Poultryman whose supply will fill your demand.

Then you can take up the matter with him. You will have my assurance that he is responsible. He will likewise have confidence in you. You can then fix the matter of prices and terms direct.

Address F. H. FREEMAN

Farmsealed Eggs = = = Box 741

BINGHAMTON, N. Y.



Pat. June 14th 1898.  
Cut shows Cabinet open ready for use.

## SYSTEM

It is system that brings us the seasons; it is system that controls the heavenly bodies and it is system that brings the earth the sunshine and the rain.

You have a method of keeping your accounts and your books—one that you have thought out yourself. We grant you it is a good method.

But we believe you will recognize the superior advantages of our "Kirkwood Short Account System" which requires no bookkeeping. It handles the accounts with one writing. You can tell at a glance what each customer owes.

Credit sales are handled as rapidly as cash sales.

The account is posted before the customer leaves the store.

The account is ready for settlement at any minute, without making another figure.

You save hours of labor and useless expense of time in handling accounts.

If such a system appeals to you, write us for Catalogue and prices.

**E. C. Fell Mfg. Co.**

1112-1114 Sansom Street, Phila. Pa.

ESTABLISHED 1808

# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia



# THE GROCERY MARKETS

## Tea.

The tea market has been extremely slow during the past week. The demand has been from hand-to-mouth only, and only in a small way for that. There has been no special softening of prices, however, though at the present writing values are no more than steady.

## Coffee.

The coffee market has been extremely dull during the week. The consumptive demand has been fair, but from first hands the current business has been very light. Nevertheless prices have remained steady to firm, and in some cases strong. No. 4 Santos, for instance, a standard grade, is very firm and holders are predicting further advance of  $\frac{1}{2}$  cent in the near future. If it comes that will make a total advance of  $\frac{3}{4}$  cent within a few weeks. Actual scarcity is the explanation. Mild coffees are still firm, though some large holders asked for slightly reduced bids during the week, especially on Maracaibos. The stock of the latter coffee is much below normal for this season of the year. Mocha and Java are unchanged and quiet.

## Sugar.

Raw sugar has strengthened during the week, and sales have been made at a slight advance. The refiners advanced refined sugar 10 points, or to 5.25 cents for granulated, but continued for some time afterward to take orders at the old price. The general demand for refined sugar is dull.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is in fair seasonable demand at ruling prices. Sugar syrup is absorbed as fast as made at full prices. Molasses is dull, but good grades are still very firm.

## Fish.

There has been practically no change in mackerel during the past week. Small sizes continue firm and wanted on a basis relatively above larger fish. Cod, hake and haddock are in fair de-

mand at unchanged prices. Salmon is quiet but firm. As to sockeye and red Alaska, there is nothing to sell in first hands, and prices in second hands are very firm. Domestic sardines are exactly where they were a week ago, one or two holders continuing to quote basis of \$2.50 for quarter oils, f. o. b., while the majority ask 10 cents more than that. Imported sardines quiet and unchanged.

## Canned Goods.

Tomatoes are absolutely unchanged from a week ago. The spot price is entirely unchanged and the demand is light. Futures are likewise unchanged and very little business is doing, largely because there are very few offerings at what buyers consider acceptable prices. Spot corn is in fair demand at unchanged prices; futures fairly active at ruling figures. Spot peas are in moderate sale at unchanged prices; futures quiet and unchanged. Apples are unchanged on last week's basis and in light demand. Eastern brands of peaches dull at ruling figures. California canned goods selling in a spotty way at unchanged prices. Small Maryland canned goods are unchanged and for the most part dull, except for baked beans, which are active.

## Dried Fruits.

Prunes show better demand, but no change in price. Peaches are only moderately active at ruling prices. Apricots dull and unchanged. Raisins weak and neglected. Currants in fair demand at unchanged prices. Citron, dates and figs dull and unchanged.

## Beans and Peas.

Domestic pea beans show about the same prices ruling last week, though a slight concession can be obtained from some holders. Imported are quoted up to \$2.20 for old and \$2.25 for new. The demand is light. Domestic marrows are unchanged and dull; imported still out of the market. California limas show another sharp advance. To come forward the coast quotation is now equivalent to  $5\frac{1}{4}$  cents delivered in the East,

which is 5 points advance over about three weeks ago. Goods can be bought on spot, however, at 5 cents in a large way, although the market will doubtless go to the higher figure. All grades of split and dried peas are in fair demand at unchanged prices.

## Butter.

The butter market has been very active during the past week, and in consequence there has been an advance of 2 cents on all grades. The trade has been mainly for consumption. Stocks are much higher than usual for the season, and a continued good demand at firm prices is expected.

## Eggs.

The receipts of fresh eggs have increased very materially during the week, and as a result the price has declined 5 cents per dozen. The receipts are not more than normal for the season, however, and the quality arriving is very good. Present prices are also about normal. The demand is entirely for consumption and is on a clean, healthy basis, being wholly dependent on fresh receipts, as storage eggs are exhausted. This year's holders lost much money on their holdings of storage eggs. From now on the receipts will probably continue good and the demand active.

## Cheese.

There is a very firm market for fancy full cream cheese, stocks of which are very light and considerably under normal for the season. Under grades are relatively a little more plenty and show a range of prices a little wider than usual. The demand is chiefly for high-grade goods.

## Provisions.

The market on everything in smoked meats has taken another advance during the week— $\frac{1}{2}$  to 1 cent per pound on all cuts. The supply is very short for the season. Smoked meats are to-day selling for more money than for many years. Pure lard is also  $\frac{1}{2}$  cent higher and compound  $\frac{1}{4}$  to  $\frac{1}{2}$ . Barrel pork, another hog product, has advanced 50 cents per barrel. Dried beef and canned meats are unchanged and in moderate demand.

## INDIVIDUAL MARKET REPORTS.

### Rice.

The market during the week has been rather quiet, although fair demand is reported from local and out-of-town buyers. As immediate delivery or shipment is insisted upon, it would indicate comparatively light stocks in distributors' hands. A trifle more interest is displayed in Japan sorts, but demand is easily supplied from spot stocks. Very attractive samples of Honduras styles are being offered, and considerable amount has been sold "to arrive."

Advices from the South note little doing on the Atlantic Coast. At New Orleans mills are generally closed down on account of light distributive demand.

In the Interior, Southwest Louisiana and Texas, a fair movement is reported, although many mills have closed down, and others are contemplating similar action, as the current prices for cleaned do not warrant paying planters' figures on rough rice.

The Texas and Louisiana Rice Millers' Association held a meeting at Beaumont, the 24th ult. It had been reported that the association would formally disband; hence the character of their deliberations was of more than usual interest. Instead of disbanding, however, new members were elected, and some of those who had previously withdrawn were restored to membership, and a generous spirit of co-operation was manifested. This conference will likely result in more intelligent and therefore more stable conditions ruling the market, which is a "consummation devoutly to be wished" and imperatively demanded for its welfare.

Cables and correspondence from abroad note improved demand and prices trifle dearer on all deliveries.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

### Canned Salmon.

Nineteen hundred and nine was a big sockeye year, though short on the American side about 400,000 cases, and on British Columbia side 700,000 cases.

Here we have a sockeye shortage in the world supply of 1,100,000 cases compared to the previous big year cycles of four years. It appears reasonable to conclude that the present prices may be advanced still further. While stocks are liberal there is no pressure to sell; packers expect to realize \$1.75 for the flats



by May-June. Pinks are in liberal supply, but market is firm at 67½ cents; packers expect to get 75 cents during the summer. Pinks do not run this year here, and if Alaska has a big run of red salmon a lesser pack than usual will result of pinks and chums.

Considerable red Alaska has been booked for future delivery subject to approval of price. The absence of any spots is having a stimulating effect. Some future for early shipment have been sold at \$1.25. This straw shows how things are going. Nineteen hundred and nine pack of red Alaska sold out slick and clean in the face of an expected big sockeye year; 1910 will go quicker.

PHILIP J. BRADY.  
Seattle, Wash.

#### Baltimore Canned Goods.

##### No. 1.

The month of February has almost broken its own record as the dulllest month of the year so far as this market is concerned. The articles that sold in straight carload lots were tomatoes and corn, but the trading in them was spasmodic. For spot tomatoes the quotations at the closing of the month are the same as they were on the first of the month and the sellers show little disposition to force the sale of them, being content, apparently, to await the demand which they so confidently expect at the opening of the spring trade. The shipments during this month were scattered to nearly all sections of the country, indicating that this market is the chief source of supply at the present prices, which adds to the confidence of the holders.

For future delivery the trading in tomatoes is the lightest up to this date than in many years, and the reasons for it are plain enough. On the one hand the buyer don't or can't realize that the goods cost more to pack than the present selling price because they sold for less money last fall, and he fears they may go back. Nothing will wake him up possibly but a stiff active market at an advance of 5 cents per dozen. On the other hand, the canners don't dare to sell many tomatoes for future delivery until they have made their contracts with the growers for next season's crop, and the latter is so dissatisfied with his returns last year that he talks strongly about putting in other crops, which, at to-day's prices, would certainly yield him more money than growing tomatoes for canning purpose. Not one of the canners whose output we handle has yet made any contract for the 1910 crop. At this time last year fully 80 per cent. of them had closed up their contracts with the growers. The acreage to be planted is usually agreed upon in March and tomato

plants are generally set out in April. The time is getting short. Unless there is more encouragement to the canners in the shape of orders the pack of tomatoes in 1910 will be largely curtailed.

More interest is shown in corn for future delivery and the canners are satisfied with the sales during this week. There is a disposition to mark up the price of future corn because the growers of sugar corn for canning purpose claim they can make more and surer money growing field corn the coming season. Spot corn was fairly active only in small lots for prompt shipment. Canned vegetables and fruits of all kinds were dull this week, and there were no developments of special interest. Owing to the unusually cold weather all winter and the freezing of the Chesapeake Bay and its tributaries,

there has been a scarcity of raw oysters for canning and the lost time cannot be overcome. It remains to be seen what the results will be so far as the market prices go.

Spot Tomatoes.—March is regarded as marking the beginning of preparations for the heavy spring buying usually starting in April, by which time the lake and rail lines commence to take freight at the customary lower rates for the summer season. The developments in the market during the next two months will be of more than ordinary interest.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

##### No. 2.

Owing to the early naming, in a small way, of future prices on bare standard 3s tomatoes at an

Written for the "Grocery World and General Merchant."

## A Food Manufacturer on Buying from Irresponsible Concerns

### Large Concern Cites Three Failures to Show What Happens to Grocers Who Buy Misbranded Goods From Firms Not Able to Stand Behind.

Some weeks ago the "Grocery World and General Merchant" had a very sensible and timely article in one of its issues cautioning merchants against buying from houses not financially able or responsible to carry out their guarantees—made to protect their customers.

In this city there have been three disastrous failures in our line in the past twelve months.

Many jobbers and retailers have bought goods which do not comply as to labeling or quality with the requirements of the National laws.

The manufacturers from whom they bought are now out of business, and the jobber or retailer, as the case may be, must stand any action brought against them by the Department of Agriculture, and if the goods are condemned usually have to lose the whole thing by confiscation.

As a rule they are in a measure to blame, for almost invariably these goods were bought at prices 10 to 25 per cent. lower than prices quoted by reputable concerns, a difference in price which should in itself suggest to a buyer of any prescience that something was wrong.

One cannot buy gold dollars for 90 cents, but some buyers seem to believe they can.

If both retailers and jobbers realized this point it would be to their great advantage.

Legitimate, responsible manufacturers, whose goods are improperly labeled or the quality of which is not in accordance with the views of the Federal Food Department will protect their trade fully whether a guarantee was outstanding or not. But not so with the firms of no financial responsibility, who, in their anxiety to get orders, make misrepresentations and misbrand their goods and go out of business when they and their customers are called to book.

The dealer who has their goods must then stand the burden.

\* \* \*

Baltimore, Md., March 2, 1910.

NOTE.—In the sale of goods which need to be specially branded under Federal or State food laws, the selection of the house from which they are to be bought is as important as the selection of the bonding or insurance company which is to safeguard you against risk.—ED,

impossible price so far as the reliable packer is concerned, there has been so far a dearth of future business of full quality packing at prices which must be obtained in order to get the consent of packers of this position. While prices of 67½ cents are being intimated from the buyer's end, packers of brands of quality decline to consider business for strictly standard products for less than 70 to 75 cents, 2s, 52½ to 55 cents, and gallons, \$1.80 to \$1.90, depending upon brand and reputation of same.

The market for spot corn continues quiet and firm in the absence of any volume of business of consequence, with tendency towards higher prices as the spring months approach. Stocks on hand are practically nil, with a few packers in position to book more than carload orders, and with jobbers' stocks being reduced to a minimum, there is every indication of a clean-up of corn which is inevitable this year, and possibly at the latter end of the season at prices which will show a liberal profit to the buyer who absorbs at to-day's quotations.

Buyers have purchased liberally of future corn. More future corn has been sold than for a number of years. Southern packed Maine style as well as whole grain shoepeg is practically sold up, and the packer is an exception who is in position to take a round lot order within 2½ to 5 cents per dozen of the opening prices. Some packers have been approached a number of times and attractive propositions have been offered them in the way of future business, but in almost every instance the refusal to accept further business has been the only reply. The excessive high prices of grain and other farm products are having a tendency to cause growers to be wary so far as the further cultivation of canning products of all kinds is concerned, and this condition looks like it might be the key to the situation which will govern the packing of corn during the season of 1910.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

#### Sugar.

Shortly after the market opened the American, Howell and Arbuckle advanced prices ten points, and Howell refused business below a net basis of 5.25 cents, the Federal and Warner also holding this price firm. The American and Arbuckle, however, accepted some business on a basis of 5.15 cents. The trade generally anticipated the advance and bought rather freely from Howell late Tuesday afternoon and the American and Arbuckle yesterday. Conditions fully warranted the advance; in fact, with granu-



lated even net cash 5.20 and centrifugals 4.42 cents, the difference between raw and refined is only 78 points. Further raw advances could be expected to result in still higher refined prices.

Messrs. B. H. Howell, Son & Co. notify brokers that undelivered parts of January 13th contracts will, if not ordered shipped, be cancelled next Monday. The raw sugar market is very strong.

M. G. WANZOR & Co.

New York, N. Y.

#### Imported Fish Specialties.

The supply of Holland herring continues rather limited in this market. There is a steady and rather good demand for the same and prices have gone higher every week lately both here and abroad.

Scotch herring are rather neglected and prices in buyer's favor.

Norway herring continue to sell steadily in a hand-to-mouth way.

Mackerel, both Irish and Norway, are in quite good demand and firmly held.

Imported Oil Sardines.—The trade is buying steadily, although not largely. Prices are well maintained. The best demand is for Portuguese dingley 1/4s and 1/2 boneless.

Sprats have been selling better of late, owing to the fact that most packers in France have advanced their quotations by one franc and buyers wanted to anticipate their wants before prices were advanced here.

In Norway the fishing of sardines is over for the season and the quantity packed is smaller than last season. The demand continues very good, especially for well-known brands.

STROHMEYER & ARPE Co.

New York, N. Y.

#### Spices.

The market continues very active with a firmer tone, especially abroad. Demand here is exceptionally good and the trend is no doubt towards higher values.

Peppers.—Prices are slowly tending upward, both here and abroad. Some large holders on the other side are not selling at present market value. Holland is now quoting higher prices on Lampong, said prices being in excess of present import value of Singapore in our country.

Red Peppers.—Stocks here are practically out. There has been a big grinding demand that has taken all the supplies in sight. Prices are very much higher and indications point to still higher prices.

Cloves slowly, but steadily advancing. Prices will no doubt reach import cost before the close of the week. Our market has been 1/4 to 1/2 cent per pound less than foreign prices.

Pimento (Allspice) somewhat firmer and in better demand.

Paprika.—Demand exceedingly good at steady prices.

Mace rather quiet and demand only fair. Prices are unchanged.

Nutmegs firm in price and in very good demand. Present values are safe.

Cassias.—Prices are steady, but no change is noted during the week.

Gingers very active for all grades. Higher prices are quoted to arrive. Spot supplies of all grades of ginger are no doubt small. All indications point for record prices during 1910.

Tapioca is very steady, but unchanged.

Seeds.—Demand very good. Market steady, without many changes. Coriander is somewhat firmer. It is reported that the new crop will be small. New crop caraway, June-July shipment, is quoted at about import prices in effect to-day.

Sage and sweet herbs still selling in a satisfactory way at unchanged prices.

McCORMICK & Co., Inc.

Baltimore, Md.

#### Evaporated Apples, Etc.

The evaporated apple market is steady and the past week has brought a little larger volume of business from the consuming markets in this country. Europe, however, seems to be showing exceedingly little interest. Prices are now down to a point where buyers are taking hold a little better.

Cores and skins and chops are also meeting with a steady demand at prices quoted below.

Apples for shipment in small quantities are quotable as follows: Prime, 7 to 7 1/4 cents; choice, 7 1/2 to 7 3/4 cents; fancy, 9 1/2 to 10 cents f. o. b. in 50-pound boxes; cartons, 1/2 cent per pound higher; cores and skins, \$1.15 to \$1.20 f. o. b. buyers' bags; chops, 1 1/4 cents f. o. b. buyers' bags.

Raspberries are meeting with slow sale, but are firmly held at 22 to 23 cents f. o. b. in barrels.

C. C. HALL.

Rochester, N. Y.

#### MARKET NOTES.

Florida oranges range from \$2 to \$4.50 per box, which is about unchanged for the week. The quality of the receipts is good and the demand about normal.

Cranberries are unimproved and are closing the poorest season for a long time. The present range is 75 cents to \$2 per crate. The demand is fair.

Almeria grapes are closing a rather poor season. The price has been too high. At present it is \$2.50 to \$6.50, with a light de-

mand. As a rule the season is over by this time, but there is still stock to sell now, in spite of a shorter supply at the beginning of the season.

Florida grapefruit are still high—\$3 to \$4.50 for anything good. The demand is good.

Florida peas are still very scarce and high, though they have receded somewhat from the highest point. The present range is \$4 to \$6 per crate, with a good demand.

Southern salad ranges from \$1.50 to \$2.75, and anything good is wanted.

Michigan rhubarb ranges from 50 to 60 cents per bunch and is still slow. A little warm weather, however, will boom it up.

Hothouse radishes range from \$2.50 to \$3 per 100 bunches. The demand for good radishes is good.

Florida eggplants are high—\$4 to \$5 per crate. The demand for good eggplants is good.

Florida tomatoes bring, for fancy quality, \$2.75 to \$3, and for choice \$1.75 to \$2. The demand for good tomatoes is good.

Florida cucumbers are scarce and high—\$5 to \$7 per crate. Hothouse cues rule at \$1.25 to \$2 per dozen. The demand is fair.

Florida beets range from 4 to 5 cents per bunch. The demand is good.

#### Another Oleo Scandal Now.

In Chicago, Ill., during the week, Federal Grand Jury investigation of the oleomargarine industry in Chicago was ordered by Judge K. M. Landis, in the United States District Court, after the court had listened to the testimony of three men who had pleaded guilty to charges of violating the Internal Revenue law relating to the coloring of oleomargarine. The name of William J. Moxley, Congressman from the Sixth Illinois district, as well as those of other prominent manufacturers of the product, figured in the hearing. The testimony upon which this action was based was given by Samuel Driesbach, Daniel Bortz and William Broadwell, dealers in oleomargarine in Chicago. Broadwell was sentenced to six years in the Fed-

eral Prison at Fort Leavenworth and fined \$15,000 by Judge Landis on Monday, but after hearing the story of the three men the court directed United States Marshal Hoy not to execute the sentence until further notice. The sentence of Driesbach and Bortz was deferred. Broadwell appeared as a witness on his own account, and without any hope of leniency. He told of purchasing the white oleomargarine from manufacturers, who, he said, furnished him with the coloring, and of his selling the colored product, without paying the tax of 10 cents a pound, to restaurant keepers, hospitals and hotels. More than half of the total output of the oleomargarine factories in Chicago is sold to "moonshiners," according to the testimony of Broadwell.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

949,766. Weighing scoop. Albert Himmottu, Worcester, Mass.

949,817. Machinery for making cup-wafers, sugar-wafers, biscuits and the like. Thomas O. Bates, Liverpool, Eng.

949,915. Display rack for windows. Emile Schreiber, Atchison, Kan.

949,944. Adjustable revolving grocer's cabinet. John R. O'Connell, Wil-low, Okla.

949,963. Twine carrier. Gustav A. Schmid, Peoria, Ill.

950,006. Display rack. Wilford L. McCarty, Memphis, Tenn.

950,243. Kneading and mixing machine. Chas. G. Ross, New York, N. Y.

950,380. Paper bag holder. James W. Dunnigan, Altoona, Pa.

#### TRADE MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 9,355. "Premier" for flavoring extracts. Francis H. Leggett & Co., New York N. Y.

Ser. No. 46,107. "Airships" for chocolate candies. The Darling Candy Co., Toledo, Ohio.

Ser. No. 46,547. "Hygeia" for blended coffee. Levering Coffee Co., Baltimore, Md.

Ser. No. 46,629. "Tri-state" for coffee. Oliver-Finnie Co., Memphis, Tenn.

**FLEISCHMANN'S  
COMPRESSED YEAST  
HAS NO EQUAL**





## CORRESPONDENCE

We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### Cooperative Selling to Consumers.

Germantown, Phila.,  
March 1, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Will you please answer the following questions through the "Grocery Word and General Merchant" regarding the co-operative retail grocery business:—

Has there been any attempt to do business along these lines in this country? Has it proved a success or a failure? What was the cause of its failure? Do you think the co-operative plan is feasible in this city?

Will you kindly print the answer in your next weekly edition and mail me a copy of the same. Am inclosing 6 cents in stamps to cover cost of same.

Thanking you in advance for the favor asked, I am,

Yours truly,  
"RETAIL."

The "Grocery World and General Merchant" assumes that this correspondent has in mind the huge English co-operative stores that sell their stock to members, then sell them goods at regular prices and rebate the profit back in dividends. There has been little or no effort to plant such a business in this country. A few small societies, chiefly in the

West, have attempted something of the kind, but so far as the writer's knowledge goes, they have failed in every case. It is very doubtful whether such a plan would go in Philadelphia.

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### The Price of Trading Stamps.

Millvale, Pa., March 2, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Find inclosed clipping from the Pittsburg "Leader," of Monday evening, March 1, 1910, referring to a suit against the Sperry & Hutchinson Green Trading Stamp Co. by O'Neill-Adams Co., of New York, in which it says on the bottom, "An examination of the papers on file will prove most interesting to those who desire to find out the cost of premiums with which green trading stamps are redeemed and to learn the price at which these stamps are sold to some large department stores."

Would it be asking too much to have your New York correspondent look this up, as I think many of the readers of your paper would be glad to know these facts?

Thanking you in advance, I remain,

Yours truly,  
CHAS. SCHUCK,  
Of I. Schuck & Son.

The clipping inclosed, which was as follows, has been referred to the "Grocery World and General Merchant's" New York correspondent:—

New York, March 1.—Judgment in the amount of \$22,455 has just been entered by O'Neill-Adams Co. against the Sperry & Hutchinson Co., the promoters of green trading stamps, as a result of a suit recently tried before Judge Hough, of the United States Circuit Court. The court held that Sperry & Hutchinson made a contract which it was unable to carry out and that O'Neill-Adams Co. was entitled to recover all of its expenses in connection with the contract to the amount of \$30,992. As O'Neill-Adams withheld a payment of over \$8,000, this amount was credited to the defendant.

From the papers on file in the United States Circuit Court, it appears that Sperry & Hutchinson was enjoined by the Siegel-Cooper Co. from carrying out its contract with O'Neill-Adams, the Siegel-Cooper Co. alleging that it has been defrauded by the Sperry & Hutchinson Co. The Sperry & Hutchinson Co., in its suit attempted to put in several defenses, but the court ruled that the contract with O'Neill-Adams was plain on its face; that Sperry & Hutchinson was unable to perform on its part and that what the latter's counsel stated he desired to prove was entirely immaterial. The court directed a verdict in favor of the plaintiff.

An examination of the papers on file will prove most interesting to those who desire to find out the cost of premiums with which green trading stamps are redeemed and to learn the price at which these stamps are sold to some large department stores.

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### The Mutual Mercantile Agency.

Delanco, N. J., Feb. 28, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Can you furnish us any information in reference to the Mutual Mercantile Agency, of Philadelphia?

Are they a sort of a credit agency bureau to get information from the local merchants for the department stores or mail-order houses, as we have received several letters from them lately for information concerning people in our town?

We inclose you one of their inquiry sheets.

Will you please let us know through the "Grocery World and General Merchant," and oblige,

Yours truly,  
LYTLE & TOY.

The "Grocery World and General Merchant" has no knowledge of the Mutual Mercantile Agency, but they seem to have what might be termed sublime gall, to judge by their blank, which this correspondent sends, and which is hereby reproduced:—

Please rush this report.

### MUTUAL MERCANTILE AGENCY

COMMERCIAL BUILDING

N. W. Cor Eighth and Chestnut sts.  
Confidential.

Philadelphia, .....19..  
Mr. ....

Dear Sir:—Kindly furnish us at earliest possible moment, in confidence, information on the character and financial standing of .....

Town .....State .....  
Name in full .....  
If married, husband's or wife's name .....  
Married .....Single .....  
Age .....  
Widow or widower .....  
Children dependent .....  
Children employed .....  
Occupation ...If in business, firm? .....  
If employed, by whom? .....  
Estimated income .....  
Own real estate? .....  
Value .....Encumbrance .....  
Estimate of worth .....  
Manner of payment, Prompt .....  
Medium .....Slow .....  
Amount of credit you think safe .....  
General character .....Honest?

They use a form in which they ask for minute details of the character and financial standing of a man named therein. They also say "Please Rush This Report," but whether stamp is inclosed is not revealed. Neither is the manner in which they expect to use the information. The writer considers that no merchant is under any obligation to give up confidential information about his

## We Are Going To Show You How To Pull The Trade Into Your Store

¶ Very few people in your locality can get **real** Java and Mocha Coffee, yet no coffees make as perfect a drink. We put up a Java and Mocha Coffee in 1-pound cartons, which we sell you for 28c., you get 35c. for it, and you hold the coffee trade of every one who buys it. The Java actually comes from the Island of Java and the Mocha from Arabia.

¶ Sell the real thing and build up your coffee business. No matter what coffee you may want in bulk we have **the best** at the **right price**.

**L. H. PARKE & COMPANY**

232-234 Market Street

PHILADELPHIA, PA.



customers to a concern never heard of before.

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#### Manufacturers of Pineapple Cheese.

Baltimore, Md., Feb. 27, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Will you kindly give me the addresses of a few firms manufacturing pineapple cheese, inclosing self-addressed stamped envelope. The above information will be greatly appreciated by  
Yours truly,

F. J. GAFFNEY.

Robert Norton & Co., Attica, N. Y.

#### New Jersey Oystermen Against New Federal Ruling.

About three hundred representatives of the New Jersey oyster trade swarmed to the Department of Agriculture last Tuesday in sightseeing cars and automobiles to register a complaint with the Board of Food and Drug Inspection against Food Inspection Decision 110, issued last October, on the subject of shellfish. The delegation was completely organized with the object in view of convincing the board that the provisions in this decision in so far as it concerns the floating of oysters and the packing of them without being in contact with ice is working a great detriment to their business.

The provisions of the regulations to which the exceptions were taken are in substance as follows:—

It is unlawful to ship or to sell in interstate commerce oysters or other shellfish which have been subjected to "floating" or "drinking" in brackish water, or water containing less salt than that in which they are grown. Such food is adulterated under Section 7 of the law because a substance "has been mixed and packed with it so as to reduce or lower or injuriously affect its quality or strength." There can be no objection to "drinking" shellfish in unpolluted water of the same salt contents as that from which they have been removed. Attention is called, however, to the dangers resulting from "drinking" shellfish near polluted fresh water streams and other sources of pollution.

It is unlawful to ship or to sell in interstate commerce shucked oysters to which water had been added, either directly or in the form of melted ice. Such food is adulterated under Section 7 of the act because a "substance has been mixed and packed with it so as to reduce or lower or injuriously affect its quality or strength," and also because a "substance has been substituted wholly or in part for the article."

The packing of shellfish with ice in contact may lead to the absorption by the oyster of a portion of the water formed by the melting ice, thus leading to the adulteration of the oysters with water.

## New York Retailer Says Manufacturers Misstate Retailers' Profits

John W. Pratt, of Olean (N. Y.), Writes American Specialty Manufacturers' Association Emphasizing Harm Done in this Way. Mr. Padberg Reiterates Complaint Against St. Louis Jobbers. Retailers Ignored in Bankruptcy Law Amendment.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio, March 3, 1910.

Readers of this correspondence will remember letters recently printed in it from John W. Pratt, of Olean, N. Y. Mr. Pratt wrote on the retail grocer's profit. He is a prominent grocer of Olean and a lively member of the Retail Grocers' Association there. During the week this office has received from Pratt a letter inclosing a copy of another one sent by him to the American Specialty Manufacturers' Association at New York. Both will be extremely interesting. First I reproduce Mr. Pratt's letter to the Specialty Manufacturers' Association:—

Mr. J. T. Austin, Secretary American Specialty Manufacturers' Association.

Dear Sir:—A number of the specialty manufacturers, in advertising their products to the trade are advertising the grocer's profit.

If this is to be continued, let me suggest to you that you inaugurate among the specialty firms a night school for the purpose of teaching them that portion of the arithmetic called "percentage."

In looking over these various advertisements I fail to find a single instance where the manufacturer has advertised the grocer's profits correctly.

They are all grossly exaggerated, and would lead the consuming public to believe that the grocer is scarcely less than a highway robber.

While these advertisements are written supposedly for the grocer, quite a large number of them must fall into the hands of the consumers: 1st. The printer, who sets the type, takes notice and undoubtedly reports the grocer's enormous profits to his unions; 2d. The various manufacturers, who advertise in the grocers' journals, must receive a copy, which is read, not only by themselves, but by their office help; 3d. The grocer, himself, who is a subscriber to the trade journals, reads them, also his clerks. What do you imagine a clerk thinks, when he reads of such enormous profits for his employer?

I will tell you what he undoubtedly thinks, "My wages are too small. I'll start a grocery of my own."

Without specifying any particular manufacturer, I will take one item from the many that have fallen under my notice. A certain manufacturer of peanut butter says:

"On the 15-cent size you would make over 33 per cent."

"Turning to his list he quotes that size at \$1.40 per dozen."

"How about the 33 per cent. profit?"

"One dozen jars at 15 cents per jar would amount to \$1.80, or a

gross profit of 40 cents on a sale of \$1.80, which equals 22 2-9 per cent. gross profits. Deducting the grocer's expense of selling it, namely 18 per cent. (which it actually cost me last year), you have the 'splendid profits' of 4 2-9 per cent. instead of over 33 per cent."

So, I say, Mr. Austin, hurry up with your night school among the manufacturers. You cannot afford to have the grocer's profits misrepresented to the public any more than the grocer can afford to be misrepresented. I appeal to you to use your influence on behalf of the grocers to speedily do away with this injustice.

JOHN W. PRATT.

Olean, N. Y.

Mr. Pratt's comment on this letter is as follows:—

Dear Mr. Green:—I am sending this letter to you, not so much to have you "formulate a short letter" to be sent to the manufacturers, but to call your attention and that of the cabinet to the fact that the manufacturers, more particularly the specialty manufacturers, are creating, by advertising the grocer's profit, a false and unjust opinion among the grocer's customers that his profits are enormous.

In one trade journal alone, I find three advertisements, publishing the grocer's profits.

One manufacturer declares the grocer's profits are 40 per cent. on his product; another says his affords the grocer 40 per cent. and still another proclaims that his goods give the grocers the magnificent profit of 80 per cent.

What can the consumer think, when he reads such statements as these regarding the grocer's profits?

Is it any wonder that our representatives in Congress are authorizing investigations to determine who is responsible for the present high price of food products?

Is anybody surprised that the declaration has been made, and is being made, that the grocer and the butcher, and the middlemen, are altogether responsible for the prevailing high prices of food?

J. W. PRATT.

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The trade papers generally have reprinted and in some cases commented on a recent letter from Mr. L. F. Padberg, of St. Louis, published in this correspondence, criticising the jobbers of his city for bidding on groceries for the public institutions of that city in competition with the retailer. Mr. Padberg writes another letter this week on the same subject, the substance of which is here reproduced:—

I give you a further list of articles which was advertised for by the city institutions and for which busi-

ness both jobber and retailer were bidding:—

Blue ribbon, rolled oats, per case, \$2.80.

Oats in bulk, per pound, \$2.65. Awarded to Myer-Schmid Co., wholesaler. I read that Mr. Myer started business as a retailer. Does it not look as though he were still one? But, why he has a favored price I do not know.

Grits, per bushel, \$1.05. Awarded to Hy Bruck, retailer.

Hams, city cured, 12-pound average, per pound, 14.46 cents. Awarded to Schwarzschild & Sulzburger, packers.

Hominy, per bushel, \$1.05. Awarded to Hy Bruck, a retailer.

Cornmeal, per bushel, 88 cents. Awarded to Western Candy Company, jobbers.

Chambers' crackers, per one hundred pounds, \$6.65. Awarded to Mr. Bath, a retailer.

Currants, per pound, 7 cents. Awarded to Teasdale, another jobber.

Essence of coffee, per gross, \$1.30. Awarded to Padberg Mercantile Company, retailers, who are criticised because they ask a jobber to be a jobber or otherwise let quantity regulate the price.

Extract of lemon, pints, per dozen, \$6.77, and extract of vanilla, pints, per dozen, \$7.50. Both awarded to Evans & Company, a wholesale tea and coffee house.

Salmon, per dozen, \$1.55.

Mackerel, one-half barrel, \$11.75.

Sardines, quarters, imported, \$1.29. These items were awarded to Hogan, a retailer.

Buckwheat flour, per pound, 3 3/4 cents. Awarded to Myer-Schmid Grocery Company, wholesalers.

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Indications already point to a very largely increased attendance at the Springfield (Illinois) convention of the National Retail Grocers' Association, which will be held on May 9th, 10th and 11th.

Topics of interest will be discussed by the delegates. Set speeches are a thing of the past and it is expected that the delegates will come prepared to introduce resolutions on all conditions, and it is further expected that the delegates discuss thoroughly everything pertaining to the welfare of the retail merchants of the United States.

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The bill to amend the bankruptcy act introduced by the Honorable Swager Shirley, of Kentucky, was reported to the House without the retailers' amendment, which provided that no wage earner could go into bankruptcy unless he had debts to the amount of \$300. For several weeks the National Credit Association has kept Harold Remington, former referee in bankruptcy in the Cleveland district at Washington, lobbying this measure through.



We would call on every person who reads this article to write an individual letter to his Senator asking that he give the retailer a chance to be heard on the bill before it comes up for consideration in the Senate.

It is the consensus of opinion that the bankruptcy law enacted a few years ago during the panic has outlived its usefulness and should be repealed. This matter should have the earnest, direct and immediate attention of every retailer in the United States. Any law that permits any person to secure credit to the amount of \$60 or \$70 in the aggregate, and permits the debtor to wipe it out by becoming a voluntary bankrupt, is seemingly not a creditable law. Let us move quickly and there is no doubt if we do so but that our petition will be heard.

JOHN A. GREEN,  
National Secretary.

#### Chance for California Oranges in England.

It appears that there is practically no trade in California navel oranges in Liverpool, such moderate trade that exists at all in this import being in London. The high price of the Californian product, which comes in competition at the same time of the year with Jaffa oranges, is the reason given for the absence of demand among the wholesalers. Dealers here say the New York price is about

\$3 per box, as against 6s. 6d. (\$1.58) to 7s. 6d. (\$1.82) for about the same size box of Jaffa oranges. The United Kingdom imported in the calendar year 1909, 6,202,271 hundredweight of oranges, valued at \$12,275,702 (about \$1.50 per 85-pound box), against 5,664,041 hundredweight, worth 11,045,646 in 1908, and 6,120,185 hundredweight, worth \$11,945,160, in 1907. About three-fourths of the imports are from Spain, and about one-tenth from Asiatic Turkey, while the imports from the United States in 1908 were valued at \$245,145.

#### HIGHEST IN HONORS

## Baker's Cocoa & CHOCOLATE



Registered,  
U. S. Pat. Off.

A perfect food, preserves  
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780

52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

DORCHESTER, MASS.

## A Substantial Food for Substantial People

If you have ever sold Wheatena you know what a steady seller it is without our telling you.

If you haven't sold it, you can know in one month after you put it in.

Wheatena is the staple breakfast food of the substantial people who cleave to that which is good, and who expect and are able to pay reasonable prices.

Wheatena is the tender hearts of selected wheat prepared after our own fashion.

THE WHEATENA CO., Rahway, N. J.



#### SEE THEM MELT!

Put a package of these on your counter, with a little card telling what they're are good for, and they'll melt away like snow. ANKER'S BOUILLON CAPSULES make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and a good profit.



ROYAL SPECIALTY CO., Sole Manufacturers 92 READE STREET NEW YORK

## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

#### FOR SALE.

FOR SALE.—Grocery store at the southeast corner of Forty-seventh and (4654) Westminster Ave. Call at the store. O. Barley, proprietor. 11

FOR SALE.—Controlling interest in large incorporated retail grocery and wine business in Los Angeles, Cal., doing nearly half million per annum. Takes \$50,000 cash. Established thirty years. For information communicate with H. Monroe Bernheim, 673 Burlington Ave., Los Angeles, Cal. 11

FOR SALE.—Following store fixtures. Have not been in use one year. One Dayton Computing Scale, \$90; one \$400 National Cash Register, \$295; one McCaskey Account System (140 accounts), \$68. The above are as good as new and guaranteed in every way. R 234, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—Wholesale confectionery business, located in a growing town of about 12,000, and easy access to surrounding territory, doing a good business, which is paying. Will sell dwelling and storeroom, stock and fixtures, candy making tools, horse, wagons, etc., at right price to quick buyer. This is a rare opportunity for some one thinking about entering into business. Reason for selling, am interested in other business interests. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

FOR SALE.—West Philadelphia grocery business and property for sale cheap to quick buyer. Business established six years. Healthy condition. Near Fifty-second and Market Sts. elevated. Will consider leasing property to person showing responsibility. This is a big opportunity. Must leave city March 15th. F. G. U., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

FOR SALE.—Grocery and meat business in county seat town of 6,000 population in central New Jersey. Doing annual business of \$65,000. Can be increased. About \$6,000 required. Investigation invited. W. & M., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—One No. 10 Micrometer Scoop Scale, as good as new, cheap. E. C. A., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

FOR SALE.—Cheap for cash or on easy terms, one National Cash Register Co.'s Latest, No. 104, four (4) Cash Register, with all the detail's complete that a cash register can do. Keys from one cent to \$99. Same as new. Also one smaller National Cash Register Co.'s Cash Register. All the keys from one cent to \$20. Good as new. Also one Stempson Computing Scale. For particulars address W. A. Bosserman, York, Pa. 10

FOR SALE.—One cheese cutter and one Moneyweight Computing Scale. Will sell the two for \$35, or will sell separately. Used one year. Can be seen at Cash Grocery Co., 1801 Venango St., Philadelphia, Pa. 14

FOR SALE.—On account of ill health. A rare business opportunity. Established twenty-three years in nicest town of the Lehigh Valley. If you would like a business of \$50,000 to \$75,000 here is the chance of a lifetime. Have population of 10,000 to 12,000 people to draw from. Best location in town. No old stock and buildings in finest condition. It will pay big to investigate. K. K., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

FOR SALE.—Small grocery store in West Philadelphia. \$750 if sold at once. R. B. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

FOR SALE.—The owners of a good-sized general store in a growing town in the eastern part of Pennsylvania are anxious to dispose of the business, owing to death of a partner, and invite correspondence looking to a sale of the entire matter. "For Sale," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

FOR SALE.—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33.

Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 1f

FOR SALE.—Grocery and provision business. Moderate rent. Cor. Salford and Callowhill Sts., below Sixtieth St. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

FOR SALE.—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

#### HELP WANTED.

YOUNG MAN BETWEEN TWENTY-two and thirty for clerking in store. One who understands thoroughly how to wait on trade and look after things in general. To act as assistant manager. Good salary and plenty of chance for advancement. E 9, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

WANTED.—Several competent grocery salesmen. One to cover Perry, Snyder and Dauphin counties; one for York, Cumberland and Adams counties. Prefer men with an established trade and some knowledge of hardware. Very attractive salary to right parties. Salesman, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

WANTED.—Grocery clerk for seashore trade. Must be a live man and a good solicitor. \$2 per week to start with. Chance for advancement to right kind of man. Fred. S. Pfitzenmyer, 733 Asbury Ave., Ocean City, N. J. 11

WEST PHILADELPHIA DEALER IN meats, vegetables and groceries wants good butcher. Will pay good wages to competent man. E 8, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

PHILADELPHIA GROCERY AND MEAT retailer wants two men, one as clerk, the other as solicitor and clerk. Young men wanted. Will pay clerk \$9.50 to start and clerk and solicitor \$10. Good chances to right men. E 7, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

PHILADELPHIA SUBURBAN GROCER, selling groceries, meats, fruits and vegetables, wants man for soliciting, delivering orders and helping in store. Man capable of working into buyer needed. Will start at \$12 to \$15. Married man preferred. Twenty five years old or over. Can rent good house for \$10 to \$14 monthly. A substantial chance to right man. E 6, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 1f

#### SITUATION WANTED.

PENNSYLVANIA MAN OF THIRTY-four years, single, wants position on road for general merchandise, such as dry goods, shoes, rubbers or groceries. Has had over fourteen years selling experience. Wants guarantee of at least \$12 weekly or commission. Knows stenography and book-keeping. Good references. C 31, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

MAN OF FIFTY-FIVE, WITH TWENTY-four years experience in grocery business for himself, wants position as grocery clerk or meat cutter. Or will take position as watchman. Absolutely competent in every phase of the business. Thoroughly active and responsible. Good references. C 30, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

WANTED.—Young man, aged twenty-one, excellent education, thoroughly experienced in retail grocery business, desires position



with established house, either as road salesman or in a position where he can work into that. Excellent references as to character and ability. Will go anywhere. G. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

WANTED.—Situation as salesman for a large meat or grocery house. Can furnish reference. Meat Cutter, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

PHILADELPHIA GROCERY CLERK with twenty years experience, some of it in England and much with leading American chain stores, wants position as manager of either a cut price or ordinary store. Prefer Philadelphia, but will consider outside. Salary to begin at least \$12. Married, but no family; age thirty-four. Considered good window dresser and sign writer, also very good all round experience. C 22, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

PENNSYLVANIA GROCERY CLERK, able to speak five languages, wants position as grocery salesman. Age twenty-one. Has had eight years experience in retail grocery business and knows bookkeeping and general business. Salary to begin, \$85 per month. C 20, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

PENNSYLVANIA GROCERY CLERK wants position with large coal company or chain store where can work in as manager. Has had seven years experience as clerk and one year manager branch store. Is a fine window dresser and has original ideas. Age thirty-one years and married. Highest references. Salary wanted, \$18 per week to start. C 23, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

PHILADELPHIA GROCERY CLERK, thirty years old and married, wants position as manager or superintendent. Has had fifteen years experience and has special knowledge of grocery and produce buying, ad-writing and window dressing. Also all round knowledge of business. Will go anywhere and wants \$20 to start. C 21, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

CLERK AND SALESMAN NOW EMPLOYED in Virginia wants position as clerk or on the road with reliable house. Age thirty, single. Has had five years practical experience, including window dressing. Will go anywhere. Salary desired, \$65 per month to start. C 19, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

PHILADELPHIA GROCERY CLERK wants position in Philadelphia as manager. Has had extensive experience in England, notably with Bodford Co-operative Society, where he spent five years. Good window dresser and all round manager. Sixteen years experience, all told. At present manager for branch store. Splendid references. Age thirty, married. Salary to start, \$15. C 28, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

EASTERN PENNSYLVANIA CLERK, aged thirty-six, wants position as general clerk. Has had four years general experience, including special experience in order work. Married, one child. Understands fruits and vegetables and can buy successfully. Will begin in congenial position for \$11-\$12 weekly. C 29, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

WANTED.—Position as salesman for wholesale grocer in eastern Pennsylvania. I have had three years experience as manager of small grocery store. Can furnish bond. Salary \$14 per week. Age twenty-four. A. G. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

WANTED.—Competent grocery clerk and manager, now employed in New York State, wants position anywhere which offers living and chance to advance. Now employed as buyer and manager. Had seven years' experience and knows grocery business thoroughly. Age, twenty-seven years. Married. Salary wanted, \$15 to \$20. Highest references. C 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 10

PENNSYLVANIA MAN WANTS TO travel for wholesale beef company. Has had ten years experience and can make good. Wants \$20 weekly and expenses. Aged twenty-nine, married. C 27, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

PENNSYLVANIA GROCERY CLERK and manager, aged twenty-five, single, wants position anywhere as manager for general store or shoe store. Experience, six years with present employer. Good bookkeeper and buyer of all kinds of general merchandise. Wants \$85 monthly to start. C 26, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

NEW JERSEY MAN WANTS POSITION. Aged fifty-four, married. Can fill floor-walker's position or any position, within his knowledge, of trust or responsibility. Has had his own store for five years and has had thirty years experience as general storekeeper. Wants position where absolute honesty and faithfulness will be appreciated. Wants \$15 weekly to start. C 25, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

PHILADELPHIA CLERK, CASHIER and bookkeeper wants position as assistant bookkeeper in a large wholesale or retail house, with chance to rise. Can also fill cashier's or bookkeeper's position. Aged twenty-two, single. Will go anywhere within fifteen miles of Philadelphia or Camden. Has had three years experience as order and delivery clerk, bookkeeper and cashier. Has taken night school course in bookkeeping. Good references. C 24, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

### BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?  
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.  
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.  
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.  
Write, call or telephone.  
WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.  
Phones, Bell Filbert 2500,  
Keystone, Race 746.

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200

at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for anyone who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, grocery, meat and canned goods business doing \$300 to \$350 weekly, all cash. Rent low. About \$700 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for for years. Open to the fullest investigation.

### GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.

### MISCELLANEOUS.

MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 12



IF one of your customers should ask you some day why

### MINUTE GELATINE (FLAVORED)

is the best, you will want to know. Then bear these points in mind:

It is absolutely pure.  
The flavors are TRUE FRUIT.  
The gelatine is the best to be had.  
When prepared for the table it is the clearest, firmest, and most NATURAL flavored gelatine on the market.  
If a customer is dissatisfied, we will refund the purchase price. You are absolutely safe in recommending it.  
Where do YOU come it? The 33 1-3 per cent ought to look good to you, especially when every package you sell makes a friend for you. Don't sell it for less than 10c STRAIGHT. It's not in the three for a quarter class.

Let us send you a package to try at home. Write us to-day, give your jobber's name and we'll prove our claims.

MINUTE TAPIoca CO.,  
202 W. Main St., Orange, Mass.

## Use Electricity

You are not getting the best results in your place of business or in your home, unless you are making use of the greatest known agency making for Efficiency Economy and Convenience.

If you visited the Electrical Show, you must be convinced of the fact that: "If it isn't Electric it isn't Modern!"

The Philadelphia Electric Company  
Tenth and Chestnut Streets



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. MARCH 7, 1910.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

ADVANCES.		DECLINES.		ADDITIONS.		WEIGH AND MEASURE EVERYTHING YOU BUY. Standard Weights per Bushel.	
Column.		Column.		Column.			
Alarm Cash Drawer.....18	Sardines.....9	Drugs, Grocers'.....36	Ink.....21	Mustard.....30	Preserves.....26	Marrow Beans.....60	Spices.....30
Alarm.....26	Meats.....9	Eggs.....16	Insect Powder.....36	Prepared.....31	Provisions.....24	Medium Beans.....60	Whole.....31
Ammonia.....3	Soups.....10	Essence of Coffee.....5	Ironing Wax.....33	Marmalade.....26	Prunes.....20	Pea Beans.....60	Starch.....31
Ammonia.....5	Capers.....16	Extracts.....27			Pudding.....18	Red Kidney Beans.....58	Stove Polish.....31
Axle Grease.....3	Cereal Specialties.....17				Putty.....26	Hominy.....56	Soap Powders.....30
	Cheese.....16				Rennet.....27	Pease.....60	Sugars.....31
Bags, Paper.....23	Chocolate and Cocoa.....21				Rice.....28	Barley.....48	Sulphur.....26
Bag and Twine Holders.....18	Chewing Gum.....28				Rolled Oats.....17	Potatoes.....56	Sundries.....32
Baking Powder.....3	Cider.....28				Root Beer.....29	Flaxseed.....58	Syrups.....33
Barley.....17	Clams.....30				Rosin.....26		
Bath Brick.....38	Clothes Pins.....35						
Beans.....17	Cocoa nut.....13						
Blacking, Shoe.....4	Codfish.....19						
Bluing.....6	Coffee.....5						
Borax.....26	Essence.....5						
Brooms.....33	Chicory.....5						
Brushes.....35	Coffee Mills.....18						
Buckwheat Flour.....17	Cooking Herbs.....6						
Bug Borers.....18	Condensed Milk.....12						
Butchers' Sundries.....25	Condensed Mince Meat.....21						
Butter Dishes.....34	Corn Meal.....17						
Butter.....6	Corn Starch.....31						
Butter Color.....26	Cottolene.....16						
	Crackers, Cakes, etc.....13						
Campor.....26	Crescent Mapleine.....33						
Candies.....10	Cutters, Tobacco.....18						
Candies.....6	Counters.....18						
Canned Goods.....7							
California Fruits.....8							
Domestic Fruits.....8							
Vegetables.....7							
Fish.....8							
Pie Fruit.....8							

SUGAR.	
Confectioners' Lozenges, XXXX.....	5 40
Crystalline Dominoes.....	7 70
Cut Leaf.....	6 15
Patent Cubes.....	5 50
Powdered.....	5 35
Granulated, standard to fine.....	5 20

TEA.	
Formosa Oolong—	Per lb.
Special.....	.24
Fair.....	.26
Good.....	.29
Choice.....	.34
Extra choice.....	.39
Fancy.....	.45
Formosa Oolong—	
Good.....	.28
Choice.....	.33
Extra choice.....	.39
Choicest.....	.45
Imperial—	
Special.....	.27
Fair.....	.31
Good.....	.35
Choice.....	.39
Extra choice.....	.45
Choicest.....	.49
Young Hyson—	
Fair.....	.29
Good.....	.35
Fine.....	.40
Choice.....	.45
Extra choice Moyune.....	.50
Gunpowder—	
Fair.....	.35
Good.....	.40
Choice.....	.45
Choicest.....	.50
Japan, pan fired or basket fired—	
Good.....	.35
Choice.....	.40
Extra choice.....	.45
Choicest.....	.50
English Breakfast—	
Fair.....	.24
Good.....	.27
Choice.....	.33
Extra choice.....	.38
Choicest.....	

PACKAGE TEAS.	
Lipton's—	Per lb., in ½-lb. tins
Ceylon and India, A.....	.48
Ceylon and India, B.....	.43
Black and Green, A.....	.48
Black and Green, B.....	.43
English Breakfast, A.....	.48
English Breakfast, B.....	.43
Formosa Oolong, A.....	.48
Formosa Oolong, B.....	.43
½-lb. tins 1c. per lb. more.	
Tetley's—	Per lb.
India and Ceylon, Formosa or Mixed—	
Extra, Gold Label.....	.75
No. 1, Buff Label.....	.60
No. 2, Green Label.....	.45
Sunflower, India and Ceylon, Formosa, Oolong or Mixed—	
1 lb. size.....	per lb. .55
½ lb. size.....	per lb. .56
¼ lb. size.....	per lb. .57
3 lb. packages.....	per tin 1.35
5 lb. packages.....	per tin 2.25
Spring Garden Tea—	
100 lb. barrels.....	per lb. net .18
McCormick & Co., Banquet brand, Ceylon, Blended, etc.—	
1-lb. canisters, 8-lb. boxes.....	Per lb. .53
½-lb. " 12-lb. ".....	.53
¼-lb. " 10-lb. ".....	.53
1-lb. " 10-lb. ".....	.53
McCormick & Co., Bee brand—	
1-lb. lithographed cans, 20-lb. boxes.....	Per lb. .56
½-lb. " 10-lb. ".....	.58
¼-lb. " 10-lb. ".....	.60
1-lb. " 10 and 20-lb. bxs.....	.60
Travellers pocket canister, 4 doz.....	per doz. .80

AMMONIA.	
Colburn's "A," 16 oz., 2 doz. boxes.....	Per doz. .90
Colburn's "A," quarts, 1 doz. boxes.....	1.50
Colburn's "A," ½ gal. ½ doz. boxes.....	9.70
Colburn's Mayflower, 16 oz., 2 doz. boxes.....	.75
Colburn's "A," hotel size, 2 doz. boxes.....	1.30
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.99
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87½
Tibbals Dri-Monia (con. dry), 10c. size, ¼ gross case.....	per gross 9.00
Tibbals Dri-Monia (con. dry), 5c. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

AXLE GREASE.	
Frazer's, 15 lb. pails.....	.80
Frazer's, boxes, ¼ gross.....	per gross 9.40
Mica, ¼ gross.....	per gross 9.00
Peerless, ¼ gross.....	per gross 4.40

BAKING POWDER.	
Sea Foam Baking Powder—	
¼ lb., 4 doz. in case.....	.95
½ lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., ¼-lb., 4 doz.....	per doz. .45
Davis' O. K., ½-lb., 3 doz.....	per doz. .90
Davis' O. K., 1-lb., 2 doz.....	per doz. 1.65
Davis' O. K., 5-lb., ½ doz.....	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.....	per doz. .84
Cleveland's ½-lb., 4 doz.....	per doz. 1.23
Leslie's, nickel.....	4 doz. cases .45
Leslie's, ¼-lb. cans, 2 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder—	
4 oz. glass, 2 doz.....	8.2½
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	1.08

BLACKING—Shoe.	
Shinola (premiums).....	per gross 10.00
Blackola, 1 doz., 10 cent size.....	.85
Mason's No. 1, ¼ gross.....	per gross 2.70
" " 2, ".....	3.00
" " 3, ".....	3.30
" " 4, ".....	5.40
" " 5, ".....	13.80
T. M. French.....	per doz. 1.10

SHOE DRESSING.	
Mason's—	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	2.12½
Bixby's Royal Polish, 1 doz.....	.65
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's, Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.65
" Oil Polish.....	.85
Admiral Russet Combination.....	.70
Admiral Shoe Dressing.....	.70
Whittemore Bros. & Co.—	
Gilt Edge Polish, black.....	2.00
Boston Waterproof, black.....	2.00
Boston Jr. Waterproof, black, 10-cent size.....	.85
Elite Combination, Baby, black.....	.85
Elite Combination, large, black.....	2.00
Superb Patent Leather Paste, large.....	.75
Champion, black, friction polish.....	2.00
Champion Jr., black, friction polish.....	.85
French Gloss, black, self-polishing.....	.75
Royal Gloss, black, self-polishing.....	.75
Dandy Combination, russet.....	2.00
Star Combination, russet.....	.75
Dandy Russet Paste, large.....	.75
Bossola Waterproof Paste Polish, large.....	.75
Bossola Waterproof Paste Polish, small.....	.40
Quick White, cleans dirty canvas shoes.....	.75
Quick White, cleans dirty canvas shoes.....	1.75
Oil Paste black, never dries up, large tins.....	.75



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## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25 1/2 .27
Java, Interior.....	.21 .23
Bogatos.....	.13 .14 1/4
Washed, Caracas.....	.13 .16 1/2
Washed, Mexican.....	.12 3/4 .13 3/4
Bucarmango.....	.13 .13 1/2
Guatemala.....	.12 1/2 .14 1/2
Maracaibo.....	.14 .17
Washed Santos.....	.12 1/2 .15
Mocha Seed Santos.....	.11 1/4 .12 1/4
Santos.....	.10 1/4 .11 1/2
Rio.....	.09 1/2 .11 1/2

## ROASTED COFFEE IN BULK.

Victoria Blend.....	.25
Morava Blend.....	.20
Oakdale Blend.....	.18
Radnor Blend, 1 lb. free with 10.....	.18
Special Blend.....	.16
Nectar Blend.....	.15
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.25
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18
No. 2, Santos.....	.13 1/2
No. 3, Santos.....	.12 1/2
No. 3, Rio.....	.12 1/2
No. 7, Rio.....	.12

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	14.15	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr".....	per box	3.90
50 tins in box.....	per carton	.95
12 in tins box.....	per doz.	5.75
George Floto's Sons—		
Coffee Essence, 1/2-gross improved cans.....	per doz.	2.25
" " 1/2-gross cans, tin ends.....	per doz.	2.70
" " 1/2-gross cans, all tin.....	per doz.	2.85
Vienna Coffee Essence, Manila, 1/2 gross.....	per lb.	2.25
Package Chicory, 65-lb. cases.....	per lb.	.04 1/2
Hummel's Essence, tin can, 1/2 gross, per gross tin ends.....	per gross	2.90
" " improved " ".....	per gross	2.75
Chicory, Belle's 65's.....	per gross	2.25
" English, ground, bags about 160 lbs.....	per gross	.05 1/2
" Franks', stick, 65 lbs.....	per gross	.06 1/2
" Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....	per gross	.05

## AMMUNITION.

Hasting, A, kegs, 25 lbs.....	2.35
" B, kegs, 25 lbs.....	1.50

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Duck, kegs, 25 1/2 lbs.....	4.75
" kegs, 25 1/2 lbs.....	2.65
FG, FFG, FFFG, kegs, 25 1/2 lbs.....	4.75
" " kegs, 15 1/2 lbs.....	2.65
" " kegs, 6 1/2 lbs.....	1.50
Drop Shot, Nos. 2, 3, 5, 8, 9, kegs, 25 lbs.....	1.85

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" No. 2, 3 doz.....	2.65
" A, No. 6, 12 oz. boxes, 1 doz. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" No. 2, 3 doz.....	4.80
Reckitt's, 5c. and 10c. asst., 8 lbs.....	Per lb. .30

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	5.10
Army and Navy, No. 8, 3 doz.....	3.00
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 3, bbls., 6 doz. barrel.....	5.50
French Laundry, large, 1/2 gross in barrel.....	3.45
Tibbals Cream Indigo, 5c. size, 1/2 gross case.....	4.80
" " 10c. size, 1/2 gross case.....	9.00
Free goods with 1/2 gross 5-cent size and 1/4 gross 10-cent size.	

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.36
" first, ".....	.35
" second, ".....	.34
" third, ".....	.31-.33
" dairy, extra, bakers' use, 30-60 lbs.....	.25-.30
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.32-.37
Print Butter—	
Star or S. D. brands, 1 lb., 20-50-lb. boxes.....	.40
B. B., E. D. brands, 20-50-lb. boxes.....	.39
J. J., C. V., Gilt Edge, Gold Medal, 20-50-lb. boxes.....	.38
Sheaf ("400") Elgin, 20-50-lb. boxes.....	.37
Sheaf.....	.32-.36
Milken Farm, lbs. and 1/2 lbs.....	.41
Gurnee, lbs. and 1/2 lbs.....	.39
Belle Spring.....	.35

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.71 1/2
" 16's, 30 lbs.....	.72 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Bright Light, 16's, 30 lbs.....	.09 1/2
Werk's, 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Neverout, 8's.....	per box 1.75
" 16's.....	per box 1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 4.50
Quarts, boxes, 1 doz. each.....	per gross 5.00
Pints, wide mouth, 1 doz. each.....	per gross 7.10
Schram's—	
Half gallons, boxes, 1 doz. each.....	6.50
Quarts, boxes, 1 doz. each.....	5.00
Pints, boxes, 1 doz. each.....	
Jar Rubbers—	
Wide, 1 lb. cartons.....	.26
Regular, 1 lb. cartons.....	.26
Lipped, 1 gross, boxes.....	.83
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.55
Jelly Glasses, fluted, bbls., 21 doz.....	1.75 1/2

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## COOKING HERBS.

Colburn's "A," Small—	
Sweet Marjoram.....	per doz. .85
Sage.....	" .85
Thyme.....	" .85
Savory.....	" .85
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
1/2-lb. cartons, 1 doz.....	per doz. .40
1/2-lb. " ".....	" .75
1/2-lb. " ".....	" 1.25
1/2-lb. screw cap bottles, 2 doz.....	" .90
1/2-lb. square cans, 2 doz.....	" .85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Silver Lake, fancy Jersey.....	.87 1/2
Silver Lake, No. 10, 1 doz.....	2.20
Junior, No. 10, 1/2 doz.....	2.00
Bridgeton, No. 10, 1 doz.....	1.95
Goldsboro, No. 10, 1 doz.....	1.75
Junior, fancy hand picked.....	.80
Riverside, fancy Maryland.....	.75
New Century, fancy, No. 2.....	.55
Brandywine Hills, extra fancy.....	.90
Mrs. Lippincott's, Frying.....	1.25
Our Best, 50 oz.....	1.00
Rival Blue, fancy hand packed.....	.80
Mispillion, fancy Delaware.....	.75
Ford, fancy Maryland.....	.67 1/2
Luncheon, fancy Maryland.....	.80

Lima Beans—	
Silver Lake.....	.85
Silver Lake, No. 10.....	4.50
Brandywine Hills.....	1.30
Boyer's.....	.95
Brownie.....	.70

String Beans—	
Extra fancy.....	1.45
Boyer's, 25.....	.60
Acorn, 25.....	.85
" No. 2.....	.60
Safe, No. 2.....	.60

White Wax Beans—	
Boyer's.....	.60
Acorn, No. 2.....	.57 1/2
Brandywine Hills, No. 2.....	1.10

Beans (Pork and Beans)—	
B. & M., No. 3, plain.....	1.45
" No. 3, tomato sauce.....	1.60
Campbell's, No. 2, plain.....	.95
" No. 2, Boston style.....	.95
Oxford, No. 3.....	1.05
Narragansett, No. 3, tomato sauce.....	
Van Camp's, No. 1, sauce, 4 doz.....	.90
" No. 2, sauce, 4 doz.....	1.40

Moore & Brady, No. 3, plain.....	.87 1/2
" No. 3, sauce.....	.92 1/2
" No. 1, picnic size, plain.....	.42 1/2
" No. 1, picnic size, sauce.....	.47 1/2
Victory, No. 1, tomato sauce, 4 doz.....	.45
Martin Wagner Co., No. 3, plain.....	1.25
" No. 3, tomato sauce.....	1.25
" Midnight Lunch, No. 1, 4 doz.....	.50
Baldar's, sauce or plain, No. 3, 2 doz.....	1.80
" " No. 2, 3 doz.....	1.40
" " No. 1, 4 doz.....	.90

Red Kidney Beans—	
Joan of Arc, No. 2, fancy.....	.80
Van Camp's, No. 2, 2 doz.....	.85
Martin Wagner's, No. 2, 2 doz.....	.77 1/2

Corn—	
Kornlet.....	1.75
Paris, fancy Maine.....	1.25
American Beauty, extra fancy, Shoe Peg.....	1.00
Cream of Susquehanna.....	.95
Shoe Peg, Susquehanna, No. 2.....	.85
Rex, No. 2, fancy, whole grain.....	.77 1/2
Vanity, No. 2, whole grain.....	.75

Peas—	
Boyer's, Midgets, No. 2.....	1.55
" Extra Sifted.....	1.25
" Sifted.....	1.07 1/2
" Early June.....	.95
B. B. F., Early June.....	.95
Hermit brand, soaked.....	.55
Lotus, Sweet Wrinkle.....	1.10
Brandywine Hills, extra sifted N. Y. State.....	1.50
Kent County, Sifted.....	.80
Our Favorite, No. 2.....	.80
Plantation Standard, Early June, No. 2.....	.87 1/2
Pride of Delaware Standard, No. 2.....	.75
Wyoming, extra fine, June, No. 2.....	1.25

Beets—	
Silver Lake, fancy, No. 3.....	1.10

Succotash—	
Little Quaker, extra fancy, No. 2.....	1.05
Brandywine Hills, extra fancy.....	1.05

Splach—	
Champion, No. 3.....	.92 1/2
Farren's, No. 3, 2 doz.....	1.05
Victory, No. 3, fancy leaf, 2 doz.....	.95
M. & W., No. 3, chopped.....	.85

Sweet Potatoes—	
Farmside, fancy N. Y. State, No. 3.....	1.25
Boyer's, No. 3, 2 doz.....	1.00
Slocumb Farm, No. 3 cans, 2 doz.....	.90

Pumpkin—	
Silver Lake, No. 3.....	.72 1/2
Apollo, 3's.....	
Lilly Lake, 3's.....	.62 1/2
Easton, No. 3.....	.60

Asparagus—	
Oak, large, 2 1/2's.....	.65
Superior, large, No. 2 1/2's.....	.50
Staple, medium, No. 2 1/2's.....	.35
Swan, medium, No. 2 1/2's.....	.40
Del Monte Tips, No. 1 1/2's.....	.25
Extra Tips, No. 1 1/2's.....	.20
El Rio, choice California, No. 2 1/2's, 2 doz.....	2.00

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## California Canned Fruit.

	Per doz.
Apples—	
Extra quality.....	2.75
Extra standard.....	1.60
Standard.....	1.40
Pears—	
Barlett, extra quality, 2 1/2's.....	3.00
" extra standard, 2 1/2's.....	2.00
" standard, 2 1/2's.....	1.75

Cherries—	
Extra quality, 2 1/2's.....	2.90
Extra standard, 2 1/2's.....	2.00
Standard, 2 1/2's.....	1.80

Peaches—	
Tloga, No. 2 1/2, extra standard, lemon cling.....	1.75
Agate, No. 2 1/2, standard, lemon cling.....	1.50
Oak, sliced, lemon cling, No. 2, 4 doz.....	1.00
Columbus, No. 2 1/2, pie, peeled, yellow, free.....	1.25

Fruit—	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples—	
Golden Crown, No. 3, 2 doz.....	.90
Spring Garden, No. 3, 2 doz.....	.85
Bull Head, No. 3, 2 doz.....	.85
Spring Garden, No. 10.....	2.65

Blackberries—	
Boyer's, syrup, No. 2.....	1.30
Nigger Head, No. 2.....	1.05 1/2
Spring Garden, No. 2.....	.85

Blueberries—	
Maine, Eagle No. 2.....	1.25
Logies, No. 10.....	6.00

Cherries—	
Boyer's, No. 2, white, extra.....	1.37 1/2
Flour City, white, No. 2.....	1.10
Flour City, red, No. 2.....	

Peaches—	
Berry's, yellow, No. 3.....	1.25
Castle Haven, white, No. 3.....	1.05
Standard, pie, No. 3.....	.90

Pears—	
Silver Lake, No. 10.....	3.75
Hero, No. 3.....	1.00

Raspberries—	
Red Farmside, extra preserved, No. 2.....	2.45

Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.75
Silver Lake, No. 10, 1 doz.....	1.90

Strawberries—	
Anchor, No. 2, water.....	.75
Silver Lake, No. 2.....	1.40

Pineapple—	
Acorn, E. & C., No. 2.....	1.90
General, E. & C., sliced, No. 2.....	1.80
Indian River, E. & C., No. 2.....	1.65
Orange Grove, E. & C., No. 2.....	1.80
Singapore Chunks, No. 1 1/2, 4 doz.....	1.10
Wallace, grated, No. 2.....	1.40
James, No. 3, pie, grated.....	.85
Singapore, cubes, No. 1 1/2, 4 doz.....	1.10

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.	
Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
" No. 2, 2 doz., McMenamin's.....	3.25

Clams—	
Star, No. 1, 4 doz.....	.85

Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.35
" flat, 4 doz.....	4.35
B. & M., No. 1/2, flat, 4 doz.....	2.30
" No. 1/2, flat, 4 doz.....	1.40
Star brand, No. 1/2, flat, 4 doz.....	1.35
" No. 1/2, flat, 4 doz.....	2.25

Shrimps—	
L and D, No. 1, pickle, 4 doz.....	1.20

Mackerel—	
Pickert's, soured, No. 1, 4 doz.....	
" " No. 2, 2 doz.....	
" " No. 3, 2 doz.....	
Underwood, soured, No. 1, 50 cans.....	
" " No. 1, 4 doz.....	

Oysters—	
Boyer's, No. 1, 2 doz.....	.78
" No. 2, 2 doz.....	1.45
Stewart's, No. 2, 2 doz.....	1.35
" No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75

Kipperd Herring—	
Maconache's, 2 doz., plain.....	1.50
Gilt Edge, 4 doz.....	1.37 1/2
Connor's, 4 doz.....	1.22 1/2

Salmon—	
Hapgood's, No. 1, tall.....	2.05
" No. 1 flat.....	2.15
Horseshoe, No. 1.....	1.65
White Raven, red, 1/2's.....	
Chef, red, No. 1/2, flat, 4 doz.....	.90
Terrapin, pink, No. 1/2, 4 doz.....	.80

## SARDINES—Imported.

Boneless and peeled, 1/2's.....	28.00
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# Manufacturers Whose Goods are Sold Through Grocers Have a Message for Them. We Show Them the Best Way to Deliver It for the Least Money

## *The Grocery and Allied Trade Press of America*

consists of 28 clean up-to-date publications which influence retail grocers because they have proven their friends and because they are filled with the sort of information grocers want.

They make sworn statements of circulation, accompanied by Post Office mailing receipts. Their rates are standard—same to everybody and they are read regularly by the kind of grocers whom manufacturers want to sell—the live ones—the ones that stay in business.

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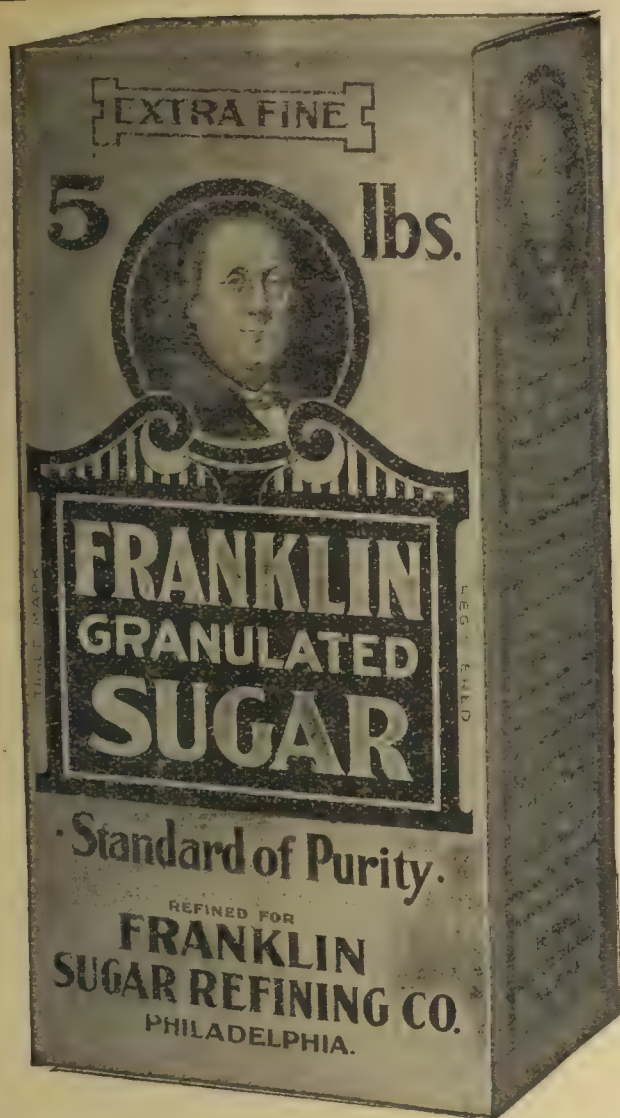
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PACKED ALSO IN TWO-POUND CARTONS

## Curing Sourness with Carton Sugar

Sugar is the sweetest natural product known, but the selling of it has made more grocers sour than anything else on earth.

For years it has been a "custom of the trade" to sell sugar at cost or less, and until the advent of **FRANKLIN CARTON SUGAR** there has seemed no way to avoid it. **FRANKLIN CARTON SUGAR**, however, does avoid it absolutely, as any grocer who has used it will testify.

No grocer need sell **FRANKLIN CARTON SUGAR** at cost or below unless he deliberately insists on doing it. There is no cost to selling it, because it stands ready wrapped on the shelf to be lifted down when called for. Neither is it possible to give profit-eating "good measure," for the cartons weigh two and five pounds and no more.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags.

**The Franklin Sugar Refining Co.**  
Philadelphia, Penna.

**THE HIGHEST** because of their **PURITY—QUALITY—FLAVOR**



On these points

## Bee Brand Flavoring Extracts

received the highest award—

**GOLD MEDAL**

The strongest endorsement since the Pure Food Law went into effect.

**HIGHER**

by 40% than national laws require. Increasing sales indicate that the consumer desires a **HIGH-CLASS** Flavoring Extract regardless of price.

**McCORMICK & CO.**

MANUFACTURING  
CHEMISTS

**BALTIMORE, MD.**



## EGGS.

New York, full cream, new, fancy, 40-lb. bxs.	.18½
" " " new, 1st's, 40-lb. bxs....	.15
Picnic, full cream, new, fancy, 20-lb. boxes....	.18½
Swiss, domestic, new, 100 lbs.....	.19

Old Homestead, Flapjack, 35 packages.....	2.67
<b>Buckwheat Flour.</b>	
Heater's, 16 packages.....	2.11

Stone Pots, small size, s doz. in case, per doz.	1.25
" " with Horse-radish, p.dz.	1.15
Stone Pots, large size, 1 doz. in case, per doz.	1.75
" " with Horse-radish, p.dz.	1.75
Wein Senf, in bbls.....per gal.	
" 1 gallon stone jars.....per jar	.75
" 5 gallon kegs.....per keg	2.50
Prepared Mustard, in bbls.....per gal.	
" " in 15 gallon kegs... "	
" " in 10 " " " "	
" " in 5 " " " "	.95-.40
" " in 1 gallon pails...per pail	.75
" " in 1 " " " "	.40
Prepared Special, with spoon, s doz. in case, per doz.	
" Sifting top, s doz. in case....per doz.	.95
" with Horse-radish, s doz. in case, per doz.	.44
	.85

Marlinrte Herring, imported, about 40 in pall.	1.25
Roll Herring, imported, about 25 in pall.....	1.00
Spiced Herring, imported, about 40 in pall....	1.00





THE DOCTOR:—"Recommend this to your customers, Charlie, it's the only pure sugar syrup made in this country. Every one who tries it will keep buying it. It's a flesh builder and a nourisher. Don't forget the name, **PENN MAR SYRUP.**"

CHARLIE:—"Thank you, Doctor, I'll not only take your advice but I'll tell the rest of the boys to push it too. We are always glad to push an article that our customers keep coming for, particularly when it pays us a good profit."

**J. STROMEYER & COMPANY**

33 S. Water Street, Philadelphia



## COFFEE AND TEA BINS THAT PROVE THEIR "METAL"

Picture your store fitted out with Tea Canisters and Coffee Bins like these. They are trade winners. Effective store decoration brings the people in—your sales force do the rest.

When installing Coffee Bins, get the kind that will stand the racket—you'll never have to replace

them. Our bins are constructed of the heaviest tin.

**And for Over Fifty Years They Have Proven Their "Metal"**

Write for catalogue showing variety of designs

**Henry Troemner**

No. 911 ARCH STREET

PHILADELPHIA, PA.

J. A. FLESCHE & SON, 115 Adams St., CHICAGO, ILL., General Agents for United States





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## FARINACEOUS GOODS.

Farinaceous Goods.	
Corn Meal—	Per bag.
White, granulated, 100 lbs.	1.90
Yellow, granulated, 100 lbs.	1.95
“ table, 100 lbs.	1.90
Western, yellow, granulated, 100 lbs.	1.75
Mother's, white, 24 packages	1.80
“ yellow, 24 packages	1.80
Farina—	
Hecker's, 24 18.	per case 1.56
Beans—	Per bushel.
California Lima, about 80 lbs.	per lb. .05 1/2
Marrows, fancy, N. Y. State, grain bags.	3.15
Michigan Pea, bags 160 lbs.	2.50
Red Kidneys.	3.20
Peas—	
Green.	2.35
Scotch.	
Split, yellow.	2.30
“ green.	
Lentils—	Per lb.
Ososoo, 120-lb. bags.	.03 1/2
Less quantity.	.03
Shaker Corn—	
Fancy, barrels.	
Less quantity.	
Hominy—	
Lea's Breakfast, 10 packages.	per case 1.60
“ Pearl, 100 lbs.	per bag 2.20
Schumacher's Breakfast, 10 pkgs. to case.	1.45
Western Pearl, 100-lb. bags.	1.85
“ Grits, 100-lb. bags.	1.85
Mother's, Grits, 36 packages.	2.35
“ Pearl, coarse, 36 packages.	2.35
Barley—	
OO.	
No. 3, 100 lb. bags.	2.75
Noodles—	Per case.
Smith's, 30 10-c. packages.	1.90
“ assorted, 5 and 10-c.	1.90
Golden Egg, 5 and 10-c.	1.75
“ 5-c.	1.75
“ 10-c.	1.75
Royal Crown, 4 doz. 50.	1.30
Royal Crown, 2 doz. 100.	1.30
Oatmeal—	
B, 200 lbs.	per bbl. 4.95
B, 100-lb. kegs.	per keg 2.90
Mother's, steel cut, 24 packages.	2.65
Oaten Goods—	Per case.
Mother's Crushed Oats, 18 packages.	1.47 1/2
“ 20 packages, large.	3.90
Rolled Oats—	
Avena, 180 lbs.	per bbl. 5.25
“ 90 lbs.	per sack 2.71
“ 90 lbs.	per sack 2.50
Standard, 180-lb. bbls.	5.10
“ 90-lb. bags, fresh.	2.50
Mother's, compressed, 18 tins.	2.12 1/2
Sago—	
Colburn's, 36 1-s.	.06 1/2
“ Fine.	.04
Tapioca—	
Instantaneous, 50 1-s.	.07 1/2
C. Burn's Hasty, 36 packages.	.06 1/2
Minute, 1/2 gross.	per box 2.75
Flake, about 125 lbs.	per lb. .03 1/2
Pearl, 150 lbs.	“ .03
“ less quantity.	“ .03 1/2
CEREAL SPECIALTIES.	
Ralston Breakfast Food, 36 28.	per case 4.50
Egg-O-Se, 36 packages.	2.50
“ Corn Flakes, 36 packages.	2.50
Maple Flake, 36 packages.	2.05
5-case lots.	3.85
Post Toasties, 36 packages.	2.80
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages.	2.50
1 doz. 20-oz. packages.	2.25
2 doz. 10-oz. packages.	2.70
3 doz. 20-oz. packages.	6.75
Grape Nuts—	
2 doz. 1-lb. packages.	2.70
3 doz. 1-lb. packages.	4.05
Post Toasties—	
2 doz. family size.	2.80
3 doz. popular size.	2.80
Shredded Whole Wheat, 50 packages.	3.00
“ 25 packages.	2.60
Mother's Corn Flakes, 36 packages.	2.55
“ Wheat Hearts, 18 packages.	1.90
Cream Wheat, 36 packages.	4.50
Wheatlet, 36 packages.	3.60
Wheatena, 36 packages.	4.50
Crunch Nuts, 24 packages.	2.70
Triscuit, 36 packages.	2.50
Vita 36 2-lb. packages.	4.25
Kellogg's Toasted Corn Flakes, 36 packages.	2.80
H-O Company—	Per case
Force, 208.	2.00
Korn-Kinks, 368.	1.45
Presto, small, 188.	1.60
Presto, large, 108.	2.25
Flour, self-raising, small, 188.	1.60
Flour, self-raising, large, 128.	2.10
Buckwheat, compound, small, 128.	1.50
Buckwheat, compound, large, 128.	1.50
Panade, 188.	1.50
H-O (steam cooked oatmeal), 128.	1.55
Pawnee Oats, regular size, 188.	1.50
Pawnee Oats, family size, 208, without chinaware.	3.00
Pawnee Oats, family size, 108, with china.	3.40
O-G, 188.	1.50
O-G, family size, china, 208.	3.40
O-G, family size, no china, 208.	3.00
DE-FI, barrels, 180 pounds.	5.00
DE-FI, sacks, 90 pounds.	2.35
Quaker Oats Co., The—	
Apitex Biscuit, 248.	3.00
Avena, 18 packages.	1.45
Banner Oats, 20 packages.	4.00
Quaker Breakfast Biscuit, 248.	1.85
Old Fashioned Scotch Brand Oat Meal, 248.	2.60
Silver Brand Farina, with spoon, 248.	2.80
Saxon Wheat Food, 248.	3.00
Flour, 188.	2.70
Quaker Cracked Wheat, 248.	2.40
Quaker Oats, round, 368.	4.25
Quaker Whole Wheat Flour, 108.	1.95
Quaker Best Corn Meal, Yellow or White, No. 3, 248.	1.85

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Scotch Brand Pearl Barley, 248.	per case 1.40
Pettijohn's Breakfast Food, 188.	1.97 1/2
Quaker Puffed Wheat, 368.	2.85
Quaker Puffed Rice, 368.	4.25
Quaker Oats, 188.	1.45
Quaker Oats, 208 Family (with China).	4.00
Quaker Oats, 368 Tins.	4.25
Schumacker's Farina.	1.40

## GELATINE AND PREPARED DESSERTS.

Gelatin and Prepared Desserts.	
Knox's Crystal.	per doz. 1.20
“ Acidulated.	1.20
Cox's, large.	1.65
“ small.	.97 1/2
Plymouth Rock, pink or white.	1.20
Nelson's.	1.40
Bromangelon, assorted, 3 doz.	.90
Jell-O, assorted flavors, 2 doz.	.90
Jell-O Ice Cream Powder, 2 doz.	1.00
Jellycon, assorted flavors, 3 1/2 doz.	.87 1/2
Chalmers.	.95
Mother's, small, 1 doz.	.45
“ large, 1 doz.	.90
Cooper's.	.85
Tryphosa.	.95
Gelatin, McKinley's.	.85
Wetmore's, double refined, 36 10-c. packages.	.80
Pudding, assorted, 2 doz.	per case 2.70
Minute Gelatin, plain.	per gross 12.75
Minute Gelatin, plain.	per doz. 1.10
Minute Gelatin, flavored.	per gross 10.80
Minute Gelatin, flavored.	per doz. .90
Seven flavors, packed solid or assorted.	

## MACARONI. Domestic.

Macaroni. Domestic.	
Larosa Alphabets, square, 25 pkgs.	per lb. .06 1/2
“ Elbows, square, 25 pkgs.	.05
“ Macaroni, long, 25 pkgs.	.06
“ Spaghettini, long, 25 pkgs.	.06
“ Vermicelli, square, 25 pkgs.	.06
“ Macaroni, bulk, 25 pkgs.	.06
Woodcock, long, 24 pkg.	.10 1/2
Crystal, long, 25 pkg.	.06 1/2
Crystal, Elbows, 24 pkg.	.06 1/2
Crystal, Spaghettini, 25 pkg.	.06 1/2
Crystal, Vermicelli, 25 pkg.	.06 1/2
Extra, long, 25 pkg.	.04 1/2

## Imported.

B. S. J. Macaroni, 25 pkg.	.08 3/4
B. S. J. Elbows, 25 pkg.	.08 3/4
B. S. J. Spaghettini, 25 packs.	.08 3/4
B. S. J. Vermicelli, 25 packs.	.08 3/4

## FIXTURES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 30 per cent. discount.	
600-lb. Platform Scale.	117.00
Tea Caddies, Red, No. 52.	14.00
Tea Caddies, Red, No. 53.	10.00
Tea Caddies, Red, No. 54.	8.00
Tea Caddies, Red, No. 55.	5.00
Scoops, Galvanized, Flour.	.30
Scoops, Galvanized, Sugar.	.25
Scoops, Galvanized, Starch.	.15
Tobacco Cutters.	1.25
Alarm Money Drawers.	1.50
Bag and Twine Holders.	.75
Barrel Covers, 21 in.	3.50
Barrel Covers, 19 in.	3.00
Cheese Cutters.	15.00
Bung Bore, No. 2, 1 1/2 to 1 in.	1.50
Coffee Mills, No. 7.	10.00
Coffee Mills, No. 9.	16.00
Coffee Mills, No. 12.	45.00
Less 25 per cent. discount.	

## Counters.

Sherer's Eclipse Counters—			
No.	Length.	No. of Drawers	Each.
6 1/2	3 feet, 8 inches.	18	28.00
8 1/2	4 feet, 10 inches.	18	37.50
10 1/2	6 feet.	28	28.00
12 1/2	7 feet, 3 inches.	18	32.00
14 1/2	8 feet, 6 inches.	21	36.00
16 1/2	9 feet, 8 inches.	24	40.00
18 1/2	10 feet, 10 inches.	27	45.00
20 1/2	12 feet.	30	50.00
Capacity of Drawers, 40 to 60 lbs. each.			

## Scoops.

Indestructible, No. 4.	per doz. 9.00
“ No. 5.	12.00
“ No. 6.	15.00
Ex. Galvanized Steel Blades, No. 3.	per doz. 4.20
“ No. 4.	5.40
“ No. 5.	7.20
X Quality, No. 3.	2.60
“ No. 4.	3.00
“ No. 5.	3.40

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case.	per doz. .90
Tins, Keyed (Jewel), 2 doz. in case.	“ .90
Large cartons or tins, 2 doz. in case.	“ 1.00
Dime Tumblers, 2 doz. in case.	“ .90
Bulk, 15 lbs.	per lb. .15

## Thredded Fish.

Thistle, 24 packages.	per doz. .65
Swansdown, 2 doz.	“
Osprey, 2 doz.	“
Swift & Co.—	
Talisman brand, 20-lb. boxes.	per lb. .10 1/2
“ cartons.	per case 1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins.	per case 3.80

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## New Mackerel.

New Mackerel.				
New.	Count (about) to bbl.	200 lb.	100 lb.	50 lb.
Ex. Norway, No. 1. 170-190	35.00	18.10	9.25	2.00
Ex. Norway, No. 2. 230-260	25.00	13.10	6.65	1.50
Ex. Norway, No. 3. 380-360	19.00	10.10	5.25	1.20
Ex. Norway, No. 4. 480-460	17.00	9.10	4.75	1.10
Summer				
Ex. Bloaters, XX. 100-110	35.00	18.10	9.25	2.00
Fancy Shore, No. 1. 130-150	28.00	14.60	7.50	1.65
Ex. Shore, No. 1. 130-150	26.00	13.10	6.65	1.50
Shore, No. 1. 130-150	24.00	12.60	6.50	1.40
Extra Irish, No. 2. 325-375	16.00	8.60	4.50	1.05
Medium Irish, No. 2. 350-400	15.00	8.10	4.25	1.00
Small Irish, No. 2. 410-450	14.00	7.60	3.90	.95
Small Irish, No. 3. 475-525	13.00	7.10	3.65	.91
New Medium Shore. 160-180				
Large, No. 2. 310-320				
Cape Shore. 110-120	16.00	8.60	4.50	1.05
Holland. 400-450	11.00	6.10		

## Herring.

Herring.				
	200 lb.	100 lb.	50 lb.	10 lb.
Lab. Split, Lg. No. 1.	7.00	4.60		
Lab. Split, Lg. No. 2.	6.00	3.60		
Shore, Round, Large.				
Shore, Round, Med.	7.00	4.10		
Ocean Fish.	5.00	3.10		
Shad, No. 1, Mess.	11.00	6.10	3.25	.75
Shad, No. 2, Mess.				
Haddock, Pickled.				
Red Salmon.	12.00	6.60		

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06 1/2
Gilt Edge, 40 lbs.	.06
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish—	
12 3/4, wood boxes.	.15 1/2
12 3/4, “	.15 1/2
14 1/2, “	.16
10-lb. boxes.	.15
5-lb. “	.15
Cakes, 24 in fancy box.	per case 2.80
“ 10-lb. cartons.	per carton 1.20
24 jars, fancy box.	3.10
Strips, 40 size, boxes.	1.65
“ 20	.10
Middles, 40 size, boxes.	.12 1/2
“ 20	.12 1/2

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06 1/2
Snow White, 1-lb. bricks, 20 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case.	1.50
“ small size, 2 doz. in case.	.90
Small Tumblers, 2 doz. in case.	.90
Large Jars, sealed, 2 doz. in case.	1.50

## Loose Codfish.

Extra Large Georges Cod.	.08
Large Bank.	.07 1/2
Medium Bank.	.06 1/2
Pollock.	.06 1/2
Hake.	.06 1/2
In original cases, 450 lbs., 1/4 c. less.	

## Smoked Fish.

New Extra Scaled Herring.	per box .16
Boneless Herring, fancy 10-lb. boxes.	per lb. .13
Smoked Salmon, whole fish.	.27
Cromarty Bloaters, 500.	per box 1.10
“ 1008.	per case 2.10

Swift & Co.—	
Talisman brand Boneless Herring, in glass, 15c. size, 24 vacuum jars.	2.95
Talisman brand Boneless Herring, in glass, 10c. size, 24 screw-top jars.	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars.	3.10
“ 24 cartons.	2.75

## FRESH FISH.

Fresh Fish.	
	Per lb.
Cisco.	.10
Halibut.	.22
Salmon, fresh.	.27
Codfish.	.10
Large Hake.	.09
Haddock.	.06
Spanish Mackerel.	.16
Sheepshead.	.16
Smeits.	.11
Cat Fish.	.15
Butterfish, frozen.	.15
Ells.	.10
Sea Bass, frozen.	.10
Weak.	.07
Blue, frozen.	.14
White Perch.	.16
Spotted Trout.	.15
Whiting.	.04
Frozen Herring.	.05
Steak Fish 1/2 cent per lb. additional.	

## OYSTERS.

Cove, Primes.	per M. -10.00
Cove, Culls.	“ -6.00
Blue Points.	“ -5.00
Blue Points.	per bbl. -6.50
Absecon, Primes.	per M. -9.00
Absecon, Culls.	“ -4.50
Rockaways.	per bbl. -5.50

## CLAMS.

Clams.	per M. 7.00
Necks.	“ 6.00

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## DRIED FRUITS.

Raisins—		Per box
Extra Dessert Clusters, 22-lb. boxes.....		2.95
Connoisseur Clusters, 22-lb. boxes.....		2.05
California Clusters, 20 No. 1 pks.....		1.75
		Per lb.
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes.....		.05%
Fcy Cal. 3 cr. loose, 50 lbs.....		.05
Fancy Cal. 2 cr, loose, 50 lb. boxes.....		.04½
Valencia, Rogers Fcy, 4 cr. Ondara layers		
28 lbs.....		.06½
5 or 10-box lots.....		.06¾
Standard Brands, 28-lb. boxes.....		.06½
Seeded—		
Owl, Ex. Fancy, 36-1s.....		.07
Union Seal, Ex. Fancy, 36-1s.....		.06¾
Ensign, Fancy, 36-1s.....		
5 or 10-box lots.....		
G. & S. Fancy, 36-1s.....		.06½
5 or 10-box lots.....		.06½
Admiral, fancy, 40-1s.....		.06¾
Queen Bee, choice, 36-1s.....		.06¼
Easter Brand, choice, 36-1s.....		.06½
Pride of Malaga, choice, 36-1s.....		.05
5 or 10 box lots.....		.05%
Jay Eff, choice, 36-1s.....		.05¾
5 or 10-box lots.....		.05½
Seedless—Imported Sultanas, ex. fancy, new		
7 cr., boxes about 30 lbs.....		.09¼
Fancy, new, 5 crown, boxes about 30 lbs.....		.08½
Gold Cord Brand, Thompson's Bleached, seedless, extra fancy, new, 36-1s.....		.10
Thompson extra fancy Bleached, new, 50-lb. boxes.....		.10¾
Thompson fancy Bleached, new, 50 lb. boxes.....		.10¾
Not-A-Seed, new, 36-1s.....		.06¾
5 or 10-box lots.....		.06¾
G. & S. Thompson Seedless, 50-1s.....		.06¾
Notawun Brand, Thompson's Seedless, fancy, new, 45-1s.....		.06¾
Victor Brand Sultanas Seedless, 40 1-lbs.....		.05½
5 or 10-box lots.....		.05½
Thompson's Seedless, fancy, 50-lb. boxes.....		.04½
California Seedless Muscatels, fancy, stemmed and cleaned, 50-lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
California Sultanas, fancy, 50 lb. boxes.....		.03¾
5 or 10-box lots.....		.03¾
Prunes—		
	Wheel Brand, Fancy New Santa Clara	Preferred Growth Fancy New California
		Standard Brands Fancy Santa Clara
		Ruby Extra Fancy New
20- 30, 25 lbs.....		
30- 40, 25 ".....		
40- 50, 25 ".....		.08¾
50- 60, 25 ".....	.07¾	.07½
60- 70, 25 ".....	.06¾	.08¾
70- 80, 25 ".....	.05¾	.08¾
80- 90, 25 ".....		.07¾
90-100, 25 ".....		.04½
30- 40, 50 ".....		
40- 50, 50 ".....		
50- 60, 50 ".....	.06½	
60- 70, 50 ".....	.06	.05¾
70- 80, 50 ".....		.04¾
80- 90, 50 ".....		.04¾
90-100, 50 ".....	.04	
100-120, 50 ".....		
Prunes—Herbert's Challenge Brand, ex. fancy		
new Santa Clara, 20-30s, 25-lb. boxes.....		.12
Currants—Gold Medal, new, 36-1s.....		
Gold Medal, new, 25 lbs., loose.....		.07¾
Admiral, new, 40-1s.....		.07¾
Admiral, new, 30 lbs. loose.....		.07¾
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.....		.13¾
Lemon Peel, fancy, 10-lb. hinge lid boxes.....		.12
Orange Peel—		
Fancy 10 lb., hinge lid boxes.....		Per lb. .12
Dates—		
Fard, fancy, new, boxes about 14 lbs.....		Per lb. .08¾
Hallowe'en. very fcy, new (Gldn) abt. 70lb.		.04¾
Safr, new, about 70 lbs.....		.04
5 box lots.....		.04
Century, new, 30 packs.....		per pack .05%
Orient, new, pitted, 30 packs.....		.08¾
Figs—		
Fancy, new, Cal., 10-1s.....		per box .77½
Extra fancy new Smyrna layers, 5 crown, boxes about 12 lbs.....		per lb. .1¾
Fancy new Smyrna layers, 5 crown, boxes about 12 lbs.....		per lb. .12¾
5 or 10 box lots.....		.12
Apricots—		
Blenheim, extra fancy large, very bright		Per lb.
Santa Claras, 25 lb. boxes.....		.14¾
5 or 10 box lots.....		.14½
Wheel Brd fancy new Moorpark, 25 lb. bxs.		.14
Forest King, fancy, new, 25 lb. boxes.....		.12¾
Victory, fancy, new, 25 lb. boxes.....		.12
5 or 10 box lots.....		.11¾
Commander Brand, new, 25 lb. boxes.....		.11½
5 or 10 box lots.....		.11¾
Red Banner, extra choice bright, 25 lb. bxs.		.11
5 or 10 box lots.....		.10%
Champion Brand, 25 lb. boxes.....		.10¾
Moorpark Slabs, fancy, very bright, 50 lb....		.11¾
Cherries—		
Extra fancy Cal., white, Royal Anne, pitted, 25 lb. boxes.....		Per lb. .27¾
Wheel Brand, extra fancy white, Royal Anne, unpitted, 25 lb. boxes.....		.13¾
Wheel Brand, unpitted, new, Cal. Black Tartarian, 25 lb. boxes.....		.11
Citrus—		
Reliance Brand, choice white, 25 lbs.....		Per lb. .06¾
5 or 10-box lots.....		.06¾
Apples—		
Purple Ribbon, ex. fcy jumbo, yellow, 25 lbs.		Per lb. .10¾
G. & S. Fortuna Brand, fancy Muirs, 25 lbs.		.10
Purple Ribbon, ex. fcy, large, yellow, 25 lbs.		.03¾



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers

IN

## 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



# Welch's Grape Juice

**"THE GRAPE JUICE THAT  
NEEDS NO PUSHING"**

THERE is only one of that kind. It's Welch's of course. This statement was made by a dealer in writing us for display material. He wanted to push a good thing along. You like to push an easy selling, profitable line.

No need of explaining about Welch's to your customers. They have seen it widely and persistently for many years and the chances are they are using Welch's if they use Grape Juice.

You can buy cheaper grape juice but you will waste much time trying to induce your customers to give it a trial, will have dissatisfied customers and part of the stock will be on your shelves at the end of the active grape juice season.

Make no mistake this year. Get Welch's. Order from your jobber. Write us for display matter.

**The Welch Grape Juice Company**

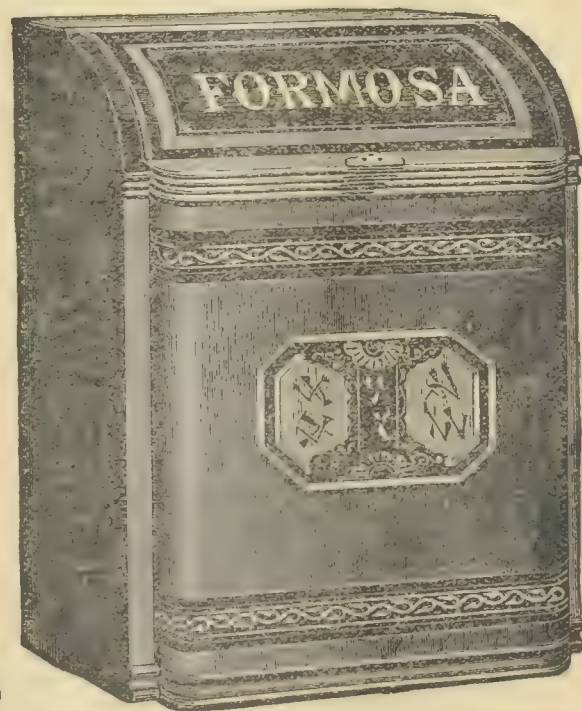
Westfield, N. Y.



## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese  
Scenery Paper for  
Tea-store Decoration



**TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills**

WRITE FOR CATALOGUE

**MORGAN & CORNELL**
**211 DUANE ST.  
NEW YORK**



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## PICKLED MEATS AND FISH.

## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.....	per doz.	4.75
"                                quarts.....	"	5.75
"                                10-oz. jars .....	"	2.50
"                                10-lb. pails .....	per pail	2.50
Tripe, 10-lb. pails.....		.90
"      5-gal. kegs.....	per keg	2.00
Pigs' Feet, 10-lb. pails.....	per pall	1.00
"      5-gal. kegs.....	per keg	2.25
Pickled Beef Salad, in glass.....	per doz.	1.10
"      Tripe, in glass.....	"	1.10
"      Ox Heart, in glass.....	"	1.10
"      Pigs' Feet, in glass.....	"	1.10
Russian Sardines.....	per keg	.75
"                                5-lb. pails.....	per pall	.50
"                                10-lb. pails.....		1.00

## POPPING CORN.

## POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.....	.18
Loose, bbls., 30 lbs.....	.18
1/4-lb. packages, 12-lb. boxes.....	.20

## PEANUT BUTTER.

PEANUT BUTTER.	
McLaren's—	Per doz.
Small, 2 doz.	.90
Medium, 3 doz.	1.30
Large, 1 doz.	.75
Peanutene, No. 3 jars, 3 doz.	1.45
" No. 4 jars, 3 doz.	.95
Beardsley's—	Per doz.
Small jars, 2 doz.	.90
Medium jars, 3 doz.	1.05
Large jars, 1 doz.	1.25

## PICKLES.

PICKLES.	
45 gals., 1800s, H. G. & Co.....	8.35
45 gals., 2500s, Williams Bros., fancy.....	
10 gals., 300s, ".....	2.25
10 gals., 450s, ".....	2.65
10 gals., 600s, ".....	2.65
16 gals., 600s, ".....	4.50
16 gals., 600s, " dills.....	4.50
45 gals., 1400s, ".....	10.25
C. & B., Chow or Gherkins, pints.....	3.30
" " half-pints.....	2.40
Celery Sauce, Yorkshire, a doz.....	per doz. .95
Chow, " pints, a doz. ".....	.92 1/2
Gherkins, sour, " " ".....	.92 1/2
Mixed, " " ".....	.92 1/2
Assorted, " " ".....	.92 1/2
Gherkins, sweet, " " ".....	1.20
White Onions, " " ".....	1.35
Sweet Pickles, 500s to 600s, 5 gal.....	per keg 2.75
" 1,000s, 5 gal.....	3.40
" 2,000s, 5 gal.....	5.25
Chow-Chow, No. 1, 5-gal. kegs.....	1.95
" No. 2, 5 gal.....	1.75
Chow and Mixed Pickles, a gal.....	per pail 1.00
Williams Bros.—	Per doz.
No. 8, Sour Gherkins, a doz.....	.85
No. 8, Sweet Gherkins, a doz.....	.85
No. 8, Sour Mixed, a doz.....	.85
No. 8, Sour, assorted, a doz.....	.85
No. 8, Chow-Chow, a doz.....	.85
No. 8, Onions, a doz.....	.85

## VINEGAR.

VINEGAR.	
Duffy's—	Per gal
Pure Apple, extra old, bbls.....	.16
“ 40 grain, bbls.....	.13
Pure Cider, 40 grain.....	.12
“ 45 grain.....	.11
Common's Gold Seal Cider, pure apple.....	.16
White Wine, 90 degrees.....	.08
Crown brand, pure cider, quarts.....	per doz. .90
White, distilled, 40 grain.....	.08
“ 45 grain.....	.09
“ extra strength.....	.15
Crosse & Blackwell's.....	per doz. .80

## PROVISIONS.

PROVISIONS.	
Hams, skinback, 12-20 lbs.	18
" 14-16 lbs.	17
" 10-12 lbs.	17
Picnics, 6-8 lbs.	13
N. Y. Shoulders, 10-12 lbs.	13
Dried Beef, sets, city smoked.	17
" tenders and knucks.	18
" Bats	16
" air dried, sets.	20
" tenders and knucks.	21
Jersey Fork, butt.	25.50 per bbl.
" family.	27.00
Breakfast Bacon, 11b la.	17
" boneless.	18
S. P. Bollies, 12-15 lbs.	14
Bologna, 25-lb. boxes.	12 1/2
Boiled Boneless Ham.	24
Beef Tongues, smoked, 5-6 lbs.	10.00
Covered Compressed Ham, 25-lb. boxes.	
Covered Hams, 1/4-cent extra; Covered Shoulders, Picnics and Bacon, 1/2-cent extra.	
Armour & Co.—	
Star Hams, regular, 10 to 12 lbs.	27
" " 12 to 14 lbs.	27
" " 14 to 16 lbs.	27
" skinbacks	29
Shield Hams, 10 lb. average.	26 1/2
" 12 "	25
" 14 "	25
" 16 "	25
" 18 "	28
" skinbacks	25 1/2
Pickle Hams, 5 to 6 lbs.	23
" 6 to 8 lbs.	23
Star Smoked Ox Tongues, long cut.	27 1/2
" short cut.	28
Beef Bologna	20
Shield Parafined Bologna	20 1/2
Berliner Ham.	20
New Orleans Luncheon Meat	20
Star Cooked Ox Tongue.	20

### Paper Bags.

OLIVES.		
H. Kellogg & Sons, Agents.		
Theodore Marquet Brand—		Per doz.
64 oz. Mammoth, French bottle.	.....	14.00
32 oz.       "       "	.....	7.00
19 oz.       "       "	.....	4.65
10 oz.       "       "	.....	2.65
64 oz. Extra, French bottle.	.....	12.25
32 oz.       "       "	.....	6.55
19 oz.       "       "	.....	4.25
10 oz.       "       "	.....	2.45
32 oz. Extra Mammoth, cylinder.	.....	8.15
10 oz.       "       "	.....	2.95
32 oz. Mammoth, cylinder.	.....	4.05
10 oz.       "       "	.....	2.65



## We Have Kept Close to the Retailer

In selling **Egg-O-See** and **E-C Corn** we believe in keeping close to the retail dealer. Not as a grandstand play, but for straight business. We have proved that a retailer who is favorably disposed toward a product can do wonders for it.

So we have succeeded in showing retailers that we are working with them to create a demand for **Egg-O-See** and **E-C Corn**, and to enable the retailer to supply that demand at a profit to himself.

Every plan we have ever operated with **Egg-O-See** and **E-C Corn** has been along two lines: First, to make as good products as human hands can produce, and second, to help the retailer create a demand for them.

Our constantly increasing sales sheets show how well we have succeeded.

### Egg-O-See Cereal Company

QUINCY

CHICAGO

BUFFALO

## Don't Buy a Cheap Wagon



If you do, you'll remember this advice. A cheap wagon looks nearly as well in the factory as our "J. M.," but oh, what a difference in six months!

The "J. M." wagon is the best delivery wagon made. Only the finest materials go into it, and they're put together right, too.

If we haven't what you want, though we probably have, we'll build it for you.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PENNA.

## There are two sides to every man. Which side are YOU developing?



Develop the *profitable* side of yourself. You can't make money doing work that *doesn't pay* a good salary. Get trained for the work that *does pay*. Learn to be a salesman. Many of them who used to be clerks but weren't satisfied to grub all their lives have taken the Sheldon Course in Scientific Salesmanship and are making from \$1,000 to \$10,000 a year.

WRITE FOR OUR CATALOGUE

### SHELDON SCHOOL

504 Republic Building - - Chicago







For the Retail Grocer

## Swift's Pride Cleanser

In large sifting-top cans.  
50 cans to the case.  
Always \$3.00 per  
case your cost.

**Retails 10 cts.**

A handsome shelf  
package.  
The top notch of clean-  
ser quality.  
A big-profit staple—it re-  
peats permanently.  
Advertised nationally.

Order from your wholesaler or from any  
**Swift & Company**  
Branch House



## A Most Familiar Trademark

is that associated with the Famous Exton Crackers. This Diamond with the "EXTON" Cracker enclosed is known from Maine to California by grocers who are looking after their best interests. It stands for goods which have a value all their own. This "something" about the Exton Crackers makes permanent customers, and they advertise your store.



**A. EXTON & CO.,** = **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

**THE BEST KNOWN AND KNOWN AS THE BEST**

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

The Blending and Roasting of Coffee is an art that can be acquired only through years of experience.

We have that experience, gained through nearly one hundred years of business life, and we give to you the benefit of our knowledge.

We send you the exact Coffee you buy and see that it is properly blended and roasted so as to insure the best results.

Samuel Wilde's Sons Co., Eleven  
Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## HERE IS YOUR QUESTION ANSWERED

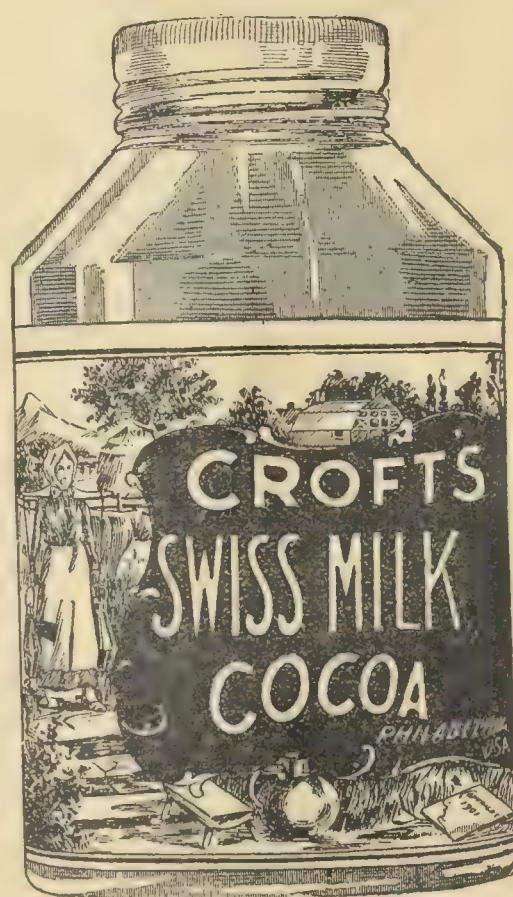
Why put in Croft's Swiss Milk Cocoa when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, Croft's Swiss Milk Cocoa is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Grocery World" when you write?

**40 cents a pound**  
Packed in ½-lb. jars, 6 and 12-lb. boxes



**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA



-29-  
SAUCES.

Per doz.	
1.90	Worcestershire, quarts.
4.50	" pints.
2.50	" 1/2 pints.
2.35	Chili, No. 16, 1 doz.
1.35	" No. 8, 1 doz.
2.35	Oyster Cocktail, No. 16, 1 doz.
1.40	" No. 8, 1 doz.
.87	Worcester, Campbell's, No. 8, 1 doz.
.82 1/2	North of England, No. 8, 1 doz.
.75	Chili, 1 doz.
.90	Campbell's, Chili, roc. size, bottles.

## SEEDS.

Per lb.	
.03	Canary
2.40	" bush, 60-lb.
.09	Caraway
.17	Celery
.05	Coriander, bleached.
.04	Hemp
1.65	" bush, 40 lb.
.06 1/2	Mustard, Brown
.06 1/2	Mustard, Yellow
.07	Poppy
.06	Rape
2.50	" bush.
.05 1/2	Sunflower, per lb.

## SODA.

Per lb.	
1.50	El-Carb., 112 lbs., keg.
.05 1/2	Babbitt's Soda, 1/2-lb. pkgs., 25 lbs.
.05 1/2	Arm & Hammer, 1/2-lb. pkgs., 25 lbs.
.05 1/2	" 1/2-lb. pkgs., 25 lbs.
.05 1/2	Salernus, Babbitt's, 1/2-lb. pkgs., 25 lbs.

## MINERAL WATER.

Per case	
5.00	Sheboygan—Large, 50 in case.
7.50	Small, 100 in case.
6.50	Nips, 100 in case.
	Rebate of 50 cents per case on five-case lots.

## SOFT DRINKS.

Per doz.	
2.10	Clequot Club Co.—Ginger Ale, extra dry, pints, 1 doz.
2.10	Sarsaparilla, extra quality, pints, 1 doz.
2.10	Blood Orange, extra quality, pints, 1 doz.
2.10	Birch Beer, extra quality, pints, 1 doz.
2.10	Lemon Soda, extra quality, 1 doz.
2.10	Root Beer, extra quality, pints, 1 doz.
9.00	Sheboygan Ginger Ale, 10 doz. crates or bbls.
1.80	Sheboygan Ginger Ale, 1 doz. in crate, per case.
1.55	Root Beer Extract, Hires', 1 doz.
.87 1/2	Hires' Root Beer, Carbonated, 1 doz.
.87 1/2	Hires' Ginger Ale, Carbonated, 1 doz.
4.25	Welch's Grape Juice, case quarts, 1 doz.
4.75	" " " 1/2-pints, 3 doz.
4.50	" " " 4-ounce, 6 doz.
5.00	" " " 1/2-gallons, 8 bottles.
5.00	3 per cent. discount on 5 case lots.

## POLISHING AND CLEANING COMPOUNDS.

Per doz.	
2.50	Kleenatub, 1/2 gross.
2.50	Don Aml, 10-cent size.
.75	Electro Silicon, 1 doz.
16.50	Putz Liquid, large, 3 doz.
1.45	" " " 1 doz.
7.00	" " " small.
.60	Putz Paste, large.
.55	" " " small.

## SOAP—Laundry.

Less than Bars.	5 bxs.	
100	3.35	Acme
100	2.50	Acorn
100	1.90	Ark
100	2.85	America
100	3.90	Best
100	3.75	Babbitt
100	2.85	Babbitt's New York City
100	70	Big Master
100	2.40	Brown
100	2.80	Borax, Dreydoppel
100	2.80	" Pearl, Young & Co.
100	2.80	" Day & Frick, Novelty
100	2.60	" Handsome
100	4.75	" Eaveson, large
100	3.75	" " small
100	3.75	" Kirkman's
100	3.75	" Red Seal
100	3.75	" Swift's
100	2.85	" Climax
100	3.35	Citrus
100	6.00	Cotton Oil, White
100	3.57 1/2	Coal Oil Johnny
100		Cygnel
100		Dobbins' Electric
100		Dewey
100	4.00	Fairy
100	4.00	Fels-Naptha
100	3.85	" Five case lots
100	3.00	German Mottled
100		Good Morning
100		Glycerine Tar
100	3.38	Gloss

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Per doz.	
1.95	Grand Peb, large
3.80	" small
7.00	Ivory
4.00	" small
3.35	Lenox
1.95	Life Buoy
3.90	Leut's Naptha
3.85	Magic Cleaner
3.00	Marselles, laundry size
4.00	" 5-cent size
4.00	" toilet size
3.35	Master
1.00	Mayer's
1.90	Miller's Naptha
3.90	Naptha, Swift's
3.75	" P. & G.
3.85	Octagon
3.90	Old Mill
2.90	Ozone
3.75	Oleone, Conway's
60	" Golden
3.25	" Eaveson's
84	" Kirk's
3.30	" Philadelphia, 72 blocks
60	" Pennsylvania
1.90	" Procter & Gamble
84	" Young's Best
60	" Young's Best
3.50	Pride, Swift's
1.80	Polo
2.45	Quaker City, boxes
3.25	" tubs
1.90	Sunlight, oval
3.85	" twin bars
3.80	Santa Claus
3.25	Saratoga
3.50	Star
3.35	Sunny Monday
4.00	White Cloud
3.85	Wool Soap, large
6.75	" small

## Toilet Soaps.

Per gross	
6.60	Buttermilk Cosmo
.60	" Swift's
4.75	Castle, El Alameda, 9 4s, mottled, green or white
2.90	Castle, El Alameda, 50 1s, mottled, green or white
4.00	Castle, Lazard, floating
4.00	Castle, Lazard, floating
1.00	Castle, Imported, Cont.
.13 1/2	" Contd, original boxes
1.14	Cutaneous, Dr. Raub's
.70	Elderflower, large cake
4.40	Fleur-de-lis
4.50	" "
.45	Hearts and Flowers
10.25	Maxine Elliott Buttermilk Series
4.30	Oatmeal, 3 cakes in box
4.30	Olive Oil Castle, white, green or mottled
.50	" 9 1/2-lb. bars to box
5.00	Turkish Bath
1.90	Sweetheart, 50 cakes
3.75	" 100 cakes
4.50	Swift's, Pumice
50	" Candia Glycerine
4.15	" Raven Tar
4.60	Witch Hazel, 3 cakes, 1/2 gross
3.35	" Swift's
4.30	" Armour's
3.50	" "

## Scouring Soap.

Per case	
1.24	Day & Frick's Flint, 36 bars
1.80	Young's, 48 bars
3.75	Brooks' Crystal, 100 bars
3.75	Philadelphia Standard, 60 bars
2.95	Sapallo, 36 bars
2.95	" Hand, 36 bars
3.75	Wrigley's, 100 bars
	(Coupons with each box)
2.38	Kitchen Crystal, 36 bars

## Soap Powder.

Per case	
2.75	Pearline, 36 packages
2.75	" 72 "
2.75	" 100 "
2.50	Soapine, No. 7, 100 packs
4.00	" No. 12, 100 "
4.00	" No. 17, 36 "
2.35	Babbitt's 1776 Powder, 100 6-oz.
3.35	Finola, 100 packages
4.00	Gold Dust, Fairbank's, 100 12-oz. packages
4.50	" 24 1/2-lb.
4.75	Naptha Borax, 100 packages, large
3.85	" 100 5-cent packages
3.35	Kirkolline, white, 24 large packs
3.35	" 100 12-oz. packages
3.35	Young's Pearl Borax, 60 1-lb. packages
4.00	Snow Bay Washing Powder, 24 4s.
4.00	" 60 5c. pkgs.
4.40	" 30 No. 2 pkgs.
3.20	Nine O'clock Tea, 100 packages
.43	I-V Washing Tablets, 3 doz.
4.00	Swift's Washing Powder, 100 12-oz.
4.00	" 24 4s.
3.00	Swift's Pride Cleanser, 50 cans
10.25	Pennywash, 1 gross and 144 1-cent cakes free
3.85	Powerline, 100 packages
3.40	Old Dutch Cleanser, 48 packages

## SPECIALTIES.

Per case	
3.00	Anker's Bouillon Capsules
	Pure Ground Spices.
.45	Colburn's Philadelphia Mustard, D. S. F.—5-cent tins, 2 and 4 doz.
.85	" Dime size, 2 and 4 doz.
1.00	" 1/2-lb. net, tins, 2 and 4 doz.
1.90	" 1/2-lb. net, tins, 1 doz.
3.70	" 1-lb. net, tins, 1 doz.
.95	" 6 lb. cans, full weight.
1.25	" 10-lb. cans, full weight.

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Per doz.	
5.40	Colman's Mustard, D. S. F.—1-lb. tins
2.70	" 1/2-lb. "
1.45	" 1/2-lb. "
.90	" 1/2-lb. "
.45	" 1/2-lb. "
.45	" 1/2-lb. "
.14	Pepper—Black, High Grade
.12	" Black, Low Grade
.13	" White, High Grade
.28	" White, Low Grade
.19	" Red, High Grade
.23	" Red, Low Grade
.16	" Cinnamon—High Grade
.29	" Low Grade
.13	" Cloves—High Grade
.23	" Low Grade
.17	" Allspice—High Grade
.11 1/2	" Low Grade
.12 1/2	" Ginger—High Grade
.25 1/2	" Low Grade
.12	" Mace—High Grade
.75	" Nutmeg—High Grade
.30	" Mustard—Yellow, High Grade
.19	" Yellow, Low Grade
.14	" Brown, High Grade
.14	" McCormick & Co.—Bee Brand—Pepper, Cinnamon, Mustard, Cloves, Ginger, Allspice
.40	" 1/2-lb. cartons
.75	" Banquet Brand—Mustard, Cinnamon, Pepper, Cloves, Ginger, Allspice
.35	" 1/2-lb. cartons
.70	" Bee Brand, in canisters, above assortment, No. 45 size
.45	" No. 90 size
.85	" "

## Mustard—Prepared.

Per doz.	
.90	Campbell's, jar, 2 doz.
.90	Campbell's, with spoon, new
.95	Gulden's, No. 6, with spoon, 2 doz.
.88	" " "
.70	Beer Mug, fancy, large size, 2 doz.
.80	Lemonade Glass, tall, 2 doz.
.90	Homoradish and Mustard, No. 8, with spoon, 2 doz.
.90	Milk Jar, glass top, 2 doz.
.75	Water Tumblers, glass, No. 10, 4 doz.
.45 1/2	" "

## WHOLE SPICES.

Per lb.	
.07	Pepper, Black
.04 1/2	Allspice
.13	Cloves
.48	Mace
.16	Nutmeg, large
.12 1/2	" medium
.12	Cinnamon Bark, Canton
.30	" Java Thin Quills, 5-lb. rolls
.55	" Saigon
.10	Whole Mixed Spices, bulk, 6-lb. boxes
.05	Green Ginger Root

## CORN STARCH.

Per case	
1.80	Davis, 48 5-cent packages
2.70	" 36 10-cent "
.07 1/2	Duryea's, 40-lb., 1-lb. packages
.07 1/2	" 20-lb. "
.05	Niagara, 40-lb. "
.05	Cream, 48-lb. "
.07 1/2	Kingsford's, 40-lb. "
.07 1/2	" 20-lb. "
.03 1/2	Rex, 40 lb., 1 lb. packages

## LAUNDRY STARCH.

Per case	
.90	Arge, Gloss, 24 5-cent packages
.03 1/2	Gilbert's Laundry, 40-lb. boxes
.06	" Patent Gloss, crates, 12 6-lb. wd. bxs.
.05	" Linen Gloss, 3-lb. cartons
.06 1/2	Kingsford's, Pure, 3-lb. cartons
.06 1/2	" Pure Gloss, 40 1-lb. packages
.07 1/2	" Silver Gloss, 12 6-lb. wd. bxs.
.06 1/2	Duryea's, Superior, 3-lb. cartons
.07 1/2	" Satin Gloss, lb. packages
.04 1/2	" Superior B, bulk
.08 1/2	" Satin Gloss, crates, 12 6-lb. wd. bxs.
.03 1/2	Niagara, laundry, 50-lb. bulk
.05	" 1-lb. packages, 48 lbs.
.05	" 3-lb. cartons, 48 lbs.
.06	" 6-lb. boxes
4.30	Celluloid, 64 10-cent packages
2.20	" 64 5-cent "
5.00	Elastic, 64 10-cent packages
2.50	" 64 5-cent "
.08	Dreydoppel's Mourning Starch for black goods, 36 packages
.30	Starch Polish, 30 cakes
.03	Rex Gloss, 50 lb. bulk

## STOVE POLISH.

Per gro.	
4.50	Enamel Paste, small, 1/2-gross
7.20	" large
7.00	" Liquid, large
5.10	" small

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Per doz.	
.75	Mason's Stove Polish, large
1.15	" " regular
4.50	Electric Paste, 1/2-gross boxes
4.75	Magie Paste, 1/2-gross boxes
.67 1/2	Parlor Pride, large size
10.25	" small size
.70	Climax Enamel, 1/2-gross
9.40	Black Jack, 1/2-gross
7.50	Rising Sun
3.75	Sun Paste, 5-cent size
4.50	" 10-cent size
7.80	X-Ray Stove Polish—5-cent size, No. 5, per box of 1/2-gross
9.30	" Per box of 1/2-gross
3.00	" 14 dozen to gross
2.25	" 10-cent size, No. 10, per box of 1/2-gross
4.50	" Per box of 1/2-gross
9.00	" Per gross
.75	F. F. Dally Co.—5-in-1, smaller size
1.75	" 5-in-1, large size

## SUNDRIES.

Per page	
.04 1/2	Crystal, 48 packs, round
.06 1/2	Excelsior, 24 packs
.06	McAllister, 36 packs
.05 1/2	Gold Medal, 24 packs
.05 1/2	Bird Gravel—Red or White, small, pkgs.
.35	" Red, large, 36 pkgs.
.70	" Silver, small, 36 pkgs.
.70	" large, 36 pkgs.
.60	Bath Brick, 25 bricks
1.85	Toothpicks, Eureka, 100 boxes
.45 1/2	" Perfection, 2 doz.
.85	Royal Glue, 1 doz.
.40	Paint's Glue, 1 doz.
.90	Carpet Tacks, Wooden Keg, 1/2-gross case, assorted, 6, 8, 10s.
.06	Carpet Tacks, Silver Steel, 4-oz.
.06 1/2	6-oz.
.07 1/2	8-oz.
.08 1/2	10-oz.
.09 1/2	12-oz.
.10	Mating Tacks—No. 10, steel
.10	" No. 11, "
.14	" No. 12, "
4.80	Flt-Stickon, Fly Ribbon
1.20	Flt-Stickon, 1/2 gross display carton
6.70	Ely Paper, Tanglefoot
2.15	" Sticky, 10 cartons
3.00	Stickette Fly Paper, 100
2.35	" 10 cartons
.30	Wax, White and Yellow

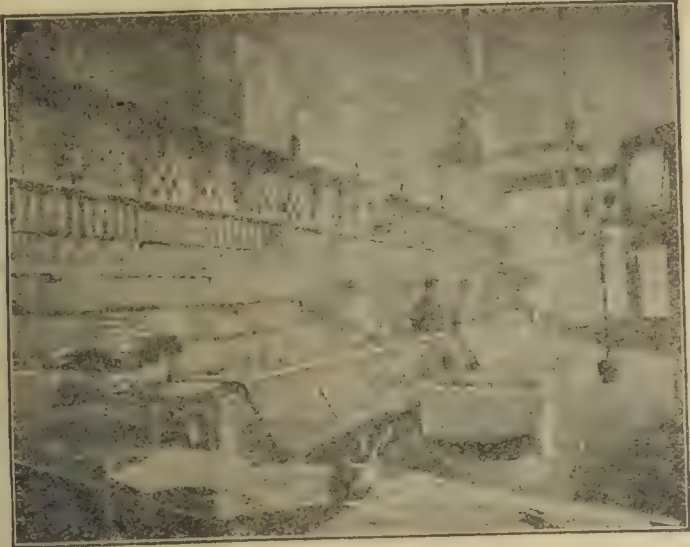
## ROPE, TIE YARN, ETC.

Per lb.	
.08 1/2	Emory Cotton Rope, 20 yds. to lb.
.75	" Clotheslines, 50-ft. hanks
.00	Cleveland, extra fine cotton twine
.18	Orange Brand, fine cotton twine
.16	Texas Medium, cotton twine
.00	Cotton Candle Wick
.25	Colored Twine, 8 balls to box
.00	Fine Hemp Twine, 8 balls to lb. in 5-lb. bunches
.16	Coarse Hemp Twine, 8 balls to lb. in 5-lb. bunches
.16	Best Jute Rope, 16 yds. to lb.
.07	Best Jute Plow Line, 8 yds. to lb.
.60	Jute Clotheslines, 90 ft. to hank
1.70	" 108 ft. to hank

## SYRUP AND MOLASSES.

Per case	
.43	N. O. Molasses. NEW CROP, 1908.
.38	Special, extra fancy, No. 736
.38	Fancy, No. 748
.47	Choice, No. 753
.40	Cane Juice
.10	Black Strap
.15 1/2	B. H. F., Home Food Molasses
	Refined N. O. Compound.
.40	Gold Mine, refined, with 1 doz. No. 3 new-crop cans, both freight paid
.38	Gold Mine, in bbls., new crop
.38	Fancy, No. 109
.26	Fancy, No. 111
.25	Prime, No. 110
	Porto Rico Molasses.
.40	Extra Fancy Ponce, No. 714, new crop
.25	West India, choice, No. 510, compound





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**PIQUA BRACKET COMPANY**  
PIQUA, OHIO

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NEW YORK

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imitated but  
never equaled



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the famous  
Three Leaders

**CHAS. W. YOUNG & CO**

Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

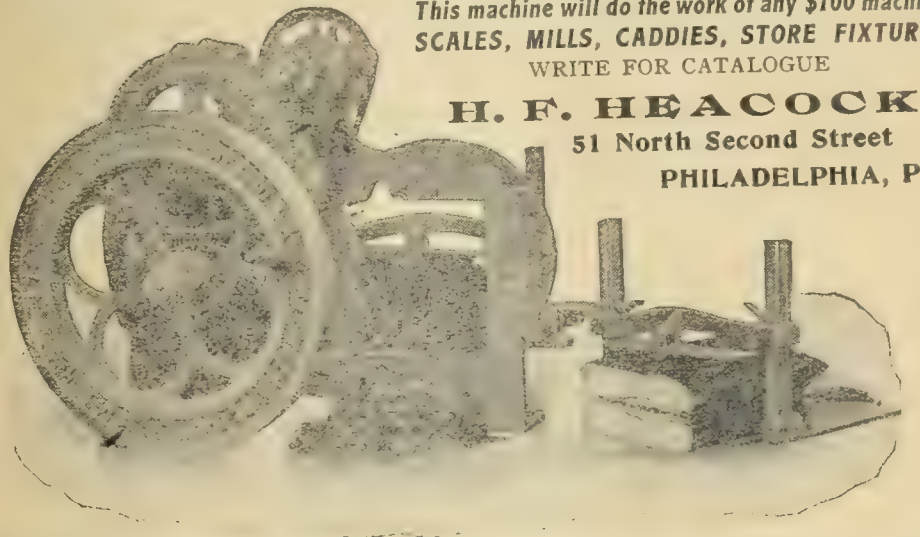
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**H. F. HEACOCK**

51 North Second Street

PHILADELPHIA, PA.



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Is there anything vague about that?

But we perform no miracle—we simply do as any house can do if it sells direct—we make you a price that contains no salesmen's salaries. It's as simple as a, b, c.

Let us figure on specific samples.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, March 14, 1910.

No. 11.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,  
AT

927 Arch Street, Philadelphia.

TELEPHONES:  
Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:  
Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:  
825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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## Jobbers from Three States Meet in Wilkes-Barre, Pa.

**Wholesale Grocers' Associations of Pennsylvania, New Jersey and Delaware Held Fourth Annual Convention Last Thursday, March 10th. Representative Attendance Under Fine Conditions. Interesting Reports of Year's Work. A Philadelphia Jobber's View of Private Brands. The Prepayment of Freight. Summary of Day's Sessions.**

Editorial Correspondence "Grocery World and General Merchant."

Wilkes-Barre, Pa.,

March 10, 1910.

The Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware held its fourth annual convention here on Thursday last. The weather was propitious, the local wholesalers' association hospitable, and altogether the meeting was enthusiastic and much enjoyed.

There were about one hundred and fifty delegates present, representing the following firms:—

Martin H. Strauss Co., Inc., Allentown. Curry, Canan & Co., Ltd.; Wray, Moore & Co., Allentown. J. A. Eberts & Co., Inc., Bethlehem. R. P. Patterson's Sons, Carbondale. Wm. M. Bowen, Lewis Bros. Co., Chester. Dawson Bros., Corry. J. H. Goesser & Co., Danville. Keystone Mercantile Co., Du Bois. Drake & Co., The H. G. Tombler Grocery Co., Easton. C. A. Curtze, Jacob Haller, Erie. The Ehrhart-Conrad Co., The H. W. Miller Co., Hanover. Witman-Schwarz Co., Harrisburg. The Love & Sunshine Co., The Ryan-Correll Co., Johnstown. I. S. Bear & Co., Miller & Hartman, M. S. Miller & Co., Lancaster. Lebanon Grocery Co., Isaac Sherman Est., Lebanon. Childs, Green & Childs, Lewistown. J. S. Hotchkiss & Bro. Co., Meadville. Schneider Bros. & Co., Mt. Carmel. Geo. R. Danenhower & Son, Camden, N. J. J. H. Blackwell & Sons, Case, Rose & Case; Muschert, Reeves & Co., Trenton, N. J. A. J. Hart Co., Wilmington, Del. R. Scheetz, Norristown, Pa. Lauderbach-Barber Co., Philipsburg. Comly, Flanigen & Co., 118 S. Delaware ave.; Githens, Rexsamer & Co., 40 S. Front st.; J. Graham & Son Co., 813 N. Second st.; Howell & Bursk, 130 S. Front st.; H. Kellogg & Sons, 26 S. Front st.; Kirk, Foster & Co., 209 N. Water st.; Wm. Montgomery & Co., 999 N. Second st.; John Price, 3432 Market st.; Reeves, Parvin & Co., 116 S. Delaware ave.; Schwenk & Caldwell, 35 N. Third st.; John Scott & Co., Diamond and American sts.; J. Frank Shull & Co., 14 S. Front st., Philadelphia. Benedict & Barber and Sutherland & McMillan, Pittston. Geo. H. Delp & Co., Kurtz & Mayers, Reading. Wholesale Grocery Co., Reading. Genter & Zeidler, The Hooven Mercantile Co. (Branch), The Rice Grocery Co., The W. H. Chandler Co., The Sanker & Williams Co., The John T. Porter Co., Greenberger & Co., Scranton. Seiler, Zimmerman & Seiler, Shamokin.

F. W. Ahlborn & Co., Crocker Grocery Co., Hart, Lee & Co.; G. L. C. Frantz, The Wm. Stoddard Co., R. S. Williams Co., John Williamson & Co., The Hooven Mercantile Co. (Branch), Kirken-dall Son Co., Wilkes-Barre. Geo. Bubb & Sons, Williamsport.

The attendance was much swelled by the fact that several of these concerns had more than one member present. Some also had a considerable number of salesmen.

Affiliated organizations also had representatives present. The Pennsylvania Wholesale Grocery Salesmen's Association was represented by Messrs. Jump, of William Montgomery & Co., Philadelphia; Rice, of John Graham & Co., Philadelphia; Pincus, of John Price & Co., Philadelphia; Rice, of A. J. Hart & Co., of Wilmington, Del., and C. J. Glocker, president, of Howell, Bursk & Co. The president of the Philadelphia Association of Manufacturers' Representatives, B. R. Kenworthy, also attended, as did a large number of representatives of well-known manufacturers. Among these were Fred. Mason, of the Diamond Match Co.; Andrew Ross and E. W. Murphy, of the Kellogg Toasted Corn Flake Co.; George Nowland, of Fels & Co.; A. M. Warren, of the Great Western Cereal Co.; Chas. H. Hays, of Lautz Bros.; J. F. O'Brien, of the Natural Food Co.; W. W. Frazier, Jr., of The Franklin Sugar Refining Co.; J. H. Huston, of J. K. Huston & Co.; C. C. Miller, and Frank Smith, of the Harrisburg Brokerage Co.

Other visitors of note were A. M. Wilson, of Hartford, Conn., president of the New England Wholesale Grocers' Association; Mr. George Gennerich, president of the New York Wholesale Grocers' Association; Nelson Gray, secretary of the same body; W. A. Donahey, secretary of the Pittsburgh (Pa.) Wholesale Grocers' Association, and Alfred H. Beck-

mann, secretary of the National Wholesale Grocers' Association.

The morning session was mainly devoted to routine business. President Robert G. Bursk presided and introduced J. Frank Hart, president of the Wilkes-Barre Wholesale Grocers' Association, who delivered an apt little address of welcome. The response was by Horace G. Kurtz, of Kurtz & Mayer, Reading. Then came the appointment of the following Committee on Resolutions: Francis B. Reeves, Jr., chairman; Senator J. H. Blackwell, of Trenton, N. J., and H. G. Kurtz, of Reading.

During a lull in the proceedings the chair invited the representative of any manufacturer present who had anything of interest to communicate to do so at this time. Two responded, Andrew Ross, of the Kellogg Toasted Corn Flake Co., and A. M. Warren, of the Great Western Cereal Co. Mr. Ross spoke appreciatively of the growing inclination between the manufacturers of specialties and the jobbing trade to work together and referred particularly to the satisfactory conditions existing in Philadelphia.

Mr. Warren spoke to the same theme, saying some appreciative words about the degree to which the jobbers of the State had responded to the manufacturers' efforts to put the taking of specialty orders upon a better basis.

Secretary Alfred H. Beckmann, of the National Wholesale Grocers' Association, said some extremely complimentary things about the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware. He spoke of the work of the National Association and how it was growing and said that while the New York Association was the father of jobbers' associations, it frankly took second place as compared with the association he was addressing.

President Bursk then made his annual address, the substance of which was as follows:—

It is very pleasing at this, your fourth annual meeting, to be able to say that the unbroken record of your association is going steadily forward and each year growing larger, stronger and better, has again continued throughout the past year. Since you organized we have never yet taken a step backward, nor have we stood still, but each year have accomplished a little more of the objects of your association. Whether you are able to see the results of the work of your organization in your own

business, and whether they are all that you anticipate or could be, depends entirely on yourself.

The objects of your association are: First.—To foster and promote a feeling of fellowship and good will among its members and on broad and equitable lines to advance the welfare of the wholesale grocery trade in the States of Pennsylvania, New Jersey and Delaware.

Second.—To eliminate or minimize abuses, methods and practices inimical to the proper conduct of business.

Third.—To establish harmonious relations between the manufacturer, jobber and retailer, to the end that the jobber be universally recognized as the best channel through which the manufacturer should distribute his products to the retailer.

Fourth.—To assist in the enactment and enforcement of pure food laws, which in their operation shall deal justly and equitably with the interests of the consumer, retailer, jobber and manufacturer.

Fifth.—To have business conducted on legitimate lines, discourage "deals," "schemes" and the subsidizing of jobbers' employees by manufacturers.

Provided, that in the efforts of the association to accomplish these objects no action shall be taken which will tend in any manner whatsoever to fix or to regulate prices, or in any way to operate in restraint of trade.

The most important part of the work of your association is self-education. The lessons are the principles of your association. Each of us must learn them individually and practice them in our own business. This self-education is the foundation of all the good that is to be gotten out of association work. The limit of results is dependent only on how well we have learned the lessons. How many of us try and figure out in dollars and cents how well it pays? With most jobbers during the past ten years there is one part of their business that has been persistently running ahead, the expense account. It seems to be the one part of the business that needs no assistance to help it along. When this is found to be the case, is it not natural that one of the first things we do in starting the new year is to carefully analyze the expense account of the previous year, find out the ratio that the different parts bear to the total and then make every effort to reduce it that year, with the result usually that it is again just a little more?

On the other hand, how many jobbers analyze their profits? How many jobbers are there who look there for some of the results of association work? If we can't get the average of cost down, we must get the average of profit up, and to my mind there is only one way, and that a straight path with the limit of results dependent on how well we have learned the principles of our association and applied them individually in our own business.

One of the most important lessons we have to learn ourselves is

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**Corporation Practice, Cases Under Food Laws**

**Trade-Mark Registration**

**General Practice**



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the Employment Bureau. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

## The Grocery World and General Merchant Employment Bureau

927 Arch Street, Philadelphia, Pa.



to be able to say, "Never mind what the other fellow is doing; if he wants to do it, let him do it, we won't." When we get to this point we are started right, and the stronger and better we get, the easier it will be to carry it out, for you will then find more and more of the other fellows thinking your way, too.

This analysis of the costs and profits is one of the most important parts of our business to-day. It is a subject not often referred to, yet I believe is of great importance in its influence in helping to correct some of the trade abuses.

Every jobber should not only know what every part of the expense of his business bears to the total expense, but he should also know the profit on every individual sale and the average of profit that everyone of his salesmen makes, whether working on a salary or a commission basis. This is not always done, for I know there are some who do not figure individual profits where salesmen are on a salary, and have even heard of a few who even do not take account of stock. This condition I believe to be largely responsible for the cutting of prices. A salesman who is paid a salary based upon what he sells and not upon what he makes, is very naturally more interested in the amount he sells rather than what he makes, or the average of profit he is making, and is very often tempted to increase his sales by fair means or otherwise.

We should know the average of profit that every salesman is making and whether the difference between it and the cost of doing business is sufficient to pay us. We should not only know this, but should carefully analyze both his average of profit and sales, as it is only in this way that you can determine how many of the goods that he is selling are paying less than the cost of doing business.

There is another part of our business that this system of analysis should be applied to, and that is the analyzing of accounts. We have not yet generally reached this in the grocery trade. Modern methods have already brought it into some lines and necessity will soon bring it into ours. How many of us know whether an account is paying or not? How many accounts are there being carried which if carefully analyzed would show, with the average of profit made and the cost of carrying them, that they persistently paid barely the cost of doing business or less? What part of our business is more important than this?

The tendency of trade is towards this thorough analysis of the different parts of the business, and those who have already adopted it are more than pleased with the results.

One of the most important points that we must all individually decide is what we shall do with the lines that we are handling that are paying less than the cost of doing business. This is one of the hardest problems we have to handle. *Your association can take no action which will tend in any manner whatsoever to fix or regulate prices or in any way operate in restraint of trade.*

You individually have the only solution, for you alone must decide how long you are going to pay for the privilege of marketing some lines of goods, which you are surely doing when you handle them at less than the cost of doing business.

The fault is all our own and the remedy must be in our own

hands as individuals. It is to be hoped that the day will come when every wholesale grocer will refuse to handle any article, no matter what it may be, which does not, under normal conditions, allow him something above the cost of doing business for his services.

The newspapers have for some time been full of articles on the higher cost of living. The subject has been considered important enough for the National Government to investigate the cause of it. Naturally, the grocers, both wholesalers and retailers, are looked upon as having a share in it. While I have mentioned the subject of profits a number of times, I feel sure that no wholesale grocer need feel alarmed that any investigation into his percentage of net profits would show that he had any large part in it. While many food products are undoubtedly higher, such as meat, dairy and cereal products, a careful investigation of products handled by wholesale grocers, covering a period of twenty-five years, shows that prices are considerably lower on the average now than they have been during that period.

I feel sure that you all know that the splendid showing your association is able to make in the four years of its existence is due to the able, conscientious and thorough work done by your secretary, Mr. Graves. I feel that my remarks would not be complete without some reference to it. I have been thrown in closer touch with him than any of you and perhaps can better appreciate what he is trying to do for all of us. Remember that your business is his business, and that his life's work is trying to bring about better trade conditions for all of us and give him all the assistance and encouragement you possibly can.

The report of the treasurer, F. B. Reeves, Jr., showed total receipts of \$7,336.43 and expenditures of \$7,050.73, leaving a balance of \$285.70. At Mr. Reeves' request a committee was appointed to audit his accounts—John Lippincott and William T. Kirk, both of Philadelphia.

The most comprehensive report read was that of Mr. Alvin M. Graves, secretary and general manager of the association. Its substance was as follows:—

At our annual meeting last year we reported a membership of 136 including branches; to this we have added six new members, but lost two by retiring from business; making a total membership of 140. This membership represents 93 per cent. of all the legitimate jobbers in the territory covered by your association in Pennsylvania, New Jersey, and Delaware.

We have sent out this year 12,700 pieces of mailing matter, about 4,000 more than last year, consisting of letters of personal nature, letters of information and notices of general character. We have traveled 11,214 miles, calling on members and non-members and attending conventions and local association meetings in the furtherance of association work. We have held a number of conferences during the year with manufacturers; the result of which it is not necessary to enumerate but sufficient to say all tending toward your interest.

Three meetings of the Executive

Committee were held during the year, when matters of interest and importance to the trade were discussed; and the Philadelphia members of the committee and the officers of the local association have had frequent meetings with your secretary to consider matters needing prompt attention.

Believing if we are to do our best and most effective work in carrying out the "objects" of our association, it is necessary to have the sympathy and co-operation of the man who is out on the firing line, face to face with the customer, and who is in a position to most effectively preach our gospel; we have encouraged the getting together of jobbers' salesmen. Two successful meetings of this character have been held with the jobbers and salesmen comprising the Central Local Association, and on December 10th, in Philadelphia, a most enthusiastic meeting of salesmen was held with about 180 present, representing firms in Philadelphia, Camden, Chester and Wilmington, with addresses by Mr. F. W. Hannahs and Mr. Ellis Howland, and an open discussion on the part of the salesmen themselves, after which an organization was effected—for paying their dues before leaving the hall. They have largely increased their membership since then and have held several meetings, all of an interesting and helpful character—in fact they are doing things. Their officers and executive board, composed of the best stamp of salesmen, already have a comprehensive view of the situation, and can, we believe, be relied upon to co-operate with your association in every good work.

Since the enactment of the National Pure Food Law, 113 regulations and 170 court decisions have been issued, copies of which we have sent to all our members, and which ought to be kept on file for future reference, especially the court decisions giving the character and brand of products found adulterated or misbranded.

Recognizing the importance of uniformity of food laws, and with a desire to have the Pennsylvania law conform with that of the Federal Act, representatives of the Retail Grocers, the Wholesale Druggists' Association, the different Wholesale Confectioners' Associations, the Grocers' and Importers' Exchange, the Pittsburgh Wholesale Grocers' Association and your association, effected an organization just before the meeting of the last legislature known as "The Pennsylvania Pure Food Association" with Mr. Drake, chairman of your legislative committee, as president.

On the instruction of the executive committee, your secretary wrote a letter, copy of which is herewith attached, to each Senator and Representative in Congress from the States of Pennsylvania, New Jersey and Delaware, protesting against the Corporation Tax Law, and urging their influence in having it repealed. One Senator wrote: "I think the sentiment is growing rapidly in favor of the repeal of this law." That was encouraging, but most of the replies expressed the opinion that Congress will consider no legislation amending the Corporation Tax Law at this session. In all such legislation, whether it be State or National, there is too much politics and not enough business.

It was the pleasure of your secretary to attend the first annual meeting of the American Specialty Manufacturers' Association held in New York on November 12th. We were much pleased with the spirit and sentiment manifested in the

meeting in favor of the jobber as the proper distributor of their products, and we trust our Resolution Committee will commend them for their efforts to improve conditions in the grocery trade.

There has been great progress made in the last year or two in eliminating or minimizing the evils and abuses in the trade, but we wish to call attention at this time to two abuses that are still too prevalent among some of our members. First: The abuse of the cash discount allowed; and second: the cutting of prices or rebating. To our mind the abuse of the cash discount by some of you is a waste of thousands and thousands of dollars per year. It can and ought to be stopped, and we appreciate the good work that is being done along this line by the National, State and Local Committees, and we hope they will continue this work. We believe limited prices, especially on proprietary and well advertised brands, ought to be encouraged, but when a manufacturer adopts such a plan he should enforce it without deviation, for the selling provision of any manufacturer that binds the honest dealer and does not control the dishonest one is unfair and discriminatory. The cutting of prices or rebating on the part of any jobber or his salesman is not only discouraging to the manufacturer who desires to protect you, but it is demoralizing, and to our mind it is a sin which will cause him who persists in its practice to eventually "miss the mark." This is not a matter for the traveling salesman only; it is a serious matter for the managers. There is no question but what there has been improvement in this, for we hear many jobbers say it is easier to ask and get a profit on many articles than it used to be. This bettering of conditions is due more to the educational influence of the association than to the "big stick." It is in line with the present awakening of the business conscience of the country, of which we have so many signs.

We are somewhat suspicious of the scheme emanating from Chicago to promote the sale and advertisement of private label goods on a gigantic scale. We are not in a position to commend or condemn the plan, but respectfully suggest that when it is put up to any of you, you will consider seriously whether or not such a scheme will disturb the harmonious relations existing between the manufacturer and the jobber, particularly those manufacturers who create a demand for their products and at the same time provide a reasonable compensation to the jobber for distribution.

There has been a good deal of discussion pro and con printed in the papers of late on the subject of manufacturers placing a limited price on their products. It is amusing to notice the complaint of some large manufacturing jobbers that such practice on the part of the manufacturer hurts their "large interests."

We should reaffirm in a resolution to-day our loyalty to the National Wholesale Grocers' Association, expressing our appreciation and indorsement of their efforts in the interest of all wholesale grocers. It is pleasing to note that the two committees of the National Association doing the most effective work this year are the Membership Committee and the Purchase Discount Committee, of which our president, Mr. Bursk, and Mr. Drake are chairmen respectively.

We call attention to the annual meeting of the National Wholesale



Grocers' Association which will be held at Louisville, Ky., on May 24th, 25th and 26th, and urge as many of our members as can possibly do so to attend. If any of you who are members of the National find it impossible to go, it might be well to furnish your secretary or some one who is going with your proxy, as you have a right to do under their By-Laws.

The Legislative Committee, of which Fred. R. Drake, of Easton, Pa., is chairman, made the following report:—

The work of the Legislative Committee during the past year was confined largely to the first three months of the year, which marked the ending of a very strenuous six months of work wherein our association was actively represented in the Pennsylvania Pure Food Association. Your committee made every effort to have a bill passed that would be fair and just and protect alike the manufacturer, the jobber, the retailer and the consumer. While some disappointing features crept into the bill at the last moment, we believe our present law, with these exceptions, is giving general satisfaction, and that the organization of the Pennsylvania Pure Food Association was wise, for had it not been for its efforts in stemming the tide of radicalism that was sweeping over the State at that time, the law that would have been on the statute books would have been much less in harmony with the National law than is now the case.

The officers of our association, together with the officers of the Pennsylvania Pure Food Association, were insistent in asking that the bill be signed by the Governor as passed, and, while as said above, the results are not entirely satisfactory, they are better than would have been the case without organized effort.

We believe it wise for our association, along with the other forces that were at work in the Pennsylvania Pure Food Association, to be wide awake at all times and particularly so immediately preceding the assembling of the next session of our Legislature, as there is no doubt of the activity of the opponents of uniformity to the National law in the next session of the Legislature as they were in the past.

We believe that the best interests of Pennsylvania, New Jersey and Delaware are linked with the administration of the National law under the Department of Agriculture and directed our efforts constantly in that direction, and that any law isolating any one or all of these States would be more unfortunate than some of the inequalities we have to bear now.

The afternoon session up to 4 o'clock was executive, much of it being devoted to free discussions upon various trade problems. A particularly able paper on "Private Brands: Are They Worth While?" was read by Mr. James Hewitt, of H. Kellogg & Sons, Philadelphia. It is considered worthy of reproduction in full:—

I have been asked to say something upon the use of private labels—are they worth while and, if so, how can the best results be obtained?

In these days of mutual helpfulness, much emphasis is laid upon the doctrine;

The manufacturer to the jobber.

The jobber to the retailer.

The retailer to the consumer.

It is truly an ideal method and if we were all one vast machine so well put together that each part received its due share of lubrication, the course of business would run smoothly. But, after all, we are not a vast machine, but men, eagerly and carefully reaching out for that dollar of profit which we see before us. Hence we hear complaints from the manufacturer that his products are neglected by the jobber for something that he himself is exploiting; from the jobber, that the manufacturer has passed over him to the retailer, and from the retailer, that the jobber is an obstructionist, hampering the free passage of goods from the manufacturer to the retailer who stands in such close relations to the consumer. And so the merry war continues and each class must work out its own salvation.

Now the manufacturer that produces an article that proves to be popular, also finds that he has caused a crop of rivals to spring up, who, if defeated at all, are done so, first by the quality of the products; second, its protected name or label, and third, wise generalship.

If the jobber were to confine himself to the selling of such staple articles as Quaker Oats, Baker's Chocolate, Babbitt's Soap, Paris Corn, brands well-known and justly so by their excellence, he simply becomes a medium of exchange having no particular identity with the goods and is immediately dropped when a cheaper medium is found. So the problem confronts him how to impress his individuality upon the business he is pursuing. He is not a manufacturer, and so he seeks to secure that individuality by turning to the private or special label as one of the means of securing his object. Hence it is that labels do not and cannot belong to any one class of merchants, our friends, the canners, to the contrary notwithstanding.

We are all agreed that it is by the profits we live. If we neglect them, we die financially; if we nourish them, we will be able to come again to Wilkes-Barre at some future grocers' gathering.

While no good grocer will neglect to have in his stock the things that are popular and asked for, he cannot afford to allow himself to become simply a collector and distributor of such goods. If he does, he is in danger of seeing his profits vanish into thin air.

Now there are at least three considerations that enter into a successful business.

The personality of the firm.

The quality of goods offered.

The methods of handling the goods; and when rightly joined are sure to attract the buyer to the wares.

Leaving aside the first of these considerations, I would say that the more goods that a firm can control either through agencies or by means of a private label, the better is its position in its particular trade.

The first endeavor is, probably, the agency, for then one has the help of the manufacturer's advertising in the distribution of the products. Usually these agencies are brief in existence; the manufacturer thanks the jobber for his work tells him the business is now large enough to need other distributors in the territory and withdraws the agency. The introductory work by the jobber has resulted in the demand for the article in question and just at the

(Continued on page 31.)



## Push It Now

You haven't a customer who won't buy

**Duff's  
Molasses**

if you remind them of it. It is molasses season. The only reason you don't sell ten times as much is because you don't talk about it.

**Duff's  
Molasses**

is known all over the country as the brand that everybody keeps buying. The kind that children love—and it's good for them.





# WITH THE EDITOR

The noise raised by the present Postmaster-General over the fact that the Post-

**A New Advocate  
for Parcels Post.**

Office Department loses \$28,000,000 yearly

has brought parcels post to the front again, and it seems almost certain that something will be done with it in the near future. An unfortunate feature of the matter, from the retailer's standpoint, is the fact that many magazines and periodicals are bringing parcels post to the front and are actively arraying themselves among its advocates. This, let it be understood, for a purely selfish reason, for the Government is threatening to recoup some of its \$28,000,000 by charging these publications a higher postage rate. The publications will save themselves, therefore, if they can persuade the Government to inaugurate parcels post instead.

The attitude which the affected periodicals are taking is typically expressed in the following extract from the current "Outlook":—

There is a deficit, according to Postmaster-General Hitchcock, of \$28,000,000 in the rural delivery service. Under the present rates of postage and the regulations in the rural delivery service, there will always be a deficit. If, for example, a merchant desires to send a four-pound package to patrons living on a rural route extending from that merchant's post office, he must pay sixty-four cents. But he would pay sixty-four cents if he were sending the same package to patrons living on a rural route which starts from some post office at the other end of the country. In the interest both of equitable individual treatment, and also of financial return to the Government, the matter ought to be more reasonably adjusted. There should be at least a local rate on parcels on rural routes starting from the same post office. Hence we are glad to note that the Hon. David J. Foster, of Vermont, has introduced a bill to this end in the House of Representatives. As every carrier on a rural route is prepared to transport a hundred and twenty-five pounds of mail, yet as, in point of fact, he carries an average of not over twenty-five pounds, the carriage of local parcels would not entail any additional expense to the Government. The returns would be all net profit. Mr. Foster would establish rates of postage on parcels of third and fourth class matter of one cent for parcels weighing two ounces or less, of two cents on parcels weighing over two ounces and not over four, of three cents on parcels over four ounces and not exceeding eight, etc. No parcels would exceed eleven pounds in weight. Under such a bill, with our present

number of routes, the return would be, so Mr. Foster believes, as much as \$12,000,000 a year. Two interests will doubtless oppose the bill—the express companies and the country stores. The expected opposition of the express companies to this bill can easily be understood; but it should have no weight against the public interest. As for the country stores, which have heretofore opposed the extension of the rural free delivery on account of the advantage that it might give to the big mail order concerns in the city, they will find no such cause for opposition in this bill, for, by its provisions, postage on packages which they send to neighboring consumers would be much less than the postage which those same consumers would pay on packages from more distant stores. The country stores thus would be ultimately brought into really closer contact with the farming community, instead of being detached from it. It would not be surprising if the result of the present interest in our postal service were to show itself in enactment into law, not only of Mr. Foster's measure, but also of one providing for a more general parcels post.

This is all very pretty, but the country storekeeper is afraid of any entering wedge. It cannot be doubted for a minute that if this limited parcels post plan—which of itself is admittedly good—went into effect, and succeeded in raising large moneys for the Government, it wouldn't be a year before it would be extended to the entire country. When that time came the mail-order houses would enter upon an unprecedented period of prosperity accompanied by a corresponding period of depression for the local merchant. This would be inevitable, for every dollar sent to a mail-order house would have gone, had there been no mail-order house, to a local merchant. What one gets the other loses always.

The New York "Journal of Commerce" discusses a communication published in these columns a week or two ago, in which a

**The Specialty Man  
is Wrong.**

Lancaster grocer criticised the actions of a flour agent who, though the grocer was already handling his flour, refused to turn over orders taken from the grocer's customers through him unless he would buy twice the quantity of flour covered by them. After reproducing the "Grocery

World and General Merchant's" article, the "Journal of Commerce" puts the question up to a New York specialty man, who states his views as follows:—

From the facts stated it seems that the flour company had an established business in Lancaster, Pa., and was distributing its goods there through the several dealers in that market.

The manufacturer sent its salesman to that city to canvass the retail trade for orders for flour. Legally, I consider that the orders belonged to the manufacturer and were its property until a satisfactory arrangement was made to accept and execute the same.

The salesman, in this instance, may have acted unfairly and unbusinesslike, but not being familiar with all of the facts in the case, it may have been possible that the flour company considered that the grocer in question had not been giving them the co-operation entitled; he may have had the agency for another brand of flour or he may have had a brand of his own which he was promoting in competition with the manufacturer's brand. If such was the case, the salesman readily realized that if he did not secure a satisfactory increase in volume as compared with what he had taken for the grocer, in the end he would not come out whole on the proposition. Missionary work is a very expensive thing in a manufacturer's business promotion, and in selecting the distributors of his products he has an absolute right to expect some co-operation and reciprocity.

Manufacturers' salesmen, when taking missionary orders, secure the names of two or three distributors with the object of diverting business to the distributor who is inclined to "play fair" with them, it is not an unusual thing for a manufacturers' salesman to divert business from grocers who have the same goods under their own brand; in fact, this is becoming the custom on the part of salesmen.

Of course most of this is pure bosh. Bosh because it states a lot of "ifs" and "it may be's" of which there is not the slightest evidence. In the writer's judgment the specialty man quoted above is also wrong when he says that specialty orders obtained by a specialty solicitor from consumers, to be filled through a specific grocer, are legally the manufacturer's until turned over. The writer decidedly believes the contrary. A specialty solicitor who gets an order for his article from Mrs. Smith, to be filled through her regular grocer, is a volunteer solicitor for the grocer. He isn't soliciting for himself, for his own employer takes no business from consumers. Mrs. Smith has ordered her grocer to send her certain mer-

chandise, and the manufacturer's agent who induced her to, has no more authority to change the course of that order than he has to insist that Mrs. Smith dye her hair.

Now that the smoke of the National Canners' convention has cleared away considerable discussion has arisen over the peculiar

**Shabby.**

attitude which the National organization assumed toward parcels post, which is being actively opposed by retail merchants' associations all over the country. The resolution adopted by the National Canners' Association on the subject was as follows:—

Whereas, Canners are continually being called upon to furnish to their customers or prospective customers samples of their goods; and

Whereas, The present charges of the express companies are very excessive, and believing that a parcels post would be of great value to canners—indeed, to the people generally—therefore, be it

Resolved, That we earnestly recommend the Congress now in session to enact such a law, and that the secretary of this association is hereby instructed to arrange that a copy of this resolution shall be presented to both houses of Congress.

Thus the canners' organization places itself directly in opposition to what are considered the vital interests of the retail merchants. And with such a trifling stake—the shipment of samples by express!

The retail interests who constitute the sole distributors of canned goods, certainly have a right to expect better treatment from the canners, especially where support would injure the packers at no vital point.

A civil action brought against Sears, Roebuck & Co., the Chicago mail-order

**The Long Suit of  
Mail Order Houses.**

house, by a Western manufacturer of gasoline engines, yields a vivid glimpse into characteristic mail-order methods.

Among other things which Sears, Roebuck & Co. sell "at wholesale prices" is a well-known



make of stationary engine. The manufacturer of these engines sued the concern because it insisted upon listing them at a higher horse power than they really were. The 2½-horse power engine they would list as 3, and a 4-horse power as 5. The motive was that by this fraud an extra profit of \$15 to \$20 could be secured on each engine. Added to this accusation was another that Sears, Roebuck & Co. had tried to persuade the manufacturer himself to do the same thing.

Thus misrepresented, the engines did not make good and their reputation suffered. The manufacturer sued and got \$10,000 damages. Sears, Roebuck & Co. got a new trial, but on the second trial the verdict was \$13,750. Again they obtained a retrial and now the case is to have the third hearing. Let us all hope the recovery this time will be \$20,000!

The average mail-order house lives by exaggerations and misrepresentations. Force it to tell the strict truth about its goods and in one year it will be out of business.

## Retailers Tell Senate Committee They Are Not to Blame for High Food Prices

Investigation Into Food Conditions Opens in Washington. Five Witnesses Examined on First Day, All Retailers, Deny that Retailer is Receiving Undue Profits.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,  
March 11, 1910.

The Senate Committee for the investigation of food prices opened its sessions last Tuesday by examining five witnesses, all retailers. They were Walter Brown, a meat dealer in Centre Market, Washington, D. C.; John C. Walker, a Connecticut avenue meat dealer; B. T. Lawrence, a retail meat dealer in Reading Terminal Market, Philadelphia; John Rohlman, New York Meat dealer, and S. K. Harrison, Baltimore grocer. Each witness denied that the retailer was receiving any unjust profit.

Mr. Walker claimed that the producers of certain food products controlled and manipulated

the market. As an illustration he used the fact that the day after it became known that Congress was to investigate butter conditions, the butter market all over the country broke 7 cents per pound without any satisfactory reason. Mr. Walker also claimed that the large Western packers of meat had a great advantage over the Eastern meat people because the Westerners could make money out of the by-products which the Eastern men could not. Mr. Walker buys his meats in New York, as he says the best grades go there. The retail prices of this witness were quite a little higher than five years ago.

Mr. Brown was the only witness who did not admit that the price of meat had gone up at least 10 per cent. during the past five

years. He caters to the wealthy trade alone. Mr. Brown insisted that prices were practically the same now as then. Mr. Brown said his meat prices, excepting pork, were about the same as five years ago.

Mr. Lawrence admitted that prices of meat had been increased by the wholesalers of late years, but he said he had still been able to make a profit from 15 to 18 per cent. without an unreasonable increase to the consumer.

John Rohlman, who conducts a market in New York City, told the committee that competition among the retailers in New York was so keen that they had been unable to keep pace with the steadily increasing prices, which the wholesalers had forced upon them during the past fifteen years. He said the increase during that period amounted to about 4 cents a pound on beef both to the retailer and the consumer.

Asked by Senator Simmons why the retailer had not added something to the price to the consumer to cover his increased expense for help and rent, the witness said:—

# Quick Sales Good Profit— POSTUM

It is not advertising alone that has put POSTUM where it is to-day—the vast benefit it has done thousands—yes, millions—is the real secret of Postum's steady sale in every part of the world.

The people buy Postum because they like and need it, and it pays the retailer to supply that want—pays him well.

## “There's a Reason”

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan.



"The merchants in New York City are being crushed to the wall by the wholesalers, who represent the packers. We have to sell at the lowest possible price, otherwise others will undersell us and we will lose our trade."

Rohlman declared that the retailers had no agreement among themselves, and that they had no agreement with the wholesalers not to sell under a certain price. He intimated, however, that there appeared to be an understanding among the wholesalers. Beef had increased about 20 per cent. in five years, he said, and pork and poultry had doubled in ten years.

S. K. Harrison, representing retail grocers and meat dealers of Baltimore, testified that the trend of prices had been higher all along the line during the past fifteen years. He said the retailers had been making less and less profit from year to year.

Questioned as to the price of staple groceries, Harrison said they also had increased. The witness said he judged there had been a 10 per cent. increase in the groceries in which his firm dealt during the last five years. The advance in meat was about the same in that period, but about 15 per cent. during the past ten or fifteen years. Pork had gone up 15 per cent. in five years, he said. Like all preceding witnesses, he declared no agreement as to prices existed between the retailers or between the retailers and wholesalers.

Each witness vigorously denied the charge that the retailers were responsible for prevailing prices, and none would admit that any agreement existed among them as to prices. While no one charged that the packers were all in a combination, all of the witnesses who had dealings with them hinted at such trickery by declaring that there seemed to be no competition among them for the trade of retailers, and that their prices ranged about the same. When complaint was made to the packers about advancing prices, they said, the latter explained that stock was scarce.

HOLT.

Florida grapefruit are having a little boom. The demand is quite active at \$3.50 to \$5 per box. The quality of the current receipts is good.

## The New York Letter

**The Sperry & Hutchinson's Price on Trading Stamps to Department Stores. Brooklyn Grocer Discusses Sunday Closing Laws. Chain Drug Stores Still on Carpet.**

Special Correspondence of "Grocery World and General Merchant."

New York, March 11, 1910.

In the case of the O'Neill-Adams Co., the department store company of this city, against the Sperry & Hutchinson Co., the trading stamp people, to which attention was called in last week's issue, some additional particulars as to the contract have been gleaned from the papers on file in the Federal Circuit Court. The trading stamp company agreed to supply the stamps at an initial cost of 5,000 for \$9.65 and to redeem them in lots of 990, duly pasted in books, with premiums having a valuation of \$2.50 for each lot.

The holder of a book of coupons was to have the option of getting, instead of one of the trading stamp company's premiums, an order entitling him to select merchandise to the price value of \$2.50 at the department store. For each order of this kind the trading stamp company was to pay \$1.87½ to the department store. It was further agreed that if 50 per cent. of the stamps were redeemed with orders for merchandise, then the department store was to give a rebate of 23 cents on each book to the trading stamp company.

The contract provided that the stamps known as the "Gold Standard" stamps should not be sold to any other store in New York for a less price than to the O'Neill-Adams Co., and should not be sold to any other department store in New York without that company's consent.

The Siegel-Cooper Co. obtained its injunction on the ground that it had a prior contract according to which the trading stamp company agreed not to sell to any other store having over 300 employees. After the injunction was served the dealings between the O'Neill-Adams Co. and the trading stamp company were broken off abruptly. Each side tried to prove a breach of contract and claimed damages and compensation for loss of profit. The

O'Neill-Adams Co. won the decision and the trading stamp company was ordered to pay \$30,000 as damages.

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Sunday-closing laws were considered at the meeting held Tuesday night by the United Retail Grocers' Association of Brooklyn. Chairman P. Becker, of the Legislative Committee, told the members that there are two Sunday bills before the Legislature now in session. The Lansing Bill would close the stores on Sunday while the McGreggor Bill would allow them to keep open almost all day. The former bill, Mr. Becker said, was introduced through the efforts of the State Association and he asked the members to write to their representatives in the Legislature, asking them to vote for it.

At the meeting new officers were installed and there were speeches, a smoker and a good time generally. The officers installed are: Henry Lohmann, president; J. T. McKinney, first vice-president; Louis Meyer, second vice-president; Ellwood Hanson, recording secretary; Henry C. Christgau, financial secretary; H. W. Steneck, treasurer.

H. Reike, F. Luppens and V. Brandes were installed directors for three years. The other directors are B. Bischoff, W. Kramer, P. Becker, H. C. Menze, G. F. Heimberg and Charles Ohlmann. Julius Schliemann was marshal and he did his work excellently. Charles M. Stafford was an efficient installing officer.

All the new officers spoke on topics of interest. President Lohmann said that the association has made itself stronger in the last year by taking a more general part in civil matters and asserting itself on various questions affecting the welfare of the entire community.

Secretary J. T. Austin, of the American Specialty Manufacturers' Association, told the members that the success of their association does not lie in a large membership roll, nor in the collection

of dues, but in the active support of all the members. He said that a small organization, composed entirely of active members, can do more good than a large one whose members do not support it. Mr. Austin offered the co-operation of his own association.

A. C. Monicle, president of the Manufacturers' Representatives' Association, said:—

"I must congratulate this association on its large membership and on the excellent work it is accomplishing. It is entitled to credit for placing pure food in thousands of homes of Brooklyn."

Mr. Monicle paid a tribute to Ellwood Hanson, the recording secretary of the association, who was re-elected this year for the eighteenth time.

Addresses were made by Fred. Stadlander, president of the New York Retail Grocers' Union of Manhattan, and by J. Sestonson, president of the United Retail Grocers' Association of Queens.

William Kramer, president of the Entertainment Committee, provided excellent professional talent for the smoker. Before the meeting adjourned a gold watch was raffled. It was won by Joseph Hoffman.

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New York is not in the grip of a live poultry trust, or at any rate if there is such a trust, the Samuel Werner Co. is not a part of it. This company sued Henry Syrop on a bill for \$1,329. He answered that the plaintiff is part of a trust and so outside the pale of the law. The plaintiff denied that it is a trust or a part of a trust and was sustained in this contention.

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In the retail drug business the plans and counter plans of the several syndicates and associations continue to get a lot of attention. The regular corner druggists are ready to fight any or all of the syndicates and in fact have a plan of their own for conducting chain stores.

These individual druggists, organized as the American Drug Syndicate, are to hold a meeting March 22d to vote on the question of increasing the capital stock and forming a chain of stores in New York. The plan has been endorsed by a committee comprising prominent members of the re-





# Start Your Customers Buying Hunt's Quality Fruits

"The kind that are *not* Lye Peeled," and they'll always buy them because "We Can the Flavor as well as the Fruit" and Hunt's Quality Fruits are purer and more delicious than any others. You can build steady profitable trade on them, in fact they will greatly increase your business by the sales they will bring you. We are making it easy for you to get this trade started by our big advertising in Ladies' Home Journal, Saturday Evening Post, Delineator, Woman's Home Companion, Munsey's Magazine, etc. Order a supply from your nearest distributor at once and catch the sales we are sending you.

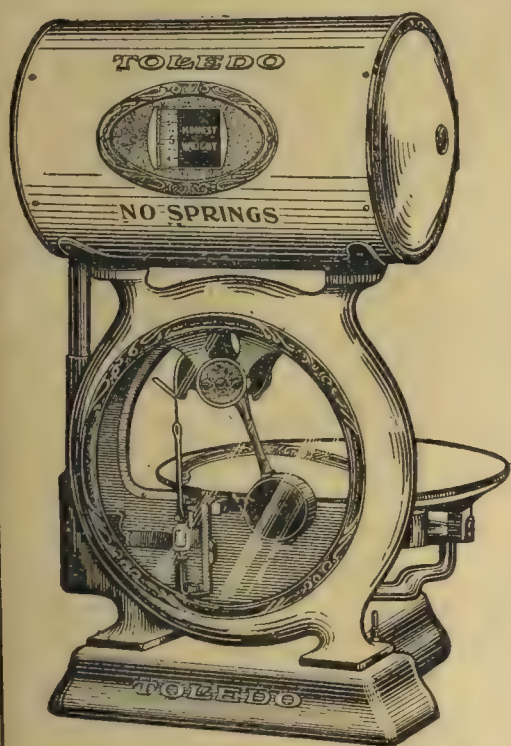
We'll send you beautiful calendars, window dressing material and samples of our advertisements to your customers. Paste these sample advertisements on your window and they'll appeal at once to anyone who has seen them in a magazine.

**HUNT BROTHERS COMPANY**  
San Francisco, California

**Largest Cannery of Highest Grade California Fruits**

**Distributors for Hunt's Quality Fruits.**

PENNSYLVANIA:—Githens, Rexamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Delaware; Bindley Gro. Co., Marion; Jas. Connellsville. OHIO:—The Chas. C. Higgins Co., Cleveland; The Samuel Stevens Co., Columbus; V. T. Hills Co., New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seaman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.



CUSTOMER'S SIDE

## NO WAITING—NO ERRORS

There is no waiting for a salesman to find a balance or to figure what to charge. The Toledo itself does the weighing and calculates the exact value mechanically, instantly and accurately. Thus time is saved, errors avoided, profits assured, customers pleased. Any customer prefers to trade where his purchases are weighed by the most modern, automatic, reliable weighing machine than to buy supplies over old-style scales.

## ATTRACT TRADE TO YOUR STORE

BY USING

## TOLEDO SCALES

NO SPRINGS

Honest Weight Guaranteed

**105 STYLES AND SIZES**  
—ADAPTED TO ALL KINDS OF STORES—  
**PRICES, \$37.50 UP**

### THE HIGH PRICES OF Eatables

Have caused the consuming public more closely than ever to observe the scales used by the grocer and butcher. People lack confidence in Spring Scales, Beam and Even-Balance Scales. But they like to buy over Toledo Scales, because they can see the beautiful Toledo Springless Mechanism which automatically does the weighing; the scales show them the exact weight of their purchase; they see on the scales the signs. "No Springs," "Honest Weight," and have full confidence that their purchases are weighed correctly.



CUSTOMER'S SIDE

## You Can Get These Advantages

Write us and learn how profitable it would be to you to get a profit-increasing and trade-bringing TOLEDO SCALE. We make allowances for some scales in part payment for Toledos. Tell us what you have. We guarantee a better computing scale for less money than you can get from any other source.

Write for our Book 4, showing scales and prices.

**TOLEDO COMPUTING SCALE CO.**  
Makers of Honest Scales  
TOLEDO, OHIO, U. S. A.

OFFICES IN ALL LARGE CITIES  
Philadelphia, - - 1219 Filbert Street  
New York, - - 251 West 42nd Street



tailers' associations and pharmacy boards.

It is claimed that some such action is necessary to protect the ordinary retailers from syndicates already organized. John B. Cobb, manager of the Riker stores, and Louis Liggert, of the Rexal Co., are now in litigation and it is said that they have conflicting plans for getting a grip on the retail trade of the United States, somewhat similar to that of the big tobacco companies on their trade. Mr. Cobb is said to be a large stockholder in the United Cigar Stores Co.

Manager Goddard, of the American Drug Syndicate, in talking of the success of chain stores, made some remarks that may be suggestions to retailers in any line. He said:—

"One of the secrets of success of the chain stores is that their places are clean and attractive. Their managers and employees are cleanly and respectably clothed; they are attentive and polite. Those that can't comply with these conditions are bounced. Quite a number of druggists could better fight the new competition if they would act on these simple, up-to-date object lessons. In stores that we would own we would have to provide good, clean service to the public. It would be no hardship to those used to other conditions. The Tobacco Trust did it with the old employees in the United Cigar Stores and it only took a few dismissals to improve things, and the old managers and employees have confessed that they are glad of the change."

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Jobbers here are pleased with the decision of the Chief Justice at Toronto in the long contested case of the so-called "grocers combine." The remarks of the court in holding that the Canadian jobbers were not in a conspiracy in restraint of trade are regarded as highly satisfactory, especially the comments of the court on the economy of distributing food products by means of jobbing houses. It is pointed out, however, that the court commented favorably on the finding that the jobbers did not try to get exclusive privileges, so that the decision has not, perhaps, a direct bearing on the questions that have excited the most discussion in the trade in this city.

Lillie M. White, grocer, at Peekskill, N. Y., has filed a petition in bankruptcy with liabilities of \$1,839 and assets of \$1,150. The assets consist of stock, \$300; fixtures, \$100; good accounts, \$126; doubtful accounts, \$74, and equity in house and lot, \$550.

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The F. W. Edgerton Co., of Troy, filed papers of incorporation this week. The company is to have a capital stock of \$40,000 to deal in teas, coffees, spices, etc. The incorporators are F. W. Edgerton, Syracuse; J. H. Lundy and N. B. Sherry, Troy.

#### SUMMARIZED MARKET CONDITIONS.

Although the coffee market is still rather dull, the dealers are expecting a rush of business very soon. The improvement in traffic conditions, it is argued, will bring those distributors whose stocks are running low into the market to replenish their supplies. The big roasters throughout the country are using up old supplies and purchasing only for immediate needs. Brazil grades are firm, the holders refusing to shade the prices. Mexicans are in good demand, several large sales having been reported. Maracaibos advanced  $\frac{1}{8}$  cent, but no large sales were made.

There is a good distributing demand for tea, with prices firm. Some purchases are reported to have been made from the West on teas held for the account of interior houses. Japans are in good demand with only a moderate supply. Congous are firm, holders refusing to make concessions, as it is believed that London will take much of the low-grade stocks for blending purposes.

Cables from Europe reporting a decline in European beet options led the Cuban shippers to lower their views on raw sugar. The heavy crop movement so far has caused a decline in the prices abroad and this is causing the local sugar holders to be more willing to make concessions. The Federal refineries bought several large lots in the past week.

Buyers are still waiting for lower prices on refined sugar, but prices are firm with little indication of a decline. There was a good business in withdrawals on old contracts, but there is not much new business being done.

The distributors, it is said, are reselling some of their withdrawals. It is believed that, at the latest, most of the wholesale grocers will have to be restocked by April.

Higher prices are now predicted by the flour dealers. The lowest of the season's prices for flour, they say, have now been seen and from now on the tendency, they expect, will be upward. Now that the wheat market is more settled, it is expected that the buyers will begin to replenish their supplies, as they can now have no legitimate excuse for holding off. Prices of flour have not kept step with the prices of wheat, as the holders here have had sufficient flour to meet demands and the prices have been based on a speculative profit over the original cost, which in most cases was at the season's lowest level. This class of flour, however, the dealers say, is now almost gone, so that the buyers must depend on the new arrivals, and the representatives of the mills say that they are short of supplies.

The price of eggs went up 2 cents this week, but the raise is expected to be only temporary. The receipts have been unusually small, barely enough to supply the demand, but larger receipts are promised for next week. Dealers are not yet buying any eggs for storage, as the unprofitable season this year has made them anxious to secure the lowest possible figure.

There is little change in the butter market this week. High-grade specials are rather scarce, some business being done as high as 36 cents, but the large bulk of specials can be bought at 33 cents. Only a small proportion of this stock, however, would pass a technical inspection. Storage grades are not in much demand, although several sales of the best grades were made during the week at 31½ cents. There is not much of these good grades left, however. Process is in good demand, with prices steady.

Tomatoes have been the feature of the canned goods market this week, although no large sales were made. Prices fell a little as a result of the jobbers' persistent hammering. Now that the holders have reduced their views, the jobbers think that they can get still lower prices and so are hold-

ing off. Holders say that the weak position of tomatoes is not a statistical one, but is due to the financial obligations which the packer has to meet. The jobbers are buying only enough to tide them over from day to day. Holders of corn have been shading prices this week, for although the carry over is not large, the demand is slow. Peas are in good demand with prices firm.

Holders of the first grade of gallon apples are firm in their prices. The demand is good for these grades, but the lower grades are not getting much attention. California fruits are in good demand. Southern fruit has a good inquiry. A good demand for berries has developed.

FRED. A. MCGILL.

#### Acker Co. Works Ten Dollar Clubbing Plan.

Persuades Consumers Within One Hundred Miles of Philadelphia to Club Orders and Buy Ten Dollars' Worth. Offers Prepaid Expressage Within One Hundred Miles.

The Finley Acker Co., of Philadelphia, is now working a plan which will interest retail grocers within 100 miles of Philadelphia. It is the plan of inspiring consumers to club together and buy \$10 worth of goods. The Acker Co. has used the plan for some time, but seem to be pushing it now with added vigor.

The idea of the plan is explained by the following extract from the current number of Acker's weekly:—

\$10.00 CLUB.

Have you joined a Special Offer Club?

Acker Quality coffees, teas, confections and cigars have a national reputation.

Discriminating buyers appreciate the combination of highest quality and right prices.

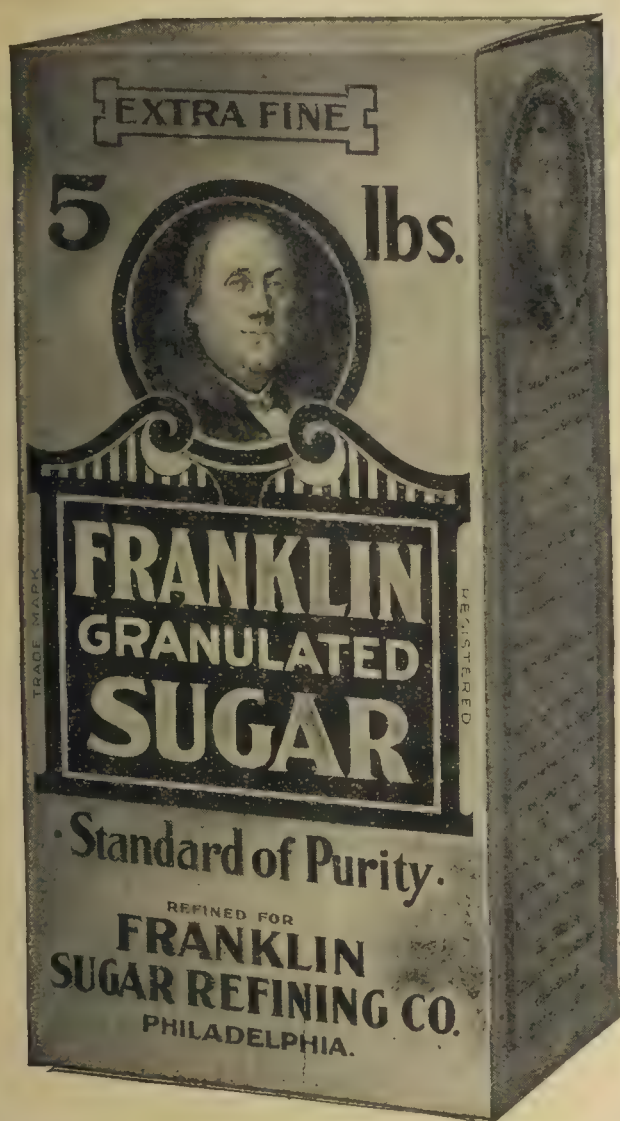
We forward \$10.00 orders of these Acker Quality coffees, teas, confections and cigars exclusively, direct to any home, express charges prepaid, within a radius of 100 miles of Philadelphia.

Many families in New York, Baltimore and Washington, have been "clubbing" their orders for some time and regularly receive the above Acker Quality products at Philadelphia prices.

This introduces the Acker Co. as local competitors into every town or city within a hundred miles of Philadelphia.

Florida oranges are about unchanged, but are in poor demand. The range is \$2 to \$4.50 per box.





PACKED ALSO IN 2-POUND CARTONS

## Here's Our Idea of a Merchant

The merchant is not he who simply displays goods for sale, meets all competitors' prices and fills the orders that come in.

A blind boy could do that.

The merchant is he who, for example, has been selling bulk sugar for years at little or no profit, but who sees in **Franklin Carton Sugar** a chance to turn the loss into a profit, and who instantly adopts it.

The merchant, in other words, is he who first learns the weak spots in his business, and, if there is a tonic for them, gets it and applies it.

There are two ingredients in **Franklin Carton Sugar** as a tonic—first, the fact that you can't give more than sixteen ounces to a pound, and second, the fact that all labor of selling is eliminated.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**  
PHILADELPHIA, PENNA.



## The Only Reason

some one doesn't make as good goods as we do is because they can't. The only reason we don't make better goods is because we can't :: :: :: ::

If some other grocer is selling Blue Label Ketchup and you are not—some other grocer is selling a better ketchup than you are. Another point—that grocer is making more money on Ketchup than you are.

If you have a customer who isn't buying Blue Label Ketchup, you have a customer who isn't getting the best, and her only reason is that she doesn't know it—tell her. It is what it is made of and the way it is made that has made Blue Label a household word, and what applies to Blue Label Ketchup applies to everything we make—whether it is branded "Blue Label" or "Curtice Brothers Co."

**Vegetables in tins    Fruit Jellies in glass**  
**Soups in tins        Jams in tins and glass**  
**Boned Meats in tins    Fruits in tins and glass**  
**Potted Meats in tins    Maple Syrup in tins and glass**  
**Deviled Meats in tins    Plum Pudding in tins**

You will have so many repeat orders for these goods if you stock the complete line that you will wish you did it long ago.

Every article we pack conforms to the NATIONAL PURE FOOD LAWS.

**Curtice Brothers Co.**



**Rochester**  
**New York**







## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XLI.—Making Contracts With Employees.

It is reasonably sure that practically every merchant or artisan who, I trust, reads these articles regularly, is an employer to some extent, yet probably not 1 per cent. make any sort of definite contract with their employees, and a large percentage even of these fail to reduce their contracts to writing.

It is always safer, in hiring an employee whom one expects to remain in one's service permanently, to enter into a formal written contract with him. Not only in order that his relations with the employing concern may be defined, but so that greater protection can be had in case he violates it.

Contracts of employment for a shorter term than one year need not be in writing in order to be valid, though under the laws of nearly all States contracts for a greater period than one year must be. So must contracts of employment which are not to be completely performed within one year. As if on April 1, 1910, an employer made a contract with a salesman for one year beginning May 1, 1910, and ending May 1, 1911. I repeat, however, that any contract of employment should be in writing for the sake of the parties.

No special form of words is necessary for such a contract. Obviously the length of the term, the work which the employee is to perform, the salary he is to receive, how it is to be paid, and any other provisions which are mutually agreed upon, should be stated. I have had contracts which gave no date of expiration repeatedly brought to me to be construed. Such contracts can always be terminated at the will of either party, though if possible the courts will always read a term into them. Occasionally it will judge of the term which the

parties had in mind by the way in which it is stated the salary is to be paid.

For instance, a contract that provided for the payment of a salary of \$20 per week, and which failed to state how long a period it was to cover, would be pretty sure to be construed a contract for no more than one week. By the same token, one providing for \$80 a month would be a contract for a month, and one for \$1,040 a year would be held a contract for one year.

The law always holds that an employee warrants his competency, so to speak, whether the contract makes any specific claims as to his capabilities or not. For instance, I have in mind a case in which a salesman was employed under contract for one year. Nothing was said in the agreement to the effect that he should be actually able to sell goods. He proved a dismal failure as a salesman and was discharged. He brought suit on the contract for the balance of his year's wages, but the employer proved his incompetency, and the court held that he had practically warranted himself to be able to sell goods. All the decisions, however, hold that this means only reasonable skill. The employee will not be held to any extraordinary ability unless he has himself claimed extraordinary ability. Then he must make good to the limit of his claims.

The manner of stating the way in which a salary is to be paid largely governs the rights of the parties in case the contract is broken. For instance, if an employee is hired for a year's work—in other words, to perform a task which it is estimated will take that long—at a definite sum, say \$1,000, he can recover nothing until he has performed the entire task, even though he worked

eleven months. In a few States the rule is different, the courts there holding that he can recover for the work already done, but these are in the decided minority, and even in those few the sum recovered is reduced by the employer's damages. The great weight of authority is the other way.

Even where the contract covers a definite period, however, if regular services rather than one entire task are to be performed, the employee, if he leaves before his time, can recover the fair value of his services up to the time of leaving.

Now as to the rights of the employer or employee in case the other breaks the contract. First consider the employee as the violator.

A, a merchant, makes a contract with B, a salesman, for one year, dated April 1, 1910, salary to be \$25 per week, payable monthly. B works five months, gets a better offer from a competitive firm on September 1, 1910, and accepts it, though his contract with A has seven months more to run. In all such cases A has an action against B for all the damages he has sustained through B's breach, and in some cases he can avail himself of a much more effective remedy. If B was for any reason a peculiarly valuable employee, and A, through B's departure, suffers irreparable damage, he can obtain an injunction against B, not to compel him to work for A, but to prevent him from working for anybody else until the expiration of the contract. The courts, however, will never grant injunctions where B was an employee of ordinary calibre who could easily be replaced.

Where it is the employer who violates the contract by discharging the employee before the term has expired, the employee has a choice of several remedies. Before he has any remedy at all, however, he must establish the fact that the discharge was unjust. In spite of the contract, the employer can legally discharge the employee if the latter is incompetent, or unfaithful, or disloyal, or if he is guilty of any other act of commission or omission which violates the letter or spirit of the agreement.

If the discharge was unfair, it is the employee's duty to hunt

other work at once. He cannot lie around and do nothing and think to collect his salary from his old employer. In every State he is bound to make a reasonable effort to find other employment, but he is not bound to accept anything materially different from what he had under the contract. If in spite of reasonable effort he fails to get other employment, he can then collect his wages in full from the other party to the contract.

Of course an unjustly discharged employee can recover all wages earned up to the date of the discharge. He can treat the contract as rescinded and sue for the work he has done up to that time, but if he does that he can recover nothing for the balance of the contract term. The usual way is to treat the contract as unbroken, and sue the employer for damages for his breach. To do this the employee can either wait until the contract has expired, or he can sue at once. In either case he will have a right to recover what he would have drawn as salary for the balance of the term less what he earned, or might have earned elsewhere. Naturally it is easier to compute this after the term has expired and when the employee's earnings, if any, are ascertained. Nevertheless, most courts allow suit to be brought at once and even tried before the contract has expired. Usually, however, suit is not brought until the contract has expired. There are a very few cases which hold, in fact, that when an employee sues before his contract has expired he can recover salary only up to the time of suit.

The measure of damage is the same where a contract is made, but the employee is prevented by the employer from starting to work at all. Here the employee can recover his salary for the entire term, less what he can earn outside.

The death of an employer during the term ends the contract, unless a provision is inserted that it shall not do so. Likewise where the firm is dissolved, if the dissolution is caused by the death of a partner. In case the business is sold the contract of employment is also terminated if the employer gives timely notice to the employee.

(Copyright, March, 1910, by Elton J. Buckley.)



## Rice, Vinegar, Currants, Coffee, Canned and Dried Fruits, Etc., Found Illegal

**Government Reports Successful Prosecutions Against Various Widely Sold Brands. Currants Found in National Capital Unfit for Food.**

The United States Government has sent the "Grocery World and General Merchant" during the week the facts of another large batch of cases brought against various food products under the Federal food law. Included in them are cases against "Gowan's Pneumonia Cure"; an eye remedy called "Eyelin"; an alleged preparation of radium called "Radol," and "Bromo Febrin." All these the Government found to be fakes and the responsible parties all admitted they were fakes and paid fines. There were also several cases involving the adulteration and misbranding of stock feed, which do not directly touch the grocery or general store trade.

The facts of the cases of interest to the readers of this journal are here given:—

### NO. 196—MISBRANDING OF OIL OF LEMON.

On February 17, 1909, an inspector of the Department of Agriculture purchased from W. R. Scudder, Newark, N. J., a sample of a food product labeled "D. W. Hutchinson, Essential Oils, 86 Maiden Lane, New York. Oil Lemon 1/2 pound net." The sample was examined in the Bureau of Chemistry of the United States Department of Agriculture and it was found that the bottle contained considerably less than one-half pound of lemon oil. Hence the article was misbranded within the meaning of Section 8 of the act in that the statement on the bottle as to its contents in terms of weight was false and misleading because said bottle contained considerably less than one-half pound of lemon oil. Hutchinson plead guilty and was fined \$2.

### NO. 190—MISBRANDING OF RICE.

On March 18, 1909, an inspector of the Department of Agriculture purchased from Higgins & Hendricksen, Vancouver, Wash., a sample of a food product labeled "Mikado No. 1 Fancy Japan Rice. Coated with Glucose and Talc, Remove by washing before using," which formed part of a

shipment made by S. H. Harris from Portland, Oregon, to Higgins & Hendricksen, Vancouver, Wash., on or about February 25, 1909. The sample was examined in the Bureau of Chemistry of the United States Department of Agriculture, where it was found to be a product of domestic Southern origin. It appeared that the product was misbranded within the meaning of Section 8 of the act in that it was labeled "Mikado No. 1 Fancy Japan Rice," which statements were false and misleading in that they tended to induce the purchaser to believe that he was buying a product grown and manufactured in Japan, whereas the product was grown and manufactured in the United States of America. Harris plead guilty and was fined \$25.

### NO. 186—MISBRANDING OF PEACHES AND APRICOTS.

On or about February 4, 1909, an inspector of the Department of Agriculture located in the possession of the Cochran Grocery Co., McAlester, Okla., 329 cases, each containing 24 cans of peaches, 74 of which were labeled and branded "2 Dozen 2 1/2 pounds California East Side Brand Y F Peaches. Packed by East Side Canning Co., Los Angeles, Cal.," and 255 of which were labeled and branded "2 Dozen 2 1/2 pounds California Duck Brand Y F Peaches. Packed by East Side Canning Co., Los Angeles, Cal.," and also 142 cases of apricots which were labeled and branded "2 Dozen 2 1/2 pounds Duck Brand Apricots. Packed by East Side Canning Co., Los Angeles, Cal." The goods had been shipped by the J. K. Armsby Co. from Los Angeles, Cal., to the Cochran Grocery Co., McAlester, Okla., on or about August 17, 1908. A number of the cans were weighed by the inspector and the average gross weight per can of each brand was found to be 34 ounces. It appeared that the goods were misbranded in violation of Section 8 of the act in that the weight of each can was stated on the

## Could You Sell More Fresh Eggs?

Would you like to get in direct touch with a nearby poultry man who seeks a year around market for his full size, white, clean and fresh eggs?

I am in correspondence with high class poultry men in all parts of the United States and Canada—who seek a market for their eggs through the medium of my "Farmsealed" Carrier.

I am advocating the distribution of these eggs through the Grocers.

These Poultry men agree to pack only full size, white, clean fresh eggs into "Farmsealed" Carriers, and seal same under their own guarantee. As they buy these Carriers from me I furnish them with the name and address of substantial Grocers supplying high class trade.

"Farmsealed" Carriers hold one dozen eggs each, and 30 of them just fill the common case. They are attractive. Your customers would gladly pay more for eggs packed in them than for eggs in the bulk. The poultryman's name and address is printed on each, and yours too if you wish it.

If you would like to examine a "Farmsealed" Carrier send 6c. in stamps to the manufacturers—Central Egg Carrier Co., McGraw, N. Y.

Under my contract with the manufacturers, I cannot sell this Carrier to any but Poultrymen.

No dealer can purchase this package except filled with "Farmsealed" Eggs.

Would your customers like eggs of this description? Wouldn't you like to handle eggs in this way? No packing, no repacking, no handling. Handle them just the same as other package goods—receiving a fresh supply regularly.

Write me how many dozen you can handle daily, give three references as to your responsibility and within a very few days I will supply the name of a Poultryman whose supply will fill your demand.

Then you can take up the matter with him. You will have my assurance that he is responsible. He will likewise have confidence in you. You can then fix the matter of prices and terms direct.

**Address F. H. FREEMAN**

**Farmsealed Eggs = = = Box 741**  
**BINGHAMTON, N. Y.**

**YOU CAN GET**

# Ritter's Pure Tomato Catsup

**without Benzoate of Soda  
or other preservative**

**This Season's product is  
finer than ever.**

**The price remains the same.**

**P. J. Ritter Conserve Co.**  
**Philadelphia, Pa.**



label as 2½ pounds, which statement was incorrect. Action was brought and the goods released under bond.

#### NO. 197—MISBRANDING OF WHITE WINE VINEGAR.

On May 26, 1909, an inspector of the Department of Agriculture purchased from The New Boston Store, Inc., Pittsburg, Pa., a sample of a food product labeled "Apsco pure white wine vinegar, manufactured by A. P. Sichel Co., 353-355 Washington street, New York. Registered." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and it was found to be not a white wine vinegar, but a dilute solution of acetic acid, or distilled vinegar. From the aforesaid analysis it appeared that the product was adulterated within the meaning of Section 7 of the act in that there was substituted for pure white wine vinegar a dilute solution of acetic acid, or distilled vinegar, and misbranded within the meaning of Section 8 of the act in that it was labeled "Apsco pure white wine vinegar," which statement was false and misleading because it was not pure white wine vinegar, but a dilute solution of acetic acid, or distilled vinegar. Hirsh, the proprietor, plead guilty and was fined \$5.

#### NO. 188—ADULTERATION OF CURRANTS.

On or about September 22, 1909, an inspector of the Department of Agriculture found in the possession of Michael Holzbeierlein, 1849 Seventh street, N. W., Washington, D. C., six barrels of currants labeled: "Perfectly Clean Currants, Royal Excelsior Brand," which were being manufactured and baked into food products and offered for sale in the District of Columbia. Samples taken by the inspector from a barrel which had not been previously opened were examined in the Bureau of Chemistry of the United States Department of Agriculture and found to be infested with worms and other animal matter and so contaminated by the presence of the said worms and other animal matter as to be unfit for human consumption. From the aforesaid examination it appeared that the product was adulterated within the meaning of Section 7 of the act in that it consisted of a filthy, decomposed and putrid vegetable

substance unfit for human consumption. The court ordered the stuff destroyed.

#### NO. 176—ADULTERATION OF CONFECTIONERY.

On November 19, 1907, an inspector of the Department of Agriculture purchased from the E. W. Dunstan Co., 143 Chambers street, New York, N. Y., a sample of an article of confectionery contained in packages labeled "Silver Dragees, Argente Moyens Assortis. Made in Jersey City, N. J., U. S.," which was part of a shipment made to said Dunstan Co. by the Oriental Dragee Co. from Jersey City, N. J., on July 31, 1907. This sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to contain forty-eight hundredths per cent. of metallic silver. The court found the sample adulterated and sentenced the defendant to pay a fine of \$100.

#### NO. 177—MISBRANDING OF COFFEE.

On or about May 27, 1908, an inspector of the United States Department of Agriculture found in the possession of Talmadge Bros. & Co., Athens, Ga., 36 cases of an article of food labeled and branded: "Luzianne Coffee," which had been shipped to said Talmadge Bros. & Co. on or about May 26, 1908, from New Orleans, La., by the Reily-Taylor Co. Each of the aforesaid 36 cases contained 50 one-pound cans of ground coffee and was labeled: "Luzianne Roasted Coffee and Chicory, The Reily-Taylor Co., importers and roasters, New Orleans, U. S. A." The article being a mixture of coffee and chicory and not pure coffee as represented by the labels on the said 36 cases, it was apparent that it was misbranded within the meaning of Section 8 of the Food and Drugs Act. The goods were released under bond.

#### NO. 178—MISBRANDING OF CANNED CHERRIES.

On or about August 8, 1908, an inspector of the United States Department of Agriculture found in the possession of the Ratcliff-Sanders Grocer Co., Tulsa, Okla., 30 cases of canned cherries, each case containing two dozen cans and labeled and branded: "2 Doz. 2-Pound Dunkley's Michigan Fruits Cupid Cherries. Dunk-

ley Co., Kalamazoo, Mich." The said cherries had been shipped on or about April 20, 1908, to said Ratcliff-Sanders Grocer Co. by the Michigan Vacuum Canning Co. from Kalamazoo, Mich. An inspector of the United States Department of Agriculture had previously weighed a number of cans representative of those contained in the aforesaid 30 cases and had found that the weight varied from 25 to 28 ounces and that none of the cans weighed 2 pounds. It therefore appeared that the cases of cherries were misbranded within the meaning of Section 8 of the Food and Drugs Act in that the weight being stated on the cases was incorrectly stated. The Government brought a confiscation action and the goods were released under bond.

#### Say it Will Cost Sixty-eight and One-half Cents to Pack Maryland Tomatoes in 1910.

**Authoritative Estimate of Coming Season's Cost of Production. Total Three and One-half Cents Above What Some Packers have been Taking Future Orders for.**

The "Grocery World and General Merchant" has received from Strasbaugh, Silver & Co., canned goods brokers of Aberdeen, Md., some figures showing the estimated cost of packing Maryland tomatoes for the season of 1910. The figures are here presented:—

#### ESTIMATED COST OF PACKING STANDARD 3s TOMATOES, 1910.

From the best information at hand, we have gathered the following estimate of the cost of packing 3s standard tomatoes for the season of 1910. If you can offer any suggestions or corrections, we will be pleased to have your advices:—

	Per case.
Cans at \$15.50 per thous. ....	.372
Cases .....	.11
Freight on cans and cases ....	.02
Tomatoes at \$8.00 per ton ....	.40
Packing house labor .....	.18
Labeling, loading and unloading .....	.02
Interest (including plant) ....	.035
Insurance (including plant) ..	.03
Labels .....	.025
Solder .....	.03
Coal, gas and acid .....	.02
Leaks, swells and rusties ....	.01
General freight, express and incidentals .....	.015
Brokerage, commission, discount, taxes, maintenance and repair, and depreciation of plant .....	.104
Net cost per case .....	2)1.371
Net cost per dozen .....	.68½

Yours very truly,  
STRASBAUGH, SILVER & Co.

As the "Grocery World and General Merchant" has several

times reported, a few packers have taken future orders at 65 cents f. o. b., which if the above figures are correct, is 3½ cents below cost. If the canned goods packers were like other manufacturers, and took into consideration the cost of production, they would doubtless make the future price at least 70 cents. As it is those who name prices at all make it 65 cents!

#### Largest Percentage of Pennsylvania Samples Pure.

#### Report of Analyses of Butter, Eggs, Ice Cream and Lard Samples Shows Small Percentage Bad.

From the current number of the Bulletin of the Pennsylvania Dairy and Food Department the following summary of the month's results is taken:—

#### REPORT OF ANALYSIS.

Butter Samples, 174.	
Colored oleomargarine .....	70
Oleomargarine, no license .....	25
Pure .....	76
Renovated butter .....	3

Total .....

Egg Samples, 6.

Fresh eggs .....

Ice Cream Samples, 4.

Below standard in butter fat ..

Lard Samples, 10.

Adulterated .....

Pure .....

Total .....

Non-Alcoholic Drink Samples, 10.

Adulterated .....

Pure .....

Total .....

Oleomargarine Samples, 1.

Uncolored oleomargarine .....

Pure Food Samples, 135.

Adulterated .....

Pure .....

Total .....

Vinegar Samples, 2.

Adulterated .....

SUITS AND PROSECUTIONS.

Ice Cream Cases, 4.

Terminated .....

Lard Cases, 2.

Terminated .....

Non-Alcoholic Drink Cases, 6.

Terminated .....

Oleomargarine Cases, 95.

Terminated .....

Pure Food Cases, 24.

Terminated .....

Renovated Butter Cases, 3.

Terminated .....

Vinegar Cases, 2.

Terminated .....

As has been the case for several months, the pages devoted to the reports of chemists' reports showed not a single report of adulteration. These analyses, however, were not of samples taken during the month, but of samples taken some time before that.



## How You Can Kill Your Grocery Business

The best grocery business on earth can be killed in a surprisingly short time by bad butter. On that foundation we have built a sale for **Gurnse** butter larger than that of any other single brand in existence.

We have preached **Gurnse** as a print butter that was always pure, always of the very fanciest grade, and always the same. A print butter that a retailer could rely upon with the utmost confidence, and feature with pride and safety.

It is a gilt-edged grade of dairy butter, made by our own people in our own dairies. **Gurnse** takes one worry, at least, off the grocer's mind.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—38 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.



## "Lustre" Wide Mouth Fruit Jar

**WIDE MOUTH**—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

**MACHINE MADE**—Insuring uniform thickness and smooth edges.

**LIGHTNING TRIMMINGS**—Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "**LUSTRE**" **RED JAR RING** made from the finest rubber, extra thick and sure to seal. All our "**LUSTRE**" Jars are equipped with the "**LUSTRE**" Ring.

**CAUTION.**—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

**REMEDY.**—Buy nothing but the "**LUSTRE**" trade mark Jar and your customers will be satisfied.

Write for prices on the "**LUSTRE**" Jar, and the thick red "**LUSTRE**" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "**SANICAP**" Jar Top.

**R. E. TONGUE & BROS.**

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

## "THE PINCH OF PROSPERITY"

Have you felt it? Your customers have felt it if you haven't. They wouldn't mind the high prices of foods if their wages advanced with them.

To "make both ends meet" is the problem of the hour in nearly every household. You can help your customers solve the problem by telling them about

## Shredded Wheat

It contains more real body-building nutriment than beef, is more easily digested and costs much less. It is always the same price—always clean—always pure—always wholesome.

Two Shredded Wheat Biscuits, heated in the oven to restore crispness and eaten with a little hot milk, salted or sweetened to suit the taste, will supply all the energy needed for a half-day's work. Being made in Biscuit form it also forms delicious combinations with baked apples, sliced bananas, stewed prunes or other fresh or preserved fruits.

The Shredded Wheat Company, Niagara Falls, N. Y.

## Fairbanks Lion Brand Canned Meats

under which Morris & Co. have always packed their Canned Meats will hereafter be known as

### MORRIS & CO.'S SUPREME BRAND

thus bringing all of Morris & Co.'s high grade food products under the same label. Quality remains the same—*the best*.

**W. A. MILLAR & CO.**

2d and Willow Streets, Philadelphia Agents



# THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

"The Jenkins Grocery," 1515 West Susquehanna avenue, Philadelphia, sends in a copy of a mailing card he recently used and asks for an opinion of it. The card is the ordinary business postal, being printed on manila card of fair quality. On the address side appeared the business card of the grocer, and "To the Lady of the House." From the latter I assume that the card was not mailed, but delivered by hand. There is a fearful waste of adver-

tising matter in this method of circulating it. Naturally it is impossible to place the card in the hands of the persons for whom it is intended, and the usual alternative is to throw it in the vestibule or push it under the door. Of a thousand cards distributed in that way, probably not one-tenth are picked up and read. Obviously all that are not picked up are dead waste.

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Here is the advertising side of the card:—

## Oysters! CLAM CHOWDER! Oysters!

It's quality that counts every time, and when you want quality in Oysters, Clam Chowder or Vegetable Soup, come here for it!

### Home-made Fish Cake on Friday

You can have them cooked or by the pound

JENKINS, 1515 W. Susquehanna Avenue

Grocery Specials from January 5 to end of Week

### String Beans, reduced to 6c can

Regular price 10c can. Having bought a large quantity, we are able to sell a portion at this price. They are good, nice, tender beans.

Large Bottle  
Cornell's Catsup, reduced  
to 7½c a bottle

A good catsup at a low price

Soup Beans, a  
qt., 4c

New York State choice pea-bean.

15 Extra Stamps with each 2 cans **PARIS CORN . . . . 12c**

One of the best brands on the market.

10 Extra Stamps with each can **PEACHES, at 15c a can**

Sold this same brand last year for 20c.

15 Extra Stamps with each can **TINY GARDEN PEAS, at 15c**

Try one can of these excellent peas and you will be convinced that there is nothing better

10 Extra Stamp with 2 bars of **Sunlight Soap at 5c a bar**

15 Extra Stamps with each 2 cans **TOMATOES at 9c a can**

Only one word about our Coffee.—Having received a large shipment of new Coffee, we are now able to sell coffee to suit any taste. Prices low

WE ALSO CARRY A LARGE ASSORTMENT OF TEA

**JENKINS :: GROCER**

1515 W. Susquehanna Avenue

Bell Phone, Diamond 3617 D.

I'm sure Mr. Jenkins wants my frank opinion, or he wouldn't have asked for it. I must tell him therefore that nothing could be weaker than the statement which appears in the introduction to his card. "It's quality that counts every time," he says. Of course it is, and who doesn't know it? To spend money telling people the perfectly obvious is to throw it into the street. Would you feel

like paying good money to say "People who buy oysters don't like rotten ones; there are no rotten ones in ours." And yet the statement he did pay money to make was even more obvious than mine. I confess I don't know from reading this introduction whether Mr. Jenkins sells home-made clam chowder and vegetable soup, or only the materials. If he sells the home-made product it is a crime to lose the chance to say about it the enticing things that could be said on such a subject.

\*\*\*

The advertising matter which appears below the introduction is pretty good as far as it goes. I note Mr. Jenkins has said a word or two about everything, but it is crowded into very small type. I should have set the name of the goods in a little smaller type, and used the difference to enlarge the type used for the description. I confess I don't like the way the writer of this card has expressed himself. His points are very blunt and his manner very tame. For instance—"Try one can of these excellent peas and you will be convinced that there is nothing better." That is insipid to an extreme. It needs sharpening up. "Sweet, tender, young. One can gets you as a steady user." Isn't that a little more persuasive than Mr. Jenkins' language? I can't take up all the descriptive matter in the circular, but it all needs more vigor and snap. Take the statement about coffee—"Only one word about our coffee—Having received a large shipment of new coffee we are now able to sell coffee to suit any taste." That is very bad. Why deliberately confess that you haven't been able to suit every taste before? That's precisely what you did in this paragraph. I wouldn't talk about the newness of coffee at all, for it makes what you had on hand look stale. Coffee is supposed to keep good for a long while, isn't it? An advertisement of coffee ought to be much more definite and specific than this, and it ought not in my judgment to touch at all on the points that have been touched on here.

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I am reproducing here, much reduced, a double column advertisement which in the original measured 10 inches long. I want it to stand for an illustration of how not to display advertising:—

### Newness Everywhere

Freshness is in the Lehman atmosphere. It's catching, too. The new crop evaporated fruits, the new Figs and Nuts, the new canned goods. Even your old favorite, the crop of 1908 Lehman Buckwheat, all prepared, in 3 lb pkgs at 12c. For the people who know a good thing and still enjoy a little New Orleans Molasses over their cakes, we have it—the clear quill—10c, and 15c, can.

Tomorrow Shredded Wheat 10c. Tomorrow the Genuine Cosmos Butter Milk Soap, 5c a cake.

### Is Your Coffee Ours?

Never did we have such splendid success with Coffee. Why? Just by backing up what we say in this space. When we write here we put ourselves face to face with you. When we tell you that State House Coffee is mild, that it has a fine, delicate flavor and delightful aroma, we tell you facts. Wouldn't it be foolish to fool you? It's the backing up of those statements that is making State House a winner. 25c. 1b.

### Special Notice

Monday being stormy, we have decided to repeat the great Sale of Hotel and Teaderloin Steaks at a 10c pound

For Wednesday only. No 'phone orders, and none sent C. O. D. Sale commences at 7 o'clock.

### That 37 Cent Tea

The putting out of a tea at 37c a pound that possesses character, strength, purity and freshness, and giving 20 Stamps with it has set both dealers and consumers guessing. It's sale is astonishing. If you're putting up half a dollar for your Tea outside of Lehman's, would you mind comparing our 37c Tea with your 50c Tea? Just do it for the sake of a little quiet experiment.

Hecker's Flap Jack Flour 10c. A 15c Whisk Broom for 10c.

### Is Your Cheese Written There?

York State Full Cream, Domestic Swiss, Imported Swiss, Neufchâtel, Mountain Cream, Fromage de Brie, Roquefort, Edam, Pineapple, Camembert, Muenster, Limburger, Sap Sago, McLaren's in jars. The BEST of these kinds, and no other. We believe when a man wants a taste of Cheese he wants to taste the best there is. And it's so, too.

1 lb beautiful new, bright Apricots 15c. 3 lbs fine, large, meaty California Peaches, 15c.

**Lehman's Department Food Stores**

The trouble with this is the enormously heavy rules surrounding the side headings on two sides. They detract attention from the text. A border or an ornament should never dominate an advertisement; it should simply constitute a setting. If these rules had been omitted, or rather, had they had much lighter rules substituted for them, the advertisement would have presented a much cleaner appearance.

### Congressman Moxley, of Chicago, in Rotten Oleo Scandal.

Information concerning the relations of Congressman William J. Moxley, butterine manufacturer, of Chicago, with those of his customers now under indictment in Illinois as oleo "moonshiners," has been in the hands of high Government officials since last autumn. Assertions by the dealers that Moxley furnished the wrappers for one-pound prints of butterine labeled with the stamp guaranteeing inspection and passing by the Government coincide with the information that the revenue officers collected. The butter men charge that the United States Government officials had this information six months ago without using it, the inference being that they were reluctant to stir up scandal against a Congressman.



# *The Hamilton Corporation,*

*Charles E. Barker and E. Hamilton Barker*  
GENERAL MANAGERS

*Guaranteed Resources \$1,000,000.00*  
*Executive Offices: 29-35 West 32<sup>nd</sup> Street*  
*New York,*

March 14, 1910.

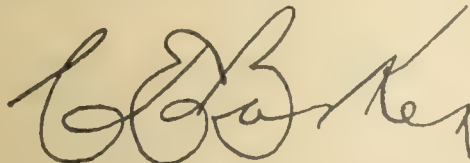
Grocers;-

We are going to put some money in your pocket. We believe manufacturers can and should spend more money on retailers, because in our opinion retailers are splendid advertising mediums. We have a plan which will bring this about. The part of our plan which will appeal most strongly to you is the fact that it costs you absolutely nothing - the manufacturer foots the bills.

If you would like your profits materially increased on staple goods, write us, we will tell you our plan and you in turn can tell us what you think of it.

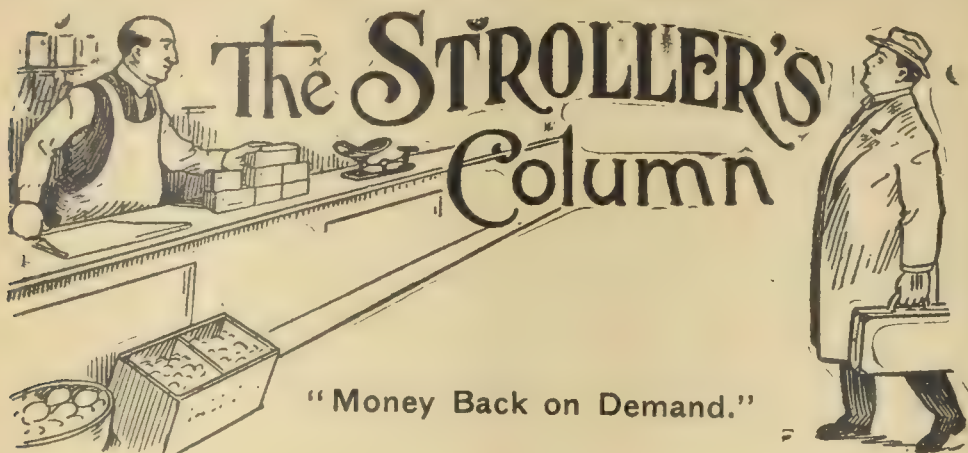
Very truly yours,

THE HAMILTON CORPORATION,



General Manager.





"Money Back on Demand."

I don't blame a fellow for not wanting to give the money back after he's sold the goods, but I have got it in for him for saying he'll give it back if the goods ain't right and then holding on to it till it's all dented up before he keeps his word.

It's human nature not to want to give back. I remember well when I was a kid a good old lady came to our house and left a silver three-cent piece that my mother told me was for me. I grabbed it and warmed it in my little pants pocket for three days before we all found out that it was for little sister. I could have cheerfully cut little sister's throat. And I had it in for papa for weeks for bringing an unnecessary sister into our otherwise happy home. I had made 547 plans for the investment of that three-penny bit and I was red sore.

If a fellow don't really intend to give back money to a knocking customer, he ought not to say he will. That's where my kick comes in.

For instance, one day last month I happened to be in a retail store in Pittsburg. While I was there a woman came in with a chip on both shoulders. She made her kick to the proprietor where I heard it all. As near as I could get next, he had persuaded her to blow in sixty cents on a lot of patent clothes pins. From the way she threw it into him he must have told her they would do everything in a house, even tend the baby.

"Why, I can't make use of them at all!" she said, "they take a lot more time than the wooden clothes pins and they won't stay on as well."

He refused to take no for an answer, so to speak. He knew they were all right because his wife used 'em, and was she sure her washer woman had used 'em the way he showed her, and so on.

Nothing doing for a second trial. She couldn't use 'em and didn't want to try again.

"Well, what do you want me to do?" he said, when he saw all chance was gone.

"Why, I want my money back. Here are the pins," she said. "Didn't you say I could bring them back if they weren't all right?"

"Well, isn't there anything else you want to-day?" he asked, hanging on to the sixty like grim death.

"Nothing at all," she said, and then she added, after a minute, "except my sixty cents."

Then he did a thing that stamped him at once with me as plumb crazy.

"Miss Pine," he called across the whole store to the cashier, "give Mrs. Jenkins sixty cents out of the drawer," which of course announced to everybody in the place—that Mrs. Jenkins had been raising a time and had squeezed sixty cents out of the treasury.

"Oh, you blamed jackass!" I said. That is, I said it to myself. But I meant him, understand.

Mrs. Jenkins walked the length of the store, through the dozen or so people who were now busy rubbering, picked up her sixty and went out.

Of course, pleased and tickled and in a humor to be a good ad. for the store!

Will anybody stand up and say there's any business in that sort of thing? If there is, I can't see it. If you advertise to give the money back if it is asked for, jolly up your nerve before you make the offer, not when somebody asks you to make good.

Here's something more we can learn from the department store. They are certainly the easiest marks on the money-back proposition I ever saw. And maybe it ain't a big ad. for 'em!

You can go in any big city department store, buy a thing, try it a week and then tote it back and get your money. Any kick? Not a bit! They don't even mention buying more goods—there's your coin waiting for you whether you've got a real kick or only a frame-up.

I've seen some fellows get up against the money-back business who realized that it wouldn't do to say anything, but who couldn't look sweet about it to save their souls.

I have one retailer in mind now. I've seen him do this twice. Each time he's asked for the money back he walks back to where the cash register is, takes out what's needed, puts it down on the counter and walks away.

Why, he might just as well say to the woman: "Here's your filthy money. I'm giving it back because I said I would, but you're a hog for asking for it!"

Another fellow who has just come into my mind will never let his clerks give money back, even though he advertises in every ad. "Money back if you want it." Every time a clerk gets a touch for money back he has to go to the boss, and the two of 'em stand there and whisper about it for weeks, while the woman waiting feels as if they were deciding whether to send for a cop.

I tell you, fellows, it ain't good business. If you can't give up cheerful-like, don't give up at all, but then don't offer to. The only way to give money back is as if you'd rather do it than eat. No questions, no slurs, no talk—just slap it out faster than you took it in.

Why, if I found I couldn't screw up a smile while I was giving it back, I'd keep a false face handy under the counter, and clap that on, so's the customer would see a smile somewhere, anyway.

THE STROLLER.

## Want Low Grade Molasses Declared Unfit for Human Food

Large Eastern Manufacturer Will Ask for this Ruling from United States Agricultural Department. Says Centrifugal Fourth, Which is Sold Tinned in Enormous Quantities, is Fit Only for Cattle Food.

There is a movement on foot, led by a large Eastern molasses house, to petition the United States Department of Agriculture to forbid the sale, as human food, of certain grades of "New Orleans" molasses which are now sold without restriction. The grades referred to are described as fourth centrifugals, which means molasses but a little better than blackstrap, bleached into some semblance of respectability with an excessive amount of sulphur.

There is a heavy sale for this grade of molasses, mostly in tins, among the laboring classes of all markets. Several New Orleans concerns, one in particular, can enormous quantities in Louisiana and ship it to all parts of the North. It wholesales at 65 to 70 cents per dozen for small tins, and retail at 9 to 10 cents. The cost of this grade of molasses on the plantation is only 7 to 9 cents per

gallon, and it costs delivered in secondary markets only 12 to 19 cents.

The manufacturer who is behind the movement to have molasses of this grade declared unfit for food has sent letters to other molasses concerns soliciting support for the movement. He contends that the molasses he attacks is fit only for cattle food, that as human food it has to recommend it only cheapness, being lacking in sweetness, and of extremely poor color. Moreover it is charged that an abnormal percentage of sulphur is used in order to help the color, and that this sulphur is so abundant that it can be plainly tasted.

Almeria grapes are about over for the season. At present the market is very dull and the demand light. Prices also show a decline, the present range being \$2.50 to \$5.



# It's Really Funny

How some dealers forget their OWN interests, maybe not you; but really, there are lots of them who do. When a reliable house offers you a really GOOD TRADE in Coffee, "BUY." When they don't, then DON'T BUY.

If you are a good judge of Coffee, you can't deny the goodness of every trade our Salesman offers you.

Think it over—then do as you like, of course; but think.

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us

## *How Clicquot Club Ginger Ale is Made*

Finest Jamaica Ginger—  
 16c per pound.  
 Purest confectioner's A.  
 Sugar.  
 Finest Oils of Lemon and  
 Lime  
 No Preservatives whatever.  
 Pure Spring Water.  
 Thoroughly Carbonated at  
 80 pounds' pressure.



## *How Some of the Others Are Made*

Exhausted Ginger, African  
 Ginger, etc.—4c to 10c  
 per pound.  
 Brown Sugar, Molasses, Glucose,  
 Saccharine and artificial sweet-  
 eners made from Coal Tar.  
 Citrol, an artificial Coal Tar  
 Lemon Flavor.  
 Various chemical preservatives,  
 Ordinary faucet water or worse,  
 Indifferently carbonated at  
 uncertain pressures.

You can easily see that CLICQUOT CLUB GINGER ALE *tastes* better and when you consider *that* and the fact that it is the *best advertised in the country* you will see that it *sells* better, too. Each pint bottle holds two full eight ounce glasses. All bottles are thoroughly tested for "leakers" and impurities.

**"PUSH CLICQUOT CLUB GINGER ALE—IT PAYS."**



Millis, Massachusetts





In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

CONDUCTED BY IVAN P. THOMPSON

#### Another Easter Window.

Last week we made public an idea for an Easter window. Here is another Easter idea. For this let us consider the Easter lillies. On a ground cloth of any color strew coffee beans enough to cover the surface of the floor of your window. On this sprinkle thickly enough to thoroughly obliterate the coffee beneath some rice in the shape of lillies. That is, the blossom. In the centre of these blossoms place a lemon—a nice yellow one. From the lemon to nearly the tips of the petals make a thin line of coffee beans. For leaves use green split peas in a sufficient quantity to hide the coffee. For stalks use macaroni sprinkled with green split peas. Around the stalks design a ribbon consisting of cranberries and red peppers. Where the outlines of the petals, leaves or ribbon cross each other use coffee beans

to accentuate it. Along the front of the window use a border of a double row of green peppers. Along the left side use a border of cabbages and on the right a border of cauliflowers.

In the rear of your window place boxes in the form of a row of two steps and cover with green crepe paper. In the centre, resting on the lower step, place a frame. This frame you can make yourself to suit the size and proportions required. Get four planks, nail them together and with a little black paint brush in a design such as in sketch. The effect will easily be worth this trouble. On top of the second step place in centre of frame a couple more boxes (low ones) and drape with white cloth to resemble a table cloth. On this table place at right end a plate, napkin, knife and fork, etc. Along the front from right to left place a

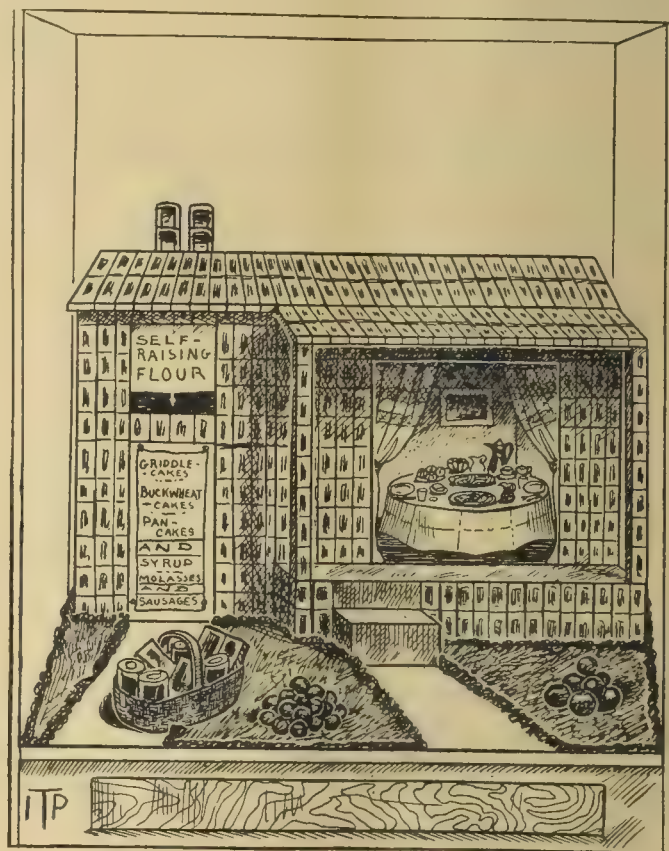


dish of slices of corned beef, another of tongue and another of ham. In centre place a dish of chicken salad, or anything that will be appetizing after a long Lenten abstinence. Behind this place a vase of celery. To the left of the vase put a loaf of bread; to the right a bottle of some soft drink and glasses. Then if you can get a chair small enough put it opposite the empty plate. Hang some drapery of a color not

card, a vase of scullions or leeks, and a tongue and card. On the right place, reading from left to right, a big bologna sausage and card, a vase of scullions or leeks and a piece of corned beef and card, and let it go at that.

#### A Breakfast Specialty Display.

Now for the other suggestion, which I will explain, beginning at the rear end of the window space.



very dark behind this so as to make a background for the picture, but in such a manner that it does not protrude beyond the edges of the frame. This done, attach some pink, light blue or light green drapery to the top centre of the frame, and carrying it to the sides loop it over the top right and left corners of the frame, allowing it to hang down in graceful folds. Get two pieces of paper the same color as the drapery and, having lettered the word "Easter" on one and "Delicacies" on the other, pin them to the folds hanging left and right from the centre of the frame.

Now, along the base of the bottom step place a row of potted meats and signs as in sketch. On top of same step place, on left frame, two glass dishes, one containing pickled pigs feet and the other scrapple. To balance these put on same step, but on the right of the frame a dish of pickled tripe and one of pickled lambs' tongues. Back of all four dishes place signs or price card. On top left hand step place a ham and

Get about four boards any length suitable to the size of your window and place them on end. Along the tops of these nail another or as many as you require. Then in front of these place others short enough to make a slanting roof and far enough away to allow for a table visible through the window of the little house. Then place two more sufficiently shorter to allow you to extend part of your slanting roof and far enough away to give you a chance to build a little porch or piazza. Now, nail from top cross piece to next lower one a double row of cartons of Self Raising flour. Then nail along second set of upright rows of cartons of Self Raising flour (or whatever flour or flours you wish to advertise), leaving spaces for left hand door and window and large window on the right. Now extend your roof to the two last upright boards and nail on them more cartons. The porch should be two boxes high, which will enable you to make a step to it of boxes. From the porch floor to the ground



# 10, 12 and 15 cent Candies

The phenomenal success of the syndicate 5 and 10-cent stores in selling candies has been the means of inducing many grocers, general store and variety men to adopt similar methods. Those who have tried the plan pronounce it a big success.

The plan is known in the trade as the one price system. It consists of selling all candies at a certain fixed price. For instance, if 10c is your price, sell at 10c per pound, half-pound, third-pound, etc.

It has been demonstrated that the majority of people prefer to buy their candies this way, especially if the buying is made easy for them.

We have installed several thousand one price candy departments in stores located in every section of the country, and will gladly furnish full particulars to any merchant who would like to increase his candy sales and profits.

We show the best line of popular-priced candies in the trade. Not the offerings of some one maker, but the best selections from many first-class lines. Guaranteed strictly pure goods. We turn our candy stock every week, thus giving you the absolutely fresh candies that are necessary to make your department a success. We sell the goods in any quantity from one pail or box up, and ship immediately upon receipt of your order.

Our catalogue showing the complete line will be forwarded upon request. Ask for No. H 773.

## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS

SAMPLE HOUSES: Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle



cover the space with cartons, as in sketch.

Now inside of large window place a table laid for two and place on it dishes of buckwheat cakes, sausage, rolls, and a jug of molasses or syrup; a coffee pot, cream pitcher, sugar bowl and cups and saucers, etc. Have a red floor cloth under the table and dark green or red background cloth hanging from the top cross piece. Put what you can around the space visible to the public to give it the effect of a room and hang a curtain each side of the window, opening or frame, as in sketch.

On left hand small window have something that looks like a blind pulled down and letter on it "Self Raising Flour." On space below this window nail a sign almost covering whatever you have used to represent a door and letter on it something such as suggested in drawing. Incidentally, I forgot to mention that this house should be built on a green ground cloth. Then from the door to the front of the window make a supposed gravel path of split peas (not green ones) and another from the porch step to the front of the window. Border these paths with parsley and in centre one build a pyramid of red apples. In the middle of the right hand grass (?) plot build a pyramid of grapefruit, and on right hand border of left hand path place a basket containing cans of syrup and molasses and cartons of Self Raising flour, and you might add a few sausages.

### AMONG THE TRADE.

The recently organized Grocery Clerks' Union is affiliated with the Central Labor Union, and was supposed to go out on a sympathetic strike with the rest of the unions on Saturday last. So far as can be learned, however, practically not a clerk struck. None of the chain stores lost any, and so far as can be learned, neither did any single store.

Rolled oats declined during the week, owing to a drop in raw oats. The declined price is \$4.70 per barrel, which is a drop of 45 cents from the highest point. Whether the price will stay on such a low level is uncertain.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Speak The Truth.**—There's money in it. There's success in it. The liar doesn't last. The truth builds. It makes the come-again customer. Describe faithfully, but attractively, what you're selling. For instance, in selling Delaware peaches, it won't do to say they're in heavy pure sugar syrup. They're not. Far better to tell about the syrup being light of body and most agreeable to sup. You can describe a second-class thing so that it becomes really good. Some of our best compound preserves are good and truly wholesome, but if you commence to shoot off about "compound" you chill the buyer. Present the truth attractively.

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**Here's Something A Bit Personal.**—When the store door was locked Saturday night and you knew it was a poor day, how did you feel? Did you feel a bit put-out, or did you sling on your coat and go home as happy as though the day was a hummer? Now, these are searching practical questions. But their honest answer tells your attitude toward the boss. If you were in the put-out class of fellows you're safe. If you were in the indifferent class you're a doubtful proposition. *Because*, gentlemen, no man can do honest, faithful work unless his heart and soul and feet and hands are in that work for all they're worth. Never mind the pay. For the love of goodness, don't work for the pay you're getting. Work for twice what you're getting. If it's \$10 fit yourself for the \$20 man. How in the world are you ever going to command \$20 a week when you're only giving \$10 worth of service? Don't you see the point?

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**The Fellow With The Overalls.**—Look out for him. Maybe he's got a five dollar bill to spend in less time than it took you to sell her ladyship a bottle of 10-cent stuffed olives. Treat him like a

millionaire. Maybe there's seven of them at home to feed. That's your man. Nail him. And be good to the woman that brings a big basket and has the money in her hand to fill it up. It's nice to wait upon refined people and give them strict attention. But he's the big, valuable business fellow that can give the poor man and the poor woman *equal* attention and don't you forget it.

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**While Meat Is High.**—It's just the time to talk canned corned beef, canned tongue and canned fish. Why, the tastiest kind of hash can be made from this first item. Get hold of the packer's cook book. That will open your eyes. That's an illustration of making a cheap thing attractive. Not only that, but canned vegetables with a little effort will move quicker this month than you have ever seen them move. These things are all up to you.

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**Are You A Parrot Talker?**—A parrot talker rattles off to a customer sixteen things in just sixteen seconds. Might just as well save his breath and the woman's nerves. Only in this case the nerves are of more consequence. If you're guilty admit it—to yourself. Thank this paper for calling your attention to it. Turn right around to-morrow morning and give yourself a little exhibition of sensible salesmanship. Take one thing at a time—say vanilla extract. "Mrs. Smith, we are allowed to sell this full 2-ounce bottle of pure extract of vanilla this week for 19 cents. It is a 25-cent bottle, as you know, and as you buy flavoring extract frequently I presume, I thought you'd be glad to know of the reduced price."

From my personal experience back of the counter that's the kind of talk that sells goods. And you can do it as well as anybody or you would not be interested in "Straight Talks."

### To Mark Weights on Canned Oysters.

Representative Gill, of Maryland, has introduced in the House a bill providing "that from and after the first day of October, 1910, hermetically sealed oysters put in hermetically sealed cans and cooked in the process kettle shall be deemed to be misbranded under the Food and Drugs Act approved June 30, 1906, unless there shall appear upon each can or other receptacle containing such oysters, in such manner as shall be prescribed by the rules and regulations hereinafter provided for, the net weight of the oyster meat in said can or other receptacle: Provided, that no can or other receptacle of hermetically sealed oysters shall be deemed to be misbranded if the net weight of the oyster meat contained in said can or other receptacle shall not be less than 95 per centum of the weight stated on said can or other receptacle: And provided further, that the system of weights and measures authorized and now in use in the custom houses of the United States shall be the standard for the determination and marking of the net weight of the oyster meat contained in said cans or other receptacle." The bill is deemed necessary because there is even less weight standard for canned oysters than for other canned goods.

### February Grocery and General Store Failures Vary Little from February, 1909.

General Store Failures Show Slight Decrease, but Grocery Failures Slight Increase. Liabilities in Both Lines Greater than February, 1909.

The official report by Dun & Co. of grocery and general store failures for the month of February in all parts of the country varies but little from the report for February, 1909. There is more difference in the liabilities than in the failures numerically.

Here are the figures:—

General Store Failures.—February, 1910, 143; liabilities, \$1,056,666; February, 1909, 157; liabilities, \$1,755,728.

Grocery Failures.—February, 1910, 188; liabilities, \$812,135; February, 1909, 186; liabilities, \$921,775.

The Dun agency reports business good.





## Knox Gelatine Turns To Profit For You

It pays you to push **Knox Gelatine** because it sells at fifteen cents a package, paying you a good profit. And you can make that profit on it **often** because it will **please your customers** and that means **steady sales**. We guarantee every package of **Knox Gelatine** and will return your customers' money if it fails to please them for **any reason**.

**CHAS. B. KNOX CO., :: :: Johnstown, N. Y.**

## What Do You Get For The Extra Two Cents?

Here's a straight business talk with every man who handles coffee, and who has any doubt that he can buy of us—by mail—cheaper than he can buy of *anybody* through salesmen.

We sell a fine roasted Bogota for 18 cents. It's one of the greatest drinking coffees we have ever handled, a splendid, smooth, mellow cup coffee.

No firm on top of the earth can sell this coffee through salesmen for less than 20 cents a pound, and the chance is that even then it won't be as good as ours at 18. But suppose the benefit is only two cents a pound, have we proved our case?

Take another grade. We sell a Santos, roasted, at 11 $\frac{3}{4}$  cents a pound. The lowest priced concern that we know of gets 12 $\frac{3}{4}$  cents for this identical coffee through salesmen. And some get more.

We could cite a hundred cases, in all of which there would be a saving from 1 to 5 cents a pound. That's so much money found; for when you spend it you get nothing for it but the satisfaction of having helped to pay a salesman's salary.

There's absolutely no risk when you buy of us by mail. The sale depends absolutely on our ability to make good—and you're the judge, always. We can get together in two ways: First, you can send us samples of your own coffees to match and quote, or, second, you can ask us to send samples.

Whichever way you do it, isn't it worth doing?

**DURYEE & BARWISE, 89 Front Street, N. Y.**  
ROASTERS AND PACKERS TEAS AND COFFEES—Established 1897



# THE GROCERY MARKETS

## Tea.

The tea market is exceedingly dull. The demand is wholly from hand-to-mouth, and buyers seem to be paring down their purchases to the smallest possible point. March is usually considered an active tea month, but it has shown no signs of becoming so this year as yet. Prices show no special change for the week, all desirable values being steadily held.

## Coffee.

The coffee market for the week showed no changes whatever. Rio and Santos are still dull at ruling prices. The increased demand which was expected has not yet come. The market is well maintained, however. Milds are firm but quiet. Mocha and Java dull at ruling prices.

## Sugar.

The raw sugar market has shown considerable firmness during the week. The Cuban season seems to be dwindling, and on advice of reduced receipts the European market has advanced somewhat. Refined sugar is firm at the last reported advance, but the demand is not heavy.

## Syrup and Molasses.

Glucose declined 10 points on Monday and compound syrup dropped with it 1 cent per gallon. Cheaper corn is the reason. Compound syrup is selling moderately at ruling prices. Sugar syrup is in active demand for manufacturing at steadily maintained prices. Molasses is unchanged in price, steady and quiet.

## Fish.

The week has brought no change in the fish market. Mackerel are selling fairly well at unchanged prices, small sizes being firm. Cod, hake and haddock are unchanged, firm and in good demand. Domestic sardines are unchanged and quiet; imported grades quiet and moderately priced. Salmon is firm but quiet.

## Canned Goods.

Tomatoes are very dull and show no change from last week. The market is no weaker, perhaps, but it is certainly no stronger. Future tomatoes are quiet, partly because most packers refused to

sell at prices that would have tempted buyers when buyers would have bought. Now they seem not interested. It is claimed that the actual cost of packing and selling this year will be between 68 and 69 cents. Spot corn is selling, but slowly, at firm prices throughout. Future corn is quiet and unchanged. Spot peas show no demand except for the cheaper grades. Future peas are about over with. Eastern peaches are dull and unchanged. Apples are weaker and New York State gallons can now be freely obtained at \$2.50. The demand is light. Depressed green apple conditions are responsible. California canned goods are selling moderately at unchanged prices. Small Maryland canned goods are in light demand at unchanged prices, spinach being the best seller at the moment.

## Dried Fruits.

Prunes show absolutely no change in quotation, but the demand is excellent. Peaches are inclined to be firm. Stocks in first hands are low, the bulk of the present available supply being in jobbers' hands. The demand is fair. Apricots are nearly exhausted and show light demand. Raisins are dull, weak and neglected. Currants are moderately wanted at unchanged prices. Apples are weak and dull. Citron, dates and figs are unchanged and dull.

## Beans and Peas.

Domestic pea beans are unchanged and in fair demand. Imported pea beans are scarce, but there are some imported mediums that rule about unchanged. Domestic marrows show no change and fair demand; imported marrows out of the market. The demand for California limas is excellent, but not at the recent advance to \$5.15. The quotation on spot is 4.90, but eventually the market will surely advance to the coast basis.

## Butter.

The receipts of fresh butter are about normal for the season. The percentage of extra creamery is very light and the market is firm

at 1 cent lower than it was one week ago. Under-grade creameries are not quite so active and the market is only steady at 1 cent decline. The receipts of fancy nearby print butter are being cleaned up, while under grades meet with slower sale at relatively lower prices. The consumptive demand is about normal for the season. We do not look for any change in the price or in conditions during the coming week.

## Eggs.

The egg market is firm at 1 cent per dozen higher than it was a week ago on both Western and nearby. The receipts are about normal for the season and the consumptive trade above the average. The present market price is about 20 per cent. higher than it was a year ago and the consumptive demand is also about 20 per cent. greater. The future price depends a great deal on weather conditions. We look for a normal production and if we have any change during the coming week it will be a decline of from 1 to 2 cents per dozen.

## Cheese.

The stocks of fancy full cream New York State cheese are being reduced very satisfactorily. There has been no change in the market price and the market is firm on the present basis. There is some increase in the production of lower grades and the market is dull at relatively lower prices. It will be about two months before we will have any new cheese that will be of good quality and we do not look for any change in the price before that time. The consumptive demand is very good considering the high prices, which are ruling about 15 per cent. higher than it did a year ago.

## Provisions.

The demand for everything in the smoked meat line has been only fair. The supply has been very short and the market is ruling fully 25 per cent. higher than it usually does at this season of the year. Picnics and New York shoulders are firm at 1/2 cent per pound advance. Barreled pork is firm at 50 cents per barrel higher. Skinbacks and regular hams re-

main unchanged at this moment, but we look for an advance of 1/2 cent per pound in the next few days. Pure lard is also firm at 1/4 cent per pound advance and in fair consumptive demand. Compound is also firm at 1/4 cent per pound advance, owing to the advance in the price of pure lard and the high cost of cottonseed oil, its main ingredients. We look for continued fair trade and see no relief from the present high prices at this time.

## MARKET NOTES.

Cranberries show no change and will probably end the season as dull and weak as they have been ruling for several weeks. The range is still \$1 to \$2.

Florida peas are becoming more abundant, and the price is gradually declining. At present the range is \$4 to \$4.50. The quality of the receipts is fair and the demand excellent.

Florida beans range from \$2 to \$3, which is a fair, moderate price. The demand is good.

Michigan rhubarb ranges from 40 to 50 cents per bunch and is wanted. The quality is good.

Asparagus is still coming only from California and ranges from \$12 to \$15 per dozen. The demand is good, considering the price.

Florida tomatoes will bring \$2.75 to \$3 if fancy, and \$2 to \$2.50 if choice. The demand is good.

Florida cucumbers range from \$4.50 to \$5 per box, and hothouse \$1 to \$1.50. Floridas are in the better demand.

Hothouse radishes are selling well at 2 1/2 to 3 cents per bunch. The quality is good.

Florida eggplants range from \$3 to \$5 and are selling well. The quality is good.

Florida squash is coming forward regularly and selling at \$2 to \$2.50. The demand is only fair.





## How To Increase Orders

It's easy, if you have a **Peerless Counter**, to show a customer dozens of articles she "has not thought of" but will buy when she sees how clean and attractive they are. These extra sales will pay for your **Peerless Counter** on the easy terms we arrange with you. And, after it has paid for itself it keeps on earning extra profits for you. Write for our catalogue showing different styles and prices.

**PEERLESS FIXTURES CO., Dept. E, Marshall, Michigan**

### A Substantial Food for Substantial People

If you have ever sold **Wheatena** you know what a steady seller it is without our telling you.

If you haven't sold it, you can know in one month after you put it in.

**Wheatena** is the staple breakfast food of the substantial people who cleave to that which is good, and who expect and are able to pay reasonable prices.

**Wheatena** is the tender hearts of selected wheat prepared after our own fashion.

**THE WHEATENA CO., Rahway, N. J.**



### SPECIALS

For Week Ending March 19th

No. 2 Best Standard String Beans . . . . .	per doz., \$0.52½
No. 3 Pie Peaches . . . . .	per doz., .80
No. 3 Second Peaches . . . . .	per doz., 1.10
No. 2½ Hawaiian Pineapple . . . . .	per doz., 2.15
Fine Gran. Sugar, bulk . . . . .	per cwt., 4.95
Sour Kraut, fine . . . . .	per bbl., 6.00
Walter Baker's Chocolate . . . . .	per lb., .27
W. H. Baker's Winchester Chocolate . . . . .	per lb., .25
C. & C. Oleine Soap, 60 big bars . . . . .	per box, 2.30

**ANDREW REITER & COMPANY, Baltimore, Md.**

"The proper *display* of soaps has a great bearing on their sale. By making use of one's own ideas and what help the manufacturers will give, there is no reason why a grocer cannot achieve good results."

*The Canadian Grocer*

The **Fels-Naptha** soap empty cartons make an ideal window or shelf display.





### Next Six Weeks' Egg Production Will be Exceedingly Heavy.

Lots of Unsold Live Fowls will Contribute to Supply. Price Much Reduced. Chain Stores a Factor in Large Local Distribution.

Wholesale handlers of fresh eggs predict that the next six weeks will show the greatest production of eggs that the country has ever seen. Already the price is much reduced and the demand heavy.

One reason why the production is expected to be larger is that the growers of poultry have a larger stock on hand than usual, as poultry has also been high and the demand curtailed. More than that, eggs have been very high and growers have been making good profits. All of this tends to increase production.

The consumptive demand for fresh eggs is at present extremely heavy. The local chain stores are selling thousands of cases at 25 cents per dozen, the price to them being from 22 to 23 cents.

It is just about now that the storing of eggs usually begins. As has already been reported, the operators who stored eggs in 1909 and held until the winter lost heavily. They paid 23 cents in the beginning for their holdings, but were not able when they sold to get within 3 to 4 cents per dozen of what their eggs had cost them. This year eggs can be bought for storage at 21 cents—2 cents below last year, but as yet the demand has been very light. As soon as storage buyers begin to take eggs the market will show what it is to do for the next month or two.

### Says There is a Hominy Trust.

Clay V. Halboth, of Portsmouth, Ohio, told the Legislative Probe Committee last Monday that his hominy company was an independent one, and that in trying to sell his products they had come up hard against what was a national organization of hominy makers, which he denominated a trust.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**



We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### As to Mr. Pratt's Profit Talk and Campbell's Soup Profits.

North Adams, Mass.,

March 7, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—I have just been reading in your issue of March 7th the correspondence between J. W. Pratt, of Olean, N. Y., and J. T. Austin, of the American Specialty Manufacturers' Association, and am pleased with the position taken by Mr. Pratt, for I believe he is right.

Why do some manufacturers publish such grossly misleading statements? They are sure to do harm to the retailer, as employees where the printing is done, clerks where the publications go see and read them, and often they get into the hands of other consumers.

How many of these people know, or if they do know give heed to the terms net or gross profit? The retailer has troubles enough without the manufacturer deliberately adding to them. I am inclosing you an advertisement of this kind cut from the "Grocery World and General Merchant" of February 7th, and it is very misleading, and I am very sure the manufacturers are aware of the fact, although they may not realize it. Their attention has been called to it. Campbell's soups cost regular 90 cents per dozen and if every can was sold for 10 cents they would return a gross profit of 33⅓ per cent.

But this is wide of the facts, for at least 9 out of every 10 dozen are sold 3 cans for 25 cents, and in that case it pays a little over 14 per cent. gross. It can be bought for 87½ cents per dozen and sold at the same ratio, one dozen in ten, only for 10 cents per can, and the balance at \$1 per dozen, which will return a gross profit of 16½ per cent. It cannot be that the J. Campbell Co. are ignorant of this fact, and yet they continue to use this same false inducement to buy their goods.

Yours for fair play,

M. V. N. BRAMANN.

The writer thinks this criticism of the Joseph Campbell Co. unjust. The Campbells have fixed a retail price of 10 cents per tin upon their soups. That is to say, they have made a wholesale price which puts the product in the 10-cent class, and if the writer is not mistaken they have frequently advertised it to consumers at 10 cents per tin. In the advertisement this correspondent incloses the statement is made that Campbell's soups pay 33⅓ per cent. profit, which this correspondent admits they will do if they are sold at the price the Campbell Co. put on them. The fact that grocers, for their own reasons, choose to cut the price, neither contradicts the statement as to 33⅓ per cent. profit, nor makes it necessary for the Campbell Co. to take the cutting into consideration at all. Substantially the Campbell Co. say: "Here is a product which is supposed to be retailed at 10 cents. If you retail it at that you make 33⅓ per cent." The perfect accuracy of that statement cannot be questioned.

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### Computing the Retailer's Percentage.

New Brunswick, N. J.,

March 7, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Mr. Pratt's suggestion in your last issue that the manufacturers study percentage might also apply to the retailer. I have been giving out a simple problem for a year to dealers and others and would like to ask you for the correct answer. A dealer buys an article for \$5 and sells for \$10. What is the correct way to express his gain in per cent.? All without exception claim 100 per cent. Now, I think he only makes 50 per cent., and that it is impossible to make 100 per cent. unless he gets the goods for nothing.

You put this problem to most retailers in any line and they will all say 100 per cent. Try it. They claim he doubles his money, hence 100 per cent. is the correct answer. I claim half the amount of his sales is profit and the correct commercial way to express it is 50 per cent., not figuring expenses of course. I would like to know if I am right or not.

Yours truly,

A READER.

This controversy as to whether to estimate the profit upon the cost or the selling price is as old as the hills and will probably never be settled. In the problem this correspondent submits the correct answer is of course that he makes 100 per cent. on cost and 50 per cent. on the selling price, both of which lead to the same thing. The writer has always leaned toward the theory that the profit should be computed upon cost, for the reason that profit is always computed on investment, and the investment in this case is the sum the merchant has spent for his goods.

### The Food Products of these Countries Will Not Pay Extra Tariff.

During the past fortnight, under the authority granted by the Payne Tariff Law, President Taft has issued proclamations stating that, in addition to the others already named, the Governments of the following countries do not unduly discriminate against goods imported from the United States, and are therefore entitled to the minimum rates of our new tariff: Denmark, Norway, Sweden, Holland, Belgium, Germany, Greece, Portugal, Persia, India, Japan, Aden, Malta, Egypt, Abyssinia, Morocco, Liberia, the Portuguese possessions in Africa and Asia, Mexico, Guatemala, Panama, British Guiana, Ecuador, Peru, Chile, Bolivia, Argentina, Uruguay, Paraguay and Brazil. The treatment to be accorded to the remaining countries is still undetermined; the more important ones, concerning which a decision is yet to be reached, are Canada, France, Austria-Hungary and China. If it is found that any countries unduly discriminate against American goods, the maximum tariff will go into operation against them on April 1st.

Florida peppers are quoted at \$2.50 to \$3.50 per box, but the demand is light.



## JOBBER FROM THREE STATES MEET IN WILKES-BARRE, PA.

(Continued from page 9.)

time the agency begins to show a profit it is withdrawn. Have not all of us had some such experiences? And so recourse is made to the private label.

The wise jobber now has his Premier brand, his Anco specialties, his Royal Scarlet luxuries, his White Rose saps, his Darby Ram, his Riverton wonders, his Victoria splendors; their names are legion and he pushes them to the front with all possible energy. Has the manufacturer lost by this tendency? Not necessarily so, he simply takes advantage of the method of business and provides the jobber with the goods for his private label.

The private label protects the jobber in his profits. His source of supply and what he pays for the product are hidden from public view while the article itself is clothed with an appropriate dress that appeals to the buyer and becoming pleased with the goods, he becomes a regular customer. The profit cannot be an excessive one, competition is too keen for that. The price must be in keeping with the article or it will not sell and by selling is a profit assured.

It is simply the jobbers' effort to secure a normal profit upon the merchandise which he is selling.

How can the best results be procured? Everyone must answer this question for himself, but I will venture a few suggestions.

1. Do not label up everything in your store. Leave room for the "standards" that have a universal reputation. They help to sell your other goods. Let your customers feel that they can come to you for certain articles and get them and not be forced to buy something "just as good" under a private label. When the buyer sees he can get what he wishes he is the more ready to listen to arguments why the "Polar Bear Brand" overtops all others. An incident in our own experience will illustrate this:—

We had been importing for many years an article that had long met with public favor and that was well established among our trade. Believing we had a larger opportunity in a similar article, we concluded to abandon the old and take up the new. The change was made abruptly. Our customers came in asking for the older brand, expecting to get it. We did not have it—they were disappointed—where could they buy it? Would we not have it any more? Vexed because unable to obtain their desire, no arguments would prevail upon them to purchase the new brand, they would rather go out and buy something entirely different. We were finally compelled to import once more the older brand, and when our customers saw that they had the opportunity of a choice, it was not long before we had them upon the brand we desired to sell.

2. Do not run the same style of labels on all your goods. This occasions much confusion and many errors. The "Tenderfoot" brand of peas, having the same general design of labels as the "Tenderfoot" brand of corn or string beans, excepting the name of the vegetable itself, is bad; and worse still, is the putting up of, say, three grades of peas at various prices under the same "Tenderfoot" brand, except with some mention of the grade of the peas. These things cause errors in shipping, errors in the

quality of intended goods, confusion in the minds of your customers as to which grade is desired. Moreover, the consumer sees in another store apparently the same "Tenderfoot" brand of peas offered at a less price and immediately taxes her grocer with overcharging. Or, purchasing the brand, is disappointed with their quality and ceases to buy, thinking the brand has become deteriorated.

3. This leads me to say: Do not use the same general name on all your goods. An "Antique" washed fig, an "Antique" pickle, an "Antique" prune, "Antique" rolled oats, "Antique" soap, may stand for the very best in their line, but it is rather a hard strain upon the label. Moreover, I am sure that no retail grocer, no matter how friendly he may be to the jobber, cares to have his store look a branch store of the wholesale establishment. It looks as though he had only one place to buy his goods. And, then again, if one "Antique" line happens to be bad, his whole stock is condemned by the buying public. Hence:—

4. Use a variety of names upon your labels. Some houses have a name or brand for their best goods and another brand for a line of goods of a lower price. This plan, in my judgment, is open to the criticism upon the part of the buyers that the goods offered under the cheaper label are "seconds," and this idea will be carefully fostered by your competitors. No one likes to buy a class of goods that by a general label are forced to take a second place.

5. Keep your firm name off as much as possible. Perhaps the small grocer may be indifferent to the presence of the firm name, but I have often found him declining to purchase because of this fact. He, no more than you, cares always to advertise his source of supply. Certainly, the large grocer, unless compelled to do so, will never buy goods so labeled. Furthermore, if you should happen to be unfortunate in your choice of goods and they give trouble, your own name would go down into the dust with the label.

6. Aim, by your private label, to raise the standard of quality of your goods. Your label is the personal element in your business. Now, by conscientious and careful selections, make your judgment stand for something, so that your name or brand upon an article is an indorsement of its quality. Remember Ferris' bacon ad., "A little higher in price—but." Do not waste your time over cheap things. At their best they are rarely profitable.

7. Let the cost of the label and its makeup bear some harmonious relation to the contents of the package. Do not put a high-priced label upon cheap goods or a cheap label upon fine goods, for it will do you harm. If "fine feathers make fine birds," be sure that your bird is right. Here is where the personal element comes in:—

Good judgment in the selection of your goods.

Good taste displayed in the labels.

Good "talking points" for your salesmen.

A good name back of them all. And you have a combination that spells success.

Another address was made during the executive session by Mr. George C. Kelschner, of Altoona, on "The Prepayment of Freights." This evil has not amounted to

much in Pennsylvania as yet, but the Ohio jobbers are run away with it, and it is feared that it will extend into this State if not checked. Mr. Kelschner's paper took the form of a warning to the members to watch for the first appearance of the practice and to scotch it if it came.

According to Mr. Kelschner's description, the practice of prepaying freight practically means selling goods delivered at the price they should be sold for f. o. b. He said his calculations showed that the average cost of conducting a jobbing business was 7 per cent. If the jobber is to pay the freight on his customers' goods it means adding another 3 per cent. to his cost, making a total expense of 10 per cent. The jobber, said the speaker, whose total expense was 10 per cent., would find the profit gone on 75 per cent. of all the goods he handled. In the case of some goods the total cost, delivered, would be 15 per cent., particularly in the case of heavy goods of small value. Mr. Kelschner warned the members that no jobber could engage in such a practice without sacrificing himself, unless, at least, he should charge higher profits.

The Committee on Resolutions, through its chairman, F. B. Reeves, Jr., reported resolutions during the afternoon thanking the Wilkes-Barre jobbers for their courtesies; pledging support to manufacturers who distribute through jobbers solely, and commending the work of the American Specialty Manufacturers' Association. A resolution was also adopted, to take effect at next year's election, changing the method of electing officers. The new plan is the naming of a nominating committee by the members, this committee to present the nominations. After the passage of the resolutions the following committee was created: From New Jersey, Senator J. H. Blackwell; from Delaware, W. S. Quigley; from Philadelphia, William T. Kirk; from Harrisburg, Grant Schwarz; from Altoona, R. H. Zerbe; from Erie, E. J. Haller; from the Wilkes-Barre and Scranton district, Harry Stodart.

Toward the close of the afternoon session B. R. Kenworthy, president of the American Asso-

## Learn to Write Show Cards for \$10

Stores with bright Show Cards always look bright. Any man with our plan can make cards good enough for an artist.

Forty-five clear plates with fullest instructions for making all sorts of signs and show cards.

The regular price of the course is \$25, but we will send it to readers of this paper for \$10. This covers all supplies and everything.

Also special prices on our courses in Bookkeeping, Penmanship and Short-hand. Write.

Home Study Institute

934 Chestnut Street, Philadelphia, Pa.

## Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



Anker's  
Bouillon  
Capsules

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

## FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

These trade-mark crisscross lines on every package  
**CRESCO FLOUR** DIET FOR DYSPEPTICS

And Cases of  
**KIDNEY AND LIVER TROUBLES AND OBESITY**  
Makes delicious foods for everybody.  
Unlike other goods. Ask physicians. For book or sample, write  
**FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.**

Pint of Milk, merged into one pound of

**Butter. 4c Per lb.**

NEW PATENT MACHINE

Family size machine merges one pint of milk into one pound of butter in two minutes. No chemicals used. Pure food product. Gets just as hard—looks the same—is used the same—and is sweeter and healthier than Creamery Butter. \$1000 if the machine fails to do what we claim. Write for 25 sworn testimonials, an illustrated circulars. Retail price, \$5.00. Big profit to agents. **FAMILY BUTTER MERGER CO.** Dept. 4, 38 Henry St. Brooklyn, N. Y.



ciation of Manufacturers' Representatives, was called on and spoke briefly. He stated that the creation of the American Specialty Manufacturers' Association as well as the Association of Manufacturers' Representatives, was due to one of the members of the Tri-State Association, Mr. J. A. Eberts, who first suggested the great need of such organizations.

The election of officers then ensued, all of the old officers being re-elected, as follows: President, Robert G. Bursk; first vice-president, William T. Kirk, Philadelphia; second vice-president, John T. Porter, Scranton; third vice-president, W. S. Quigley, Wilmington, Del.; treasurer, F. B. Reeves, Jr., of Philadelphia.

Then came the selection of the next meeting place. There was but little rivalry. Philadelphia was nominated, but the main support was for Easton, which was nominated by Fred. R. Drake, in a felicitous little address. Mr. Drake said he spoke for the three jobbing houses of Easton as well as for the Easton Board of Trade, of which he was president, when he invited the convention to make its next meeting place there. He also said that he was personally extremely anxious to have the convention meet there next year, as it was the seventy-fifth anniversary of his firm's advent into the wholesale grocery business, and he desired to combine the celebration of the event with the entertaining of the convention. Easton was finally selected.

At 6.15 the delegates were taken on a sight seeing tour by a committee of Wilkes-Barre jobbers. The principal places inspected were the Shriners' Temple and the new Court House.

The closing feature of the day was the evening banquet at the Hotel Sterling at night. Probably three hundred covers were laid in the main dining room of the hotel, a most sumptuous apartment. Mr. Drake acted as toastmaster. In his opening address he spoke flatteringly of Wilkes-Barre as a sort of earthly paradise to those who lived there, and also emphasized the business value of the social side of conventions of this type. Mr. Drake touched on only one practical phase of business—the question of inducing manufacturers to grant more uniform cash discounts on goods pur-

chased by jobbers, and the need of upholding in every way the manufacturers who make such concessions.

He then introduced Mr. George Gennerich, of the New York State Wholesale Grocers' Association, who said his firm had done business in Pennsylvania for many years, and had met here the fairest competition ever met anywhere. He spoke of the fact that while the Tri-State organization had forged ahead of the New York Association, the latter was not standing still, but had added seven new members since February 1st. He, too, emphasized the great value of the fact that joining an association put a wholesaler in a mental condition where he could pleasantly pass the time of day with his competitor with all rivalry forgotten.

W. L. Danahey, secretary of the Pittsburg Wholesale Grocers' Association, made a witty little talk, which was mostly a tribute to Pittsburg at the expense of the balance of the State.

One of the star speakers was Judge John M. Garman, of the Luzerne County bench, who was next introduced. The Judge was both parties' nominee for the judicial position he now holds, and while he stood silently before the diners they raised the song, "For He's a Jolly Good Fellow." The Judge said he was at a loss to know why he had been invited to a grocers' dinner, as he spent at least 75 per cent. of his time at home damning grocery bills. "How can you expect a consumer," he said, "to look you pleasantly in the face?" The speaker paid some attention to the origin of the word "grocer" and the change in the interpretation which the years had brought. He rallied Easton as the first city in Pennsylvania—"coming in from New Jersey" and Pittsburg as the first "coming in from Ohio." The change in the grocery business was also his theme. He referred to the time fifty years ago when he only knew bananas by reading of them in the geography, and knew oranges scarcely more intimately. When all the sugar consumers knew was of a brownish color with pieces of sugar cane through it. Judge Garman's address was filled with witty sallies and ended with an eloquent tribute to Luzerne County. At the

close the diners struck up the chorus of "Yip-I-Addy-I-Ay," in which the Judge showed his versatility by leading the song with great gusto.

Mr. C. J. Glocker, president of the Pennsylvania Wholesale Grocery Salesmen's Association, spoke acceptably on the aims of his organization, its importance as a factor in the distribution of goods, and in the education of retailer, jobber and manufacturer to the point where they could see both sides of the evils of the trade. Mr. Glocker said his association now had one hundred and forty members, and paid a high tribute to Secretary Alvin M. Graves, whom he said was the inspiration of its creation.

Samuel L. Clements, Esq., counsel of the Association, discussed some of the vital questions in which he said the association should be interested. Among them he mentioned the legitimacy of alum in food, the need of bringing capital and labor closer together, and the preaching of the doctrine that trade combinations were good if for a good purpose.

At this stage the toastmaster referred to the beautiful flowers that adorned the tables and announced that they were the gift of the Philadelphia Association of Manufacturers' Representatives. He called on Mr. George Nowland, of that organization, and Mr. Nowland, in a few words, said the giving of the flowers had been inspired by the desire of the Philadelphia organization to show interest in the convention and appreciation of the good-fellowship to which its members had been admitted.

Another very pleasant souvenir which the diners found at their places was presented by the Northeastern Pennsylvania Association of Manufacturers' Representatives, whose headquarters are at Wilkes-Barre. It consisted of a valuable and unique desk blotter, mounted in aluminum, with the organization motto "Bona fide Orders, Prompt Delivery, No Substitution" upon the top. The blotting material was a curious absorbent stone.

The toastmaster then called on Secretary Alfred H. Beckmann, of the National Wholesale Grocers' Association, for a few words. Secretary Beckmann, is a graceful speaker, but insisted on confining

his remarks to a simple expression of the appreciation of the National Wholesale Grocers' Association over the courtesies extended by the Tri-State body.

The final speaker was Fred. Mason, general sales manager of the Diamond Match Co., whose long suit is after-dinner speeches. Mr. Mason told several stories that got the diners going, and then launched into an eloquent tribute to the value of the salesman, characterizing him as the best friend of everybody—manufacturer, jobber and retailer together. He cited the enormous value to all parties concerned of co-operative effort, referring to the case of his native district, the great Northwest, where jobber, retailer and manufacturer dwelt together in perfect harmony. The success of the National Wholesale Grocers' Association, Mr. Mason said, was in his judgment due very largely to the absolute fairness with which it had approached the many questions involved. Also to loyalty—loyalty to the economic principles involved, and to the rights of each party to trade relations. Mr. Mason paid an especially fine tribute to Secretary Graves, whom he said was made of pure gold.

The diners then sang Auld Lang Syne and the affair was over.

E. J. B.

## ASSOCIATION NEWS.

Syracuse, N. Y.

The Syracuse (N. Y.) Retail Grocers' Association is asking local Councils to pass an ordinance raising hucksters' fees from \$40 to \$100 for every huckster's wagon, with the condition that if there is an extra man with the wagon an additional payment of \$25 will be required by the city. On the other hand, the hucksters are asking that the fee be reduced to \$25, they producing a petition with a large number of signers in an effort to show that sentiment is with them.

## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



# First Grand Jury Report on High Food Prices

**Lorain County (Ohio) Body Says One Reason is Schemes to Maintain Limited Prices. Condemns Specific Plans, but Admits They Are Not Against Present Law. Recommends Law Penalizing Boycott of Price-cutters and Attempts to Control Prices.**

The investigation into the causes of high food prices by the Grand Jury of Lorain County, Ohio, disclosed no *illegal* combination among either manufacturers, jobbers or retailers, though the Grand Jury condemned certain efforts by manufacturers to hold up prices. One phase of the matter examined into was the plan of certain manufacturers to limit the selling price of their product by threatening to cut off all those who cut. The Grand Jury condemned this, but admitted it was not against the present Ohio law.

Some extracts from the Grand Jury's report are here presented:

The Grand Jurors had before them more than 25 witnesses upon this subject, amongst whom were grocers, meat dealers and farmers.

The testimony of the farmers is not included in the transcript for the reason that we find that in the marketing of their produce that they made no attempt of any kind to fix or control the price of any of their commodities nor are they in any wise responsible for the present elevation of prices.

The grocers and meat dealers were from North Amherst, Elyria, Lorain and Oberlin.

Their evidence disclosed a striking similarity in prices all the way down the line.

This, not only obtained as to the positive necessities of life but also as to all other items.

We do find that more than three years ago the Elyria grocers had an association here, one of the objects of which had to do with the prices of their goods, but that the same was discontinued about the time of the insurance investigation and has not been in operation since.

We do not now find any evidence of such combinations as bring any of the parties within the purview of the Valentine Anti-Trust law.

We have found evidence of conduct on the part of wholesalers and manufacturers which is reprehensible and ought to be within the letter of the statute, but we have not been able to so regard it.

This evidence is in the shape of letters, copies of which also we attach.

There are many causes which contribute directly and indirectly to the high cost of living. It is not our province to enter into an extended discussion on this subject, but in a general way. They divided themselves into two classes, i. e., natural and artificial; chief among the first is the law of supply and demand. Radiating from this are many reasons as to why the demand has increased over the supply thus tending to raise the price.

The only artificial cause is the effort on the part of some manufacturers and wholesalers to control the price of their product.

The most notable instances of this occurred when the price of Elgin butter on or about February —, 1910, fell six cents in one day with absolutely no change in the natural cause above referred to, clearly indicating that the decrease in price was purely arbitrary and the result of the operation of the second cause mentioned.

Another method of the action of this is disclosed by an inspection of the letters attached.

These also are varied and many, but we give only those which seem to us as best suited to assist in relieving the local condition.

The passage of a statute making it a criminal offense to boycott a tradesman or to arbitrarily fix or attempt to fix or control the price of a food commodity whether the result of a combination of acts or a single act might have a salutary effect.

The letters referred to in the report were written by two flour companies—the Riverside Milling Co. and the Washburn-Crosby Co. The latter's letter was sent to a firm of retailers who had cut the price of Gold Medal flour. It is here reproduced:—

Akron, Ohio., Jan. 17, 1910.

MESSRS. KOEPP BROTHERS,  
Elyria, Ohio.

Gentlemen:—We note from "The Elyria Chronicle" of January 14th that you are advertising Gold Medal flour in ¼-barrel sacks at \$1.65. The prevailing retail price of Gold Medal flour set by the majority of dealers in Elyria is \$1.90.

As it is our wish that handlers of Gold Medal flour make a legitimate profit on these goods, we ask you kindly to refrain from cutting prices on Gold Medal. We cannot, of course, control your action regarding the supply of Gold Medal that you have on hand, but beg to advise that in the future we will not be able to furnish you with Gold Medal unless you will be guided by the spirit of the other Gold Medal buyers in Elyria and charge the same retail price for Gold Medal that they do.

We believe that you will see this matter in the same light that we do and will understand our calling your attention to this act.

Gold Medal flour has too great a selling power behind it to have any dealer satisfied to get other than his legitimate profit from handling the goods. It will be to your advantage to maintain the price of your competitors as Gold Medal flour is a commodity that women will have regardless of the price.

Thanking you for past favors, we are,

WASHBURN-CROSBY CO.  
By E. P. Sanford.

## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### FOR SALE.

**FOR SALE.**—Old-established meat, grocery and provision store, horse, wagon, pushcart and cash register. Has good, steady ship trade. If sold at once will take \$1,150. Rent, \$30 per month, store and ten rooms. Owner retiring from business. 752 S. Front St., Philadelphia, Pa. 14

**FOR SALE.**—Grocery store at the southeast corner of Forty-seventh and (4654) Westminster Ave. Call at the store. O. Barley, proprietor. 11

**FOR SALE.**—Controlling interest in large incorporated retail grocery and wine business in Los Angeles, Cal., doing nearly half million per annum. Takes \$50,000 cash. Established thirty years. For information communicate with H. Monroe Bernheim, 673 Burlington Ave., Los Angeles, Cal. 11

**FOR SALE.**—Wholesale confectionery business, located in a growing town of about 12,000, and easy access to surrounding territory, doing a good business, which is paying. Will sell dwelling and storeroom, stock and fixtures, candy making tools, horse, wagons, etc., at right price to quick buyer. This is a rare opportunity for some one thinking about entering into business. Reason for selling, am interested in other business interests. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**FOR SALE.**—West Philadelphia grocery business and property for sale cheap to quick buyer. Business established six years. Healthy condition. Near Fifty-second and Market Sts. elevated. Will consider leasing property to person showing responsibility. This is a big opportunity. Must leave city March 15th. F. G. U., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

**FOR SALE.**—One cheese cutter and one Moneyweight Computing Scale. Will sell the two for \$35, or will sell separately. Used one year. Can be seen at Cash Grocery Co., 1801 Venango St., Philadelphia, Pa. 14

**FOR SALE.**—On account of ill health. A rare business opportunity. Established twenty-three years in nicest town of the Lehigh Valley. If you would like a business of \$50,000 to \$75,000 here is the chance of a lifetime. Have population of 10,000 to 12,000 people to draw from. Best location in town. No old stock and buildings in finest condition. It will pay big to investigate. K. K., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**FOR SALE.**—Small grocery store in West Philadelphia. \$750 if sold at once. R. B. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**FOR SALE.**—The owners of a good-sized general store in a growing town in the eastern part of Pennsylvania are anxious to dispose of the business, owing to death of a partner, and invite correspondence looking to a sale of the entire matter. "For Sale," "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 14

**FOR SALE.**—Grocery and provision business. Moderate rent. Cor. Salford and Callowhill Sts., below Sixtieth St. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**FOR SALE.**—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

### HELP WANTED.

**WEST PHILADELPHIA DEALER IN meats, vegetables and groceries wants good butcher.** Will pay good wages to competent man. E 8, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**YOUNG MAN BETWEEN TWENTY-two and thirty for clerking in store.** One who understands thoroughly how to wait on trade and look after things in general. To act as assistant manager. Good salary and plenty of chance for advancement. E 9, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

**WANTED.**—Several competent grocery salesmen. One to cover Perry, Snyder and Dauphin counties; one for York, Cumberland and Adams counties. Prefer men with an established trade and some knowledge of hardware. Very attractive salary to right parties. Salesmen, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**WANTED.**—Grocery clerk for seashore trade. Must be a live man and a good solicitor. \$12 per week to start with. Chance for advancement to right kind of man. Fred. S. Pfitzenmyer, 733 Asbury Ave., Ocean City, N. J. 11

**PHILADELPHIA GROCERY AND MEAT retailer wants two men, one as clerk, the other as solicitor and clerk.** Young men wanted. Will pay clerk \$9.50 to start and clerk and solicitor \$10. Good chances to right men. E 7, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PHILADELPHIA SUBURBAN GROCER,** selling groceries, meats, fruits and vegetables, wants man for soliciting, delivering orders and helping in store. Man capable of working into buyer needed. Will start at \$12 to \$15. Married man preferred. Twenty five years old or over. Can rent good house for \$10 to \$14 monthly. A substantial chance to right man. E 6, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 11

### SITUATION WANTED.

**WANTED.**—Responsible position with wholesale grocer or outside firm. Hobson, Eleventh St. and Green Lane, Philadelphia, Pa. 11

**WANTED.**—Young man, thirty-three, possessing tact, energy and executive ability of a high order, backed up with twelve years active experience as a salesman, organizer, buyer and advertiser, at present employed, seeks position in the vicinity of Philadelphia. C 32, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PENNSYLVANIA MAN OF THIRTY-four years, single, wants position on road for general merchandise, such as dry goods, shoes, rubbers or groceries.** Has had over fourteen years selling experience. Wants guarantee of at least \$12 weekly or commission. Knows stenography and book-keeping. Good references. C 31, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

**MAN OF FIFTY-FIVE, WITH TWENTY-four years experience in grocery business for himself, wants position as grocery clerk or meat cutter.** Or will take position as watchman. Absolutely competent in every phase of the business. Thoroughly active and responsible. Good references. C 30, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

**WANTED.**—Situation as salesman for a large meat or grocery house. Can furnish reference. Meat Cutter, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**WANTED.**—Young man, aged twenty-one, excellent education, thoroughly experienced in retail grocery business, desires position with established house, either as road salesman or in a position where he can work into that. Excellent references as to character



and ability. Will go anywhere. G. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PHILADELPHIA GROCERY CLERK** with twenty years experience, some of it in England and much with leading American chain stores, wants position as manager of either a cut price or ordinary store. Prefer Philadelphia, but will consider outside. Salary to begin at least \$12. Married, but no family; age thirty-four. Considered good window dresser and sign writer, also very good all round experience. C 22, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PENNSYLVANIA GROCERY CLERK**, able to speak five languages, wants position as grocery salesman. Age twenty-one. Has had eight years experience in retail grocery business and knows bookkeeping and general business. Salary to begin, \$85 per month. C 20, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PENNSYLVANIA GROCERY CLERK** wants position with large coal company or chain store where can work in as manager. Has had seven years experience as clerk and one year manager branch store. Is a fine window dresser and has original ideas. Age thirty-one years and married. Highest references. Salary wanted, \$18 per week to start. C 23, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PHILADELPHIA GROCERY CLERK**, thirty years old and married, wants position as manager or superintendent. Has had fifteen years experience and has special knowledge of grocery and produce buying, ad-writing and window dressing. Also all round knowledge of business. Will go anywhere and wants \$20 to start. C 21, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 11

**PHILADELPHIA GROCERY CLERK** wants position in Philadelphia as manager. Has had extensive experience in England, notably with Bodford Co-operative Society, where he spent five years. Good window dresser and all round manager. Sixteen years experience, all told. At present manager for branch store. Splendid references. Age thirty, married. Salary to start, \$15. C 28, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**EASTERN PENNSYLVANIA CLERK**, aged thirty-six, wants position as general clerk. Has had four years general experience, including special experience in order work. Married, one child. Understands fruits and vegetables and can buy successfully. Will begin in congenial position for \$11-\$12 weekly. C 29, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PENNSYLVANIA MAN WANTS TO** travel for wholesale beef company. Has had ten years experience and can make good. Wants \$20 weekly and expenses. Aged twenty-nine, married. C 27, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PENNSYLVANIA GROCERY CLERK** and manager, aged twenty-five, single, wants position anywhere as manager for general store or shoe store. Experience, six years with present employer. Good bookkeeper and buyer of all kinds of general merchandise. Wants \$85 monthly to start. C 26, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**NEW JERSEY MAN WANTS POSITION**. Aged fifty-four, married. Can fill floor-walker's position or any position, within his knowledge, of trust or responsibility. Has had his own store for five years and has had thirty years experience as general storekeeper. Wants position where absolute honesty and faithfulness will be appreciated. Wants \$15 weekly to start. C 25, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PHILADELPHIA CLERK, CASHIER** and bookkeeper wants position as assistant bookkeeper in a large wholesale or retail house, with chance to rise. Can also fill cashier's or bookkeeper's position. Aged twenty-two, single. Will go anywhere within fifteen miles of Philadelphia or Camden. Has had three years experience as order and delivery clerk, bookkeeper and cashier. Has taken night school course in bookkeeping. Good references. C 24, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

## BUSINESS OPPORTUNITIES.

### DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about. In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line. If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you. Write, call or telephone. **WARNER & CO.,** 927 Arch Street, Philadelphia, Pa. Phones, Bell Filbert 2500, Keystone, Race 746.

## GROCERY, MEAT AND PROVISION STORES.

### EVERY ONE A GOOD CHANCE.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town,

it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, grocery, meat and canned goods business doing \$300 to \$350 weekly, all cash. Rent low. About \$700 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

### GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

**WARNER & CO.,**  
927 Arch Street, Philadelphia, Pa.

### MISCELLANEOUS.



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 12

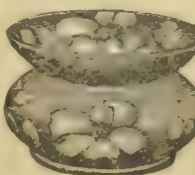


## THE NEW FLAVOR MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

**BUTTER & HARDING, Brokers**  
5 S. Front St., Philadelphia, Pa.



No. 1 Cuspidor,  
6 1/2 Inch

## THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



IF  
one of  
your  
customers  
should  
ask you  
some day  
why

## MINUTE GELATINE (FLAVORED)

is the best, you will want to know. Then bear these points in mind:

It is absolutely pure.  
The flavors are TRUE FRUIT.  
The gelatine is the best to be had.  
When prepared for the table it is the clearest, firmest, and most NATURAL flavored gelatine on the market.

If a customer is dissatisfied, we will refund the purchase price. You are absolutely safe in recommending it. Where do YOU come in? The 33 1-3 per cent ought to look good to you, especially when every package you sell makes a friend for you. Don't sell it for less than 10c STRAIGHT. It's not in the three for a quarter class.

Let us send you a package to try at home. Write us to-day, give your jobber's name and we'll prove our claims.

**MINUTE TAPIOCA CO.,**  
202 W. Main St., Orange, Mass.

## The Electric Motor in the Grocery Shop

There are a variety of purposes to which the small Electric Motor may be applied in the Grocery Shop. For meat chopping and coffee grinding these motors are invaluable. A refrigerator operated electrically is infinitely more sanitary, and at the same time more economical and convenient than natural ice. A Grocery Store is not up-to-date nowadays unless completely equipped Electrically.

For full details and rates consult

**The Philadelphia  
Electric Company**  
10th and Chestnut Sts.



**CORRECTED WEEKLY. MARCH 14, 1910.**

## ADVANCES.

## DECLINES.

## ADDITIONS.

**WEIGH AND MEASURE EVERYTHING YOU BUY.**  
Standard Weights per Bushel.

## SUGAR.

—2—

## AMMONIA.

-4-

### BLACKING—Shoe.

## SHOE DRESSING.

Mason's—	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.12½
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's, Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.05
Oil Polish.....	.85
Easy Bright, ladies'.....	.85
“ waterproof.....	1.25
Admiral Russet Combination.....	.75
Admiral Shoe Dressing.....	.90
Whitmore Bros. & Co:—	
Gilt Edge Polish, black.....	3.00
Boston Waterproof, black.....	3.00
Boston Jr. Waterproof, black, 10-cent size...	.85
Elite Combination, Baby, black.....	.85
Elite Combination, large, black.....	3.00
Superb Patent Leather Paste, large.....	.75
Champion, black, friction polish.....	3.00
Champion Jr., black, friction polish.....	.85
French Gloss, black, self-polishing.....	.75
Royal Gloss, black, self-polishing.....	.75
Dandy Combination, russet.....	3.00
Star Combination, russet.....	.75
Dandy Russet Paste, large.....	.75
Bossola Waterproof Paste Polish, large.....	.75
Bossola Waterproof Paste Polish, small.....	.40
Quick White, cleans dirty canvas shoes.....	.75
Quick White, cleans dirty canvas shoes.....	1.75
Oil Paste, black, never dries up, large tin.....	.75

TEA.

## PACKAGE TEAS.

Lipton's—	Per lb.	in ½-lb. tins
Ceylon and India, A.....	48	
Ceylon and India, B.....	43	
Black and Green, A.....	48	
Black and Green, B.....	43	
English Breakfast, A.....	48	
English Breakfast, B.....	43	
Formosa Oolong, A.....	48	
Formosa Oolong, B.....	43	
¾-lb. tins xc. per lb. more.		
Tetley's—		Per lb.
India and Ceylon, Formosa or Mixed—		
Extra, Gold Label.....	75	
No 1, Buff Label.....	60	
No. 2, Green Label.....	45	
Sunflower, India and Ceylon, Formosa,		
Oolong or Mixed—		
1 lb. size.....	55	
½ lb. size.....	56	
¼ lb. size.....	57	
3 lb. packages.....	35	x
5 lb. packages.....	25	a
Spring Garden Tea—		
100 lb. barrels.....	18	per lb. net
McCormick & Co., Banquet brand, Ceylon,		
Blended, etc.—		Per lb.
1-lb. canisters, 8-lb. boxes.....	53	
¾-lb. " 12-lb. ".....	53	
¼-lb. " 10-lb. ".....	53	
Trial " 10-lb. ".....	53	
McCormick & Co., Bee brand—		Per lb.
1-lb. lithographed cans, 20-lb. boxes.....	56	
¾-lb. " 10-lb. ".....	56	
¼-lb. " 10 and 20-lb. bxs.....	60	
Travellers pocket canister, 4 doz.....	80	per doz.

## AXLE GREASE.

Frazer's, 15 lb. pails.....		.85
Frazer's, boxes, 1/4 gross.....	per gross	9.40
Mica, 1/4 gross.....	per gross	0.00
Castor Oil, 36 r.-lb. tins, 1/4 gross.....	per gross	10.00
Castor Oil, 24 r.-lb. pails, 1/6 gross.....	per gross	26.00

## BAKING POWDER.

<b>Sea Foam Baking Powder—</b>	
$\frac{1}{4}$ lb., 4 doz. in case.....	1.95
$\frac{1}{4}$ lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., $\frac{1}{4}$ -lb., 4 doz.....	per doz. .45
Davis' O. K., $\frac{1}{4}$ -lb., 3 doz.....	per doz. .90
Davis' O. K., 1-lb., 2 doz.....	per doz. 1.65
Davis' O. K., 5-lb., $\frac{1}{2}$ doz.....	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.....	per doz. .84
Cleveland's $\frac{1}{4}$ -lb., 4 doz.....	per doz. 1.23
Leslie's, nickel.....	4 doz. cases .45
Leslie's, $\frac{1}{2}$ -lb. cans, 2 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
<b>Rumford's Yeast Powder:—</b>	
4 oz. glass, 2 doz.....	.82
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz. 1 gross in bbl.....	1.06



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## GREEN COFFEE.

	Per lb.	
Java, Private Estate.....	.25 1/2	.27
Java, Interior.....	.21	.23
Bogatos.....	.13	.14 1/2
Washed, Caracas.....	.13	.16 1/2
Washed, Mexican.....	.12 3/4	.13 3/4
Bucarmango.....	.13	.13 1/2
Guatemala.....	.12 1/2	.14 1/2
Maracaibo.....	.14	.17
Washed Santos.....	.12 1/2	.15
Mocha Seed Santos.....	.11 1/4	.12 1/4
Santos.....	.10 1/4	.11 1/2
Rio.....	.09 1/2	.11 1/2

## ROASTED COFFEE IN BULK.

Victoria Blend.....	.25
Morava Blend.....	.20
Oakdale Blend.....	.18
Radnor Blend, rib. free with 10.....	.18
Special Blend.....	.16
Nectar Blend.....	.15
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.25
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18
No. 2, Santos.....	.13 1/2
No. 3, Santos.....	.12 1/2
No. 3, Rio.....	.12 1/2
No. 7, Rio.....	.12

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	.12 1/2	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr".....	per box	3.90
50 tins in box.....	per carton	.95
12 in tin box.....	per doz.	5.75
George Floto's Sons.....	Per gross	
Coffee Essence, 1/2-gross improved cans.....		2.25
" " 1/2-gross cans, tin ends.....		2.70
" " 1/2-gross cans, all tin.....		2.85
Vienna Coffee Essence, Manila, 1/2 gross.....		2.25
Package Chicory, 65-lb. cases.....	per lb.	.04 1/2
Hummel's Essence, tin can, 1/2 gross, per gross.....		2.90
" " tin ends.....		2.75
" " improved.....		2.25
Chicory, Bell's 65's.....		.06 1/2
" " English, ground, bags about 160 lbs.....		.05 1/2
" " Francks', stick, 65 lbs.....		.06 1/2
" " Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....		.05

## AMMUNITION.

Blasting, A, kegs, 25 lbs.....	2.35
" B, kegs, 25 lbs.....	1.90

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## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" No. 2, 3 doz.....	2.65
" A, No. 6, 12 oz. boxes, 1 os. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 5a. and 10c. astd., 8 lbs.....	Per lb. .30

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 8, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	5.50
French Laundry, large, 1/2 gross in barrel.....	2.45
Tibbals Cream Indigo, 1/2 size, 1/2 gross case.....	4.60
" " 1/2 size, 1/2 gross case.....	9.00
Free goods with 1/2 gross 5-cent size and 1/4 gross 10-cent size.	

## BUTTER.

	Per lb.
Tab Butter—	
Creamery, extra, 60-lb. tubs.....	.35
" first, ".....	.34
" second, ".....	.33
" third, ".....	.31-.32
" dairy, extra, bakers' use, 30-60 lbs.....	.25-.28
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.32-.36
Print Butter—	
Star or S. D. brands, 1 lb., 20-30-lb. bxs.....	.39
B. B., E. D. brands, 20-30-lb. boxes.....	.38
J. J., C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes.....	.37
Sheaf ("400") Elgin, 20-30-lb. boxes.....	.36
Sheaf.....	.32-.35
Milken Farm, lbs. and 1/2 lbs.....	.40
Gurnee, lbs. and 1/2 lbs.....	.38
Belle Spring.....	.34

## CANDLES.

	Per lb.
P. & O., 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Paraffine, 4's, 6's, 8's cartons, 16-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Neveant, 8's.....	per box 1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 4.50
Quarts, boxes, 1 doz. each.....	per gross 5.00
Pints, wide mouth, 1 doz. each.....	per gross 7.50
Schram's—	
Half gallons, boxes, 1 doz. each.....	6.50
Quarts, boxes, 1 doz. each.....	5.00
Pints, boxes, 1 doz. each.....	
Jar Rubbers—	
Wide, 1 lb. cartons.....	.26
Regular, 1 lb. cartons.....	.26
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.55
Jelly Glasses, fluted, bbls., 21 doz.....	17 1/2

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## COOKING HERBS.

Colburn's "A," Small—	
Sweet Marjoram.....	per doz. .25
Sage.....	" .25
Thyme.....	" .25
Savory.....	" .25
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
14-lb. cartons, 1 doz.....	per doz. .40
1-lb. " ".....	.75
1-lb. " ".....	1.25
1-lb. screw cap bottles, 2 doz.....	.90
1-lb. square cans, 2 doz.....	.85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Silver Lake, fancy Jersey.....	.87 1/2
Silver Lake, No. 10, 1 doz.....	2.40
Junior, No. 10, 1/2 doz.....	2.00
Bridgeton, No. 10, 1 doz.....	1.95
Goldsboro, No. 10, 1 doz.....	1.75
Junior, fancy hand picked.....	.80
Riverside, fancy Maryland.....	.75
New Century, fancy, No. 2.....	.55
Brandywine Hills, extra fancy.....	.90
Mrs. Lippincott's, Fryng.....	1.15
Our Best, 50 oz.....	1.00
Rival Blue, fancy hand packed.....	.80
Mispillion, fancy Delaware.....	.70
Ford, fancy Maryland.....	.67 1/2
Luncheon, fancy Maryland.....	.80
Lima Beans—	
Silver Lake.....	.90
Silver Lake, No. 10.....	4.50
Brandywine Hills.....	1.30
Boyer's.....	.95
Brownie.....	.70

String Beans—	
Extra fancy.....	1.45
Boyer's, 22.....	.60
Acorn, 32.....	.85
" No. 2.....	.60
Safe, No. 2.....	
White Wax Beans—	
Boyer's.....	.60
Acorn, No. 2.....	.57 1/2
Brandywine Hills, No. 2.....	1.10
Beans (Pork and Beans)—	
B. & M., No. 3, plain.....	1.45
" " No. 3, tomato sauce.....	1.60
Campbell's, No. 2, plain.....	.95
" " No. 2, Boston style.....	.95
Oxford, No. 3.....	1.05
Narragansett, No. 3, tomato sauce.....	1.05
Van Camp's, No. 1, sauce, 4 doz.....	.90
" " No. 2, sauce, 3 doz.....	1.40
Moore & Brady, No. 3, plain.....	.87 1/2
" " No. 3, sauce.....	.92 1/2
" " No. 1, picnic size, plain.....	.45 1/2
" " No. 1, picnic size, sauce.....	.47 1/2
Victory, No. 1, tomato sauce, 4 doz.....	.45
Martin Wagner Co., No. 3, plain.....	1.25
" " No. 3, tomato sauce.....	1.25
" " Midnight Lunch, No. 1, 4 doz.....	.50
Snider's, sauce or plain, No. 3, 3 doz.....	1.30
" " No. 2, 3 doz.....	1.40
" " No. 1, 4 doz.....	.90
Red Kidney Beans—	
Joan of Arc, No. 2, fancy.....	.80
Van Camp's, No. 2, 3 doz.....	.85
Martin Wagner's, No. 2, 3 doz.....	.77 1/2
Corn—	
Kornlet.....	1.75
Paris, fancy Maine.....	1.25
American Beauty, extra fancy, Shoe Peg.....	1.00
Cream of Susquehanna.....	.95
Shoe Peg, Susquehanna, No. 2.....	.85
Rox, No. 2, fancy, whole grain.....	.77 1/2
Vanity, No. 2, whole grain.....	.75
Peas—	
Boyer's, Midgots, No. 2.....	1.55
" " Extra Sifted.....	1.25
" " Sifted.....	1.07 1/2
" " Early June.....	.95
B. B. F., Early June.....	.95
Hermit brand, soaked.....	.55
Lotus, Sweet Wrinkle.....	1.10
Brandywine Hills, extra sifted N. Y. State.....	1.50
Kent County, Sifted.....	.80
Our Favorite, No. 2.....	.80
Plantation Standard, Early June, No. 2.....	.87 1/2
Pride of Delaware Standard, No. 2.....	.75
Wyoming, extra fine, June, No. 2.....	1.25
Beets—	
Silver Lake, fancy, No. 3.....	1.10
Succotash—	
Little Quaker, extra fancy, No. 2.....	1.05
Brandywine Hills, extra fancy.....	1.05
Spinach—	
Champion, No. 3.....	.92 1/2
Farren's, No. 3, 2 doz.....	1.05
Victory, No. 3, fancy leaf, 2 doz.....	.95
M. & W., No. 3, chopped.....	.85
Sweet Potatoes—	
Farmside, fancy N. Y. State, No. 3.....	1.25
Boyer's, No. 3, 2 doz.....	1.00
Slocumb Farm, No. 3 cans, 2 doz.....	.90
Pumpkin—	
Silver Lake, No. 3.....	.72 1/2
Apollo, 3's.....	.68 1/2
Lilly Lake, 3's.....	.60
Easton, No. 3.....	.60
Asparagus—	
Oak, large, 2 1/2's.....	.65
Superior, large, No. 2 1/2's.....	.50
Staple, medium, No. 2 1/2's.....	.35
Swan, medium, No. 2 1/2's.....	.40
Del Monte Tips, No. 1 1/2's.....	.15
Extra Tips, No. 1 1/2's.....	.10
El Rio, choice California, No. 2 1/2's, 2 doz.....	.20

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## California Canned Fruit.

	Per doz.
Apples—	
Extra quality.....	2.75
Extra standard.....	1.60
Standard.....	1.40
Pears—	
Bartlett, extra quality, 2 1/2's.....	3.00
" " extra standard, 2 1/2's.....	2.00
" " standard, 2 1/2's.....	1.75
Cherries—	
Extra quality, 2 1/2's.....	2.90
Extra standard, 2 1/2's.....	2.00
Standard, 2 1/2's.....	1.80
Peaches—	
Tiegs, No. 2 1/2, extra standard, lemon cling.....	1.75
Agate, No. 2 1/2, standard, lemon cling.....	1.50
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.00
Columbus, No. 2 1/2, pie, peeled, yellow, free.....	1.20
Plums.....	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples—	
Golden Crown, No. 3, 2 doz.....	.90
Spring Garden, No. 3, 2 doz.....	.85
Bull Head, No. 3, 2 doz.....	.85
Spring Garden, No. 10.....	2.65
Blackberries—	
Silver Lake, syrup, No. 2.....	1.30
Nigger Head, No. 2.....	1.05 1/2
Spring Garden, No. 2.....	.85
Blueberries—	
Maine, Eagle No. 2.....	1.15
Leggins, No. 10.....	6.00
Cherries—	
Boyer's, No. 2, white, extra.....	1.37 1/2
Flour City, white, No. 2.....	1.10
Flour City, red, No. 2.....	
Peaches—	
Berry's, yellow, No. 3.....	1.25
Castle Haven, white, No. 3.....	1.05
Standard, pie, No. 3.....	.90
Pears—	
Silver Lake, No. 10.....	3.75
Hers, No. 3.....	1.00
Raspberries—	
Red Farmside, extra preserved, No. 2.....	2.45
Rhubarb—	
Silver Lake, No. 3, 2 doz.....	.75
Silver Lake, No. 10, 1 doz.....	1.90
Strawberries—	
Anchor, No. 2, water.....	.75
Silver Lake, No. 2.....	1.40
Pineapple—	
Acorn, E. & C., No. 2.....	1.90
General, E. & C., sliced, No. 2.....	1.80
Indian River, E. & C., No. 2.....	1.65
Orange Grove, E. & C., No. 2.....	1.80
Singapore Chunks, No. 1 1/2, 4 doz.....	1.10
Wallace, grated, No. 2.....	1.40
James, No. 3, pie, grated.....	.85
Singapore, cubes, No. 1 1/2, 4 doz.....	1.10

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

	Per doz.
Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
" No. 2, 2 doz., McMenamin's.....	3.25
Clams—	
Star, No. 1, 4 doz.....	.85
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.35
" " flat, 4 doz.....	4.35
B. & M., No. 1/2, flat, 4 doz.....	2.30
" " No. 1/2, flat, 4 doz.....	1.40
Star brand, No. 1/2, flat, 4 doz.....	1.35
" " No. 1/2, flat, 4 doz.....	2.25
Shrimps—	
L and D, No. 1, pickle, 4 doz.....	1.20
Mackerel—	
Pickert's, samed, No. 1, 4 doz.....	
" " No. 2, 2 doz.....	
" " No. 3, 2 doz.....	
Underwood, samed, No. 1, 50 cans.....	
" " No. 2, 4 doz.....	
Oysters—	
Boyer's, No. 1, 2 doz.....	.78
" " No. 2, 2 doz.....	1.45
Stewart's, No. 2, 2 doz.....	1.35
" " No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75
Kippered Herring—	
Macdonald's, 2 doz., plain.....	1.50
Gilt Edge, 4 doz.....	1.37 1/2
Connor's, 4 doz.....	1.27 1/2
Salmon—	
Magned's, No. 1, tall.....	2.05
" " No. 1 flat.....	2.15
Moreshead, No. 1.....	1.65
White Raven, red, 1/2's.....	
Chef, red, No. 1/2, flat, 4 doz.....	.90
Terrapin, pink, No. 1/2, 4 doz.....	.80

## SARDINES—Imported.

Boneless and peeled, 1/2's.....	28.00
" D. & G., 1/2's.....	26.50
" Ispa, 1/2's.....	28.00
" Gondolier, 1/2's.....	100 17.00
" Landell, 1/2's.....	100 8.50
" Martel, 1/2's.....	100 10.50
" " 1/2's.....	100 14.00
" Loyal, 1/2's.....	100 9.50
Argonauts, 1/2's.....	100 14.00
Orion, smoked, 1/2's, key.....	100 8.00
Tomato sauce, 1/2's.....	100 12.50
Truffled, 1/2's, key.....	100 12.50
Spiced, 1/2's.....	100 10.00
Skipper, 1/2's.....	100 11.50
" tomato sauce, 1/2's.....	100 11.50
Royanette, oval, 1/2's.....	100 9.50



If all the reasons why you haven't advertised in Grocery Papers were eliminated, and replaced by real strong ones why you should, would you use this means to talk to Grocers, *Mr. Manufacturer?*

### *The Grocery and Allied Trade Press of America*

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"American Grocer," New York	"Grocery World and General Merchant," Phila., Pa.
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"Grocers' Magazine," Boston	"National Provisioner," New York
"Retail Grocers' Advocate," New York	"Merchants' Journal," Topeka
"New England Grocer and Tradesman," Boston	"Interstate Trade Bulletin," Denver
"Merchants' Journal and Commerce," Lynchburg, Va.	"Southwestern Commercial Bulletin," Los Angeles, Cal.
"Southern Merchant," Atlanta, Ga.	"Grocer and Country Merchant and Tobacconist," San Francisco
"Trade," Detroit, Mich.	"Merchants' Index," Denver, Col.
"Twin City Commercial Bulletin," Minneapolis and St. Paul	"General Merchants' Review and Mixed Stocks," Chicago, Ill.
"Modern Grocer," Chicago	"Price Current," Wichita, Kans.
"Interstate Grocer," St. Louis	"The Retail Merchant," Dallas, Texas
"Eli Grocer and General Merchant," St. Louis, Mo.	"Merchant and Manufacturer," Nashville, Tenn.
"Retail Merchants' Journal," Peoria, Ill.	"Hutchinson Wholesaler," Hutchinson, Kansas
"Beverage and Food," Cincinnati, Ohio	

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927 Arch Street  
Philadelphia, Pa.

231 W. 39th Street  
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**Domestic.**

## CANNED MEATS.

### Corned Beef.

### Chipped Beef.

### Sliced Smoked Beef.

### Sliced Bacon.

## Roast Beef.

### Lunch Tongue.

### Whole Ox Tongue.

### Potted or Deviled Meats.

### Potted Chicken or Turkey.

### Sausage.

## Boned Meats.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

## Deviled Meats.

## Potted Meats.

## Soups.

Curtice Brothers, "Blue Label"—

## CANDIES AND CONFECTIONERY.

**CATSUP.**

## CHOCOLATE AND COCOA.

Hershey's—	1-58, 19 100.....	.19½
Milk—		

Huyler's—  
Cocoa Ks 6 lb

Bensdorp's Royal Dutch Cocoa, 12-lb. cases--  
Per can. Per doz.

Milk, 6 to lb..... 48

**Blooker's Cocoa—**  
 1/2-lb. tins, a doz. in box.....per doz. 1.88

# WILDLIFE



TRADE MARK.

24 cakes, 5 cent size...	per box	1.45
24 cakes, 10 cent size..	"	1.50

OWNER'S—

case, 1/4-lb. packages..... .98  
Vanilla Sweet Chocolate, 6-lb. boxes 12

Cocon, 6-lb. boxes, 12 boxes in case, 1-lb.	
tins .....	16

Cocoa, 12-lb. boxes, 6 boxes in case, 1-lb.


**Croft's Cocoa and Chocolate—**  
Swiss Milk Cocoa. 1/2 lb. Jar. 6 and 12 "

**Knickerbocker Chocolate Co.—**  
Hasty Lunch Chocolate

Labeled $\frac{1}{2}$ -lb. cans, 6-lb. boxes.....	.30
" $\frac{1}{4}$ -lb. " 12-lb. "	.25

1/2-lb.	1/4-lb.	.....	.....
Milk Chocolate—			

CONDENSED MILK CO.



Dime, 4 doz .....	\$3.75
Baby, 1 doz glass .....	*

Libby's, family, 4 doz.....

silver Cow, family size, 4 doz.....	3.00
Pet. tall 4 doz.....	6.00

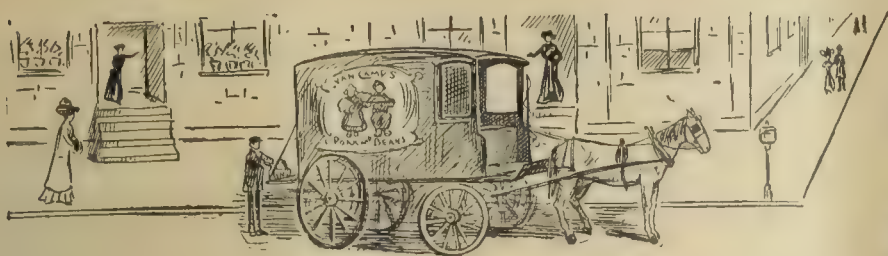


silver

Gold, tall.....	4.10
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**MILK**  
FULL CREAM





## Delivering the Dozen

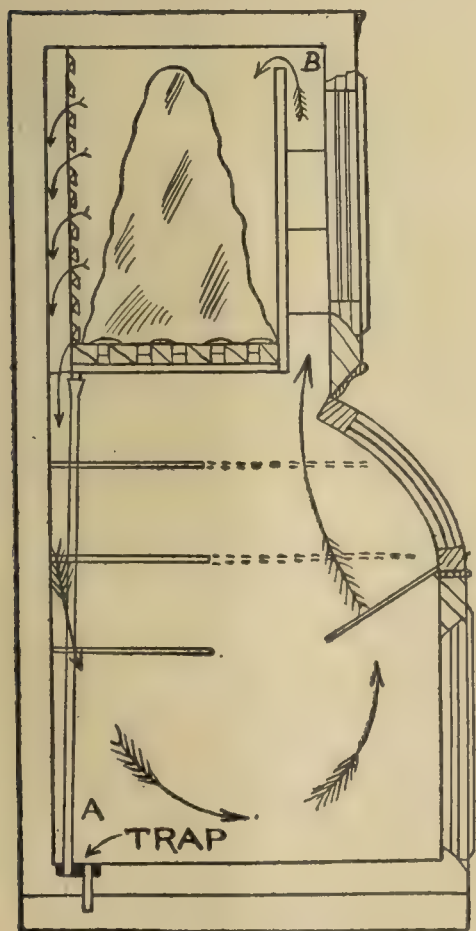
It costs no more to deliver a *dozen cans* of Van Camp's Pork and Beans than *one can*. But it ties a customer to you because it means you've sold her *satisfaction* for *twelve* meals instead of *one*. You may also have prevented her going to some other dealer eleven times. Offer her a little discount to buy this way and you'll find it easy to

**"SELL HER A DOZEN CANS"**



**VAN CAMP PACKING COMPANY, Indianapolis, Ind.**

## How Your Refrigerator Should Work



**T**HESE arrows show the circulation of air in a McCray Roll Top Refrigerator—warm air rising and striking the ice, becoming cold, falling down behind the ice, and chilling the contents of the refrigerator. This circulation which is as real as though caused by an electric fan removes odors, and moisture besides producing efficient refrigeration. The inside of a McCray Refrigerator *never smells stale or musty and keeps so dry you can scratch a match on the Shellaced Spruce lining*. You can get such perfection only in a McCray Refrigerator. It also uses *less ice* than any other. Think what it will mean to you in dollars and cents to reduce your ice bill at least one-third, yet have perishable goods keep perfectly. Send us your name on a postal card asking for "Free Catalogue No. 66," which is specially written to explain McCray Grocers' Refrigerators.

**McCray Refrigerator Company**

120 LAKE STREET, KENDALLVILLE, IND.

Philadelphia Branch, 206 South Eleventh Street, Philadelphia.

Please address all correspondence to the factory, Kendallville, Ind.







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Better Than Your Own Premium System**

AND

## Costs You Less Money Than Any of These

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

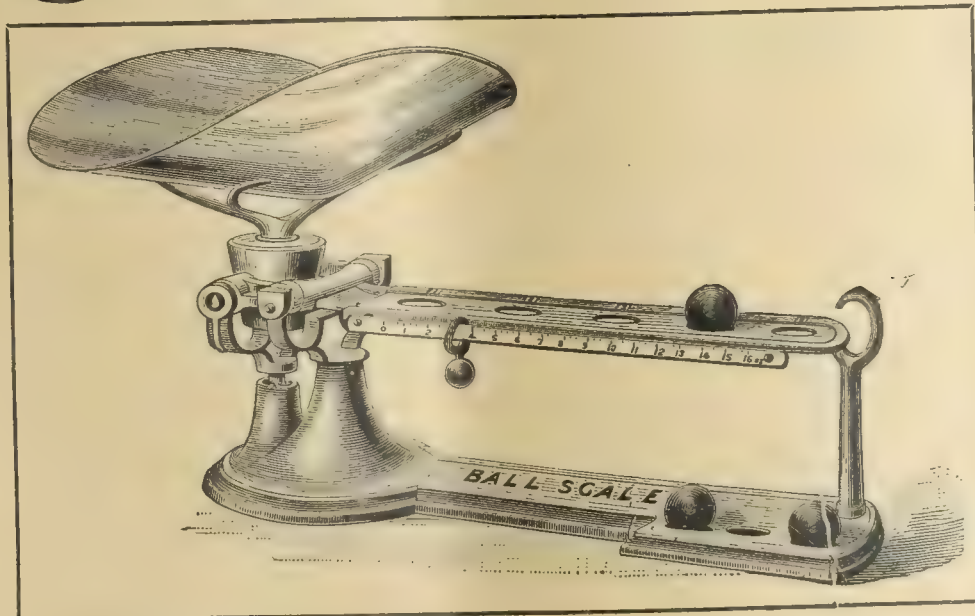
### You Can Profitably Use Our Plan

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**

# Losing Your Weights?

Get a  
Troemner  
No. 24  
Ball Scale



Greatest  
Improvement  
in Rapid  
Weighing

Does away with weights absolutely. The balls are placed in the holes, thus weighing from one to fifteen pounds, with the sixteen ounces in fractions on the side beam, giving a total weighing capacity of sixteen pounds.

**HENRY TROEMNER**

No. 911 ARCH STREET  
PHILADELPHIA, PA. \* \*

**J. A. FLESCH & SON, 115 ADAMS STREET, CHICAGO, ILL., GENERAL AGENTS FOR UNITED STATES**



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## FARINACEOUS GOODS.

Corn Meal—	
Western, granulated, yellow, 100 lbs.	1.90
“ white, 100 lbs.	2.10
“ table, yellow, 100 lbs.	1.75
“ white, 100 lbs.	1.95
Unbolted, white, Old Virginia, 125 lbs.	2.25
Mother's, white, 24 packages	1.80
“ yellow, 24 packages	1.80
Farina—	
Hecker's, 24 18.	per case 1.56
Hecker's 'ream (silver spoon) 36 cartons	4.50
Schumacker's Farina	1.40
Beans—	
California Lima, about 80 lbs.	per lb. .05½
Marrows, fancy, N. V. State, grain bags	3.35
Michigan Pea, bags 160 lbs.	2.65
Red Kidneys	3.20
Peas—	
Green	2.10
Scotch	2.60
Split, yellow	2.35
“ green	
Lentils—	
ooooo, 110-lb. bags	Per lb. .03
Less quantity	.03½
Shaker Corn—	
Fancy, barrels	
Less quantity	
Hominy—	
Lea's Breakfast, 10 packages	per case 1.60
“ Pearl, 100 lbs.	per bag 2.20
Schumacker's Breakfast, 10 pkgs. to case	1.45
Western Pearl, 100-lb. bags	1.95
“ Grits, 100-lb. bags	1.95
Mother's, Grits, 36 packages	2.35
“ Pearl, coarse, 36 packages	2.35
Barley—	
OO	
No. 3, 100 lb. bags	2.65
Noodles—	
Smith's, 30 10-c. packages	Per case 2.00
“ assorted, 5 and 10-c.	2.00
Golden Egg, 5 and 10-c.	1.80
“ 5-c.	1.80
“ 10-c.	1.80
Oatmeal—	
B, 100 lbs.	per bbl. 6.25
B, less than bbl.	per lb. .04
Mother's, steel cut, 24 packages	2.65
Oaten Goods—	
Mother's Crushed Oats, 18 packages	per case 1.47½
“ 30 packages, large	3.90
Quaker Oats, 18s.	1.45
Quaker Oats, 20s Family (with China)	4.00
Quaker Oats, 36s Tins	4.25
Roiled Oats—	
Avena, 180 lbs.	per bbl. 5.25
“ 90 lbs.	per keg 2.75
“ 90 lbs.	per sack 2.45
Standard, 180-lb. bbls.	5.10
“ 90-lb. bags, fresh	2.65
Mother's, compressed, 18 tins	2.12½
Sago—	
Colburn's, 36 1-c.	per lb. .06½
Fine	.04
Tapioca—	
Instantaneous, 50 1s.	per box .07½
Colburn's Hasty, 36 packages	.06½
Minute, ½ gross	per box 2.75
Flake, about 125 lbs.	per lb. .04½
Pearl, 150 lbs.	.03½
“ less quantity	.04½

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 2s	per case 4.50
Egg-O-See, 36 packages	2.50
“ Corn Flakes, 36 packages	2.50
Mapl Flake, 36 packages	4.05
5-case lots	3.85
Postum Cereal—	
1 doz. 10-oz. and ½ doz. 20-oz. packages	2.50
1 doz. 20-oz. packages	2.25
2 doz. 10-oz. packages	2.70
3 doz. 20-oz. packages	6.75
Grape Nuts—	
2 doz. 1-lb. packages	2.70
3 doz. 1-lb. packages	4.05
Post Toasties—	
2 doz. family size	2.80
3 doz. popular size	2.80
Shredded Whole Wheat, 36 packages	3.60
Mother's Corn Flakes, 36 packages	2.55
“ Wheat Hearts, 18 packages	1.90
Cream Wheat, 36 packages	4.50
Wheatena, 36 packages	3.75
Grape Nuts, 24 packages	4.50
Triscuit, 30 packages	2.50
Vitas, 36 2-lb. packages	4.25
Kellogg's Toasted Corn Flakes, 36 packages	2.80
Hi-O Company—	
Force, 20s	per case 1.00
Korn-Kinks, 36s	1.45
Presto, small, 18s	1.60
Presto, large, 10s	2.25
Flour, self-raising, small, 18s	1.60
Flour, self-raising, large, 18s	2.10
Buckwheat, compound, small, 18s	1.50
Buckwheat, compound, large, 18s	1.50
Pancake, 18s	1.50
H-O (steam cooked oatmeal), 18s	1.55
Pawnee Oats, regular size, 18s	1.55
Pawnee Oats, family size, 20s, without chinaware	3.00
Pawnee Oats, family size, 10s, with china	3.40
O-G, 18s	1.50
O-G, family size, china, 20s	3.40
O-G, family size, no china, 20s	3.00
DE Fl. barrels, 180 pounds	5.00
DE Fl. sacks, 7 pounds	2.35

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Quaker Oats Co., The—	
Apitzo Biscuit, 24s	per case 3.00
Avena, 18 package	1.45
Banner Oats, 20 packages	4.00
Quaker Breakfast Biscuit, 24s	1.85
Old Fashioned Scotch Brand Oat Meal, 24s	2.60
Silver Brand Farina, with spoon, 24s	2.80
Saxon Wheat Food, 24s	3.00
Parched Farinose, 24s	2.70
Quaker Cracked Wheat, 24s	2.40
Quaker Oats, round, 36s	4.25
Quaker Whole Wheat Flour, 10s	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 24s	1.85
Scotch Brand Pearl Barley, 24s	1.40
Pettijohn's Breakfast Food, 18s	1.85
Quaker Puffed Wheat, 36s	2.85
Quaker Puffed Rice, 36s	4.25

## GELATINE AND PREPARED DESSERTS.

Knorr's Crystal	per doz. 1.22
“ Acidulated	1.22
Cox's, large	1.65
“ small	.97½
Plymouth Rock, pink or white	1.25
Nelson's	1.50
Bromangelon, assorted, 3 doz.	.90
Jell-O, assorted flavors, 2 doz.	.96
Jell-O Ice Cream Powder, 2 doz.	1.00
Jellycon, assorted flavors, 3½ doz.	.87½
Chalmer's	.95
Mother's, small, 1 doz.	.45
“ large, 1 doz.	.90
Cooper's	.85
Tryphosa	.95
Gelatine, McKinley's	.85
Wetmore's, double refined, 36 10-c. packages	.80
Pudding, assorted, 2 doz.	per case 1.70
Minute Gelatine, plain	per gross 12.75
Minute Gelatine, plain	per doz. 1.10
Minute Gelatine, flavored	per gross 10.80
Minute Gelatine, flavored	per doz. .90
Seven flavors, packed solid or assorted.	

## MACARONI.

## Imported Best Bordeaux.

Long, 25 1s.	per lb. .09½
Short, 25 1s.	.09½
Cubes or Elbows, 24 1s.	.09½
Spaghetti, 25 1s.	.09½
Vermicelli, 25 1s.	.09½
Alphabet, 25 1s.	.09½
Fancy, long, 25 1s.	.07¾
Cubes or Elbows, 24 1s.	.07¾
Spaghetti, 25 1s.	.07¾
Vermicelli, 25 1s.	.07¾
Woodcock, long, 24 pkg.	.10¾

## Choice Grades.

Macaroni, short, 25 1s.	.07
“ 50 ½ lb. pkgs.	.04
Cubes or Elbows, 24 1s.	.07
Spaghetti, 25 1s.	.07
Vermicelli, 25 1s.	.07

## FIXTURES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 30 per cent. discount.	
600-lb. Platform Scale	18.00
Tea Caddies, Red, No. 58	14.00
Tea Caddies, Red, No. 53	10.00
Tea Caddies, Red, No. 54	8.00
Tea Caddies, Red, No. 55	5.00
Scoops, Galvanized, Flour	.30
Scoops, Galvanized, Sugar	.85
Scoops, Galvanized, Starch	.15
Tobacco Cutters	1.25
Alarm Money Drawers	1.50
Bag and Twine Holders	.75
Barrel Covers, 21 in.	3.50
Barrel Covers, 19 in.	3.00
Cheese Cutters	15.00
Bung Bore, No. 2, 1½ to 2 in.	1.50
Coffee Mills, No. 7	10.00
Coffee Mills, No. 9	16.00
Coffee Mills, No. 12	45.00
Less 25 per cent. discount.	

## Counters.

Sharer's Eclipse Counters—	
No. Length. No. of Drawers Each.	
6½ 3 feet, 8 inches 9 18.00	
8½ 4 feet, 10 inches 18 22.00	
10½ 5 feet, 12 inches 27 28.00	
12½ 6 feet, 14 inches 36 32.00	
14½ 7 feet, 16 inches 45 36.00	
16½ 8 feet, 18 inches 54 40.00	
18½ 9 feet, 20 inches 63 45.00	
20½ 10 feet, 22 inches 72 50.00	
Capacity of Drawers, 40 to 60 lbs. each.	

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## Scoops.

Indestructible, No. 4	per doz. 9.00
“ No. 5	12.00
“ No. 6	15.00
Ex. Galvanized Steel Blades, No. 3	per doz. 4.20
“ No. 4	5.40
“ No. 5	7.20
X Quality, No. 3	2.60
“ No. 4	3.00
“ No. 5	3.40

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case	per doz. .90
Tins, Keyed (Jewel), 2 doz. in case	.90
Large cartons or tins, 2 doz. in case	2.00
Dime Tumblers, 2 doz. in case	.90
Bulk, 15 lbs.	per lb. .15

## Thredded Fish.

Thistle, 24 packages	.65
Swansdown, 2 doz.	per doz.
Osprey, 2 doz.	
Swift & Co.—	
Talisman brand, 20-lb. boxes	per lb. .10½
“ cartons	per case 1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins	per case 3.20

## New Mackerel.

New.	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1, 170-190	35.00	18.10	9.25	2.00	
Ex. Norway, No. 2, 230-260	25.00	13.10	6.65	1.50	
Ex. Norway, No. 3, 330-360	19.00	10.10	5.25	1.20	
Ex. Norway, No. 4, 430-460	17.00	9.10	4.75	1.10	
Summer					
Ex. Bloaters, XX, 100-110	35.00	18.10	9.25	2.00	
Fancy Shore, No. 1, 130-150	28.00	14.60	7.50	1.65	
Ex. Shore, No. 1, 130-150	26.00	13.10	6.65	1.50	
Shore, No. 1, 130-150	24.00	12.60	6.50	1.40	
Extra Irish, No. 2, 325-375	16.00	8.60	4.50	1.05	
Medium Irish, No. 2, 350-400	15.00	8.10	4.25	1.00	
Small Irish, No. 2, 410-450	14.00	7.60	3.90	.95	
Small Irish, No. 3, 475-525	13.00	7.10	3.65	.91	
New Medium Shore, 160-180					
New Large Shore, 110-130					
Large, No. 2, 210-230					
Cape Shore, 110-120	16.00	8.60	4.50	1.05	
Holland, 400-450	11.00	6.10			

## Herring.

Lab. Split, Lg. No. 1	200 lb. 7.00	100 lb. 4.60	50 lb. 3.60	10 lb. 8 lb.
Lab. Split, Lg. No. 2	6.00	3.60		
Shore, Round, Large				
Shore, Round, Med	7.00	4.10		
Ocean Fish	5.00	3.10		
Shad, No. 1, Mess	11.00	6.10	3.25	.75
Shad, No. 2, Mess				
Haddock, Pickled				
Red Salmon	12.00	6.60		

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.	.07
Our Choice, 40 lbs.	.06½
Gilt Edge, 40 lbs.	.06
Favorite Middles, 60 lbs.	.12
Swift & Co., Talisman brand Codfish—	Per lb.
12 3s, wood boxes	.15½
12 2s, “	.15½
24 1s, “	.16
10-lb. boxes	.15
5-lb. “	.15
Cakes, 24 in fancy box	per case 2.80
“ 10-lb. cartons	per carton 1.20
24 jars, fancy box	3.10
12 “	1.65
Strips, 40 size, boxes	.10
“ 20 “	.10½
Middles, 40 size, boxes	.12
“ 20 “	.12½

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.	.06½
Snow White, 1-lb. bricks, 20 lbs.	.07
Favorite Cod, 2-lb. bricks, 40 lbs.	.07½

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case	1.50
“ small size, 2 doz. in case	.90
Small Tumblers, 2 doz. in case	.90
Large Jars, sealed, 2 doz. in case	1.50

## Loose Codfish.

Extra Large Georges Cod	.08
Large Bank	.07½
Medium Bank	.06½
Pollock	
Hake	
In original cases, 450 lbs., ¼ c. less.	

## Smoked Fish.

New Extra Scaled Herring	per box .16
Boneless Herring, fancy 10-lb. boxes	per lb. .13
Smoked Salmon, whole fish	.27
Cromarty Bloaters, 50s	per box 1.10
“ 100s	2.10
Swift & Co.—	Per case.
Talisman brand Boneless Herring, in glass, 15c. size, 24 vacuum jars	2.95
Talisman brand Boneless Herring, in glass, 10c. size, 24 screw-top jars	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars	3.10
“ 24 cartons	2.10

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## FRESH FISH.

Cisco	Per lb. .10
Halibut	.15
Salmon, fresh	.00
Codfish	.07
Large Hake	.06
Haddock	.06
Spanish Mackerel	.18
Sheepshead	.16
Smeits	.08
Cat Fish	.10
Butterfish, frozen	.15
Ells	.12
Sea Bass, frozen	.10
Weak	.07
Blue, frozen	.10
White Perch	.14
Spotted Trout	.15
Whiting	.04
Frozen Herring	.05
Steak Fish ¼ cent per lb. additional	

## OYSTERS.

Cove, Primes	per M. -10.00
Cove, Culls	“ -6.00
Blue Points	“ -5.00
Blue Points	per bbl. -6.50
Absecon, Primes	per M. -9.00
Absecon, Culls	“ -4.50
Rockaways	per bbl. -5.50

## CLAMS.

Clams	per M. 7.00 - 9.00
Necks	“ 6.00 -

## DRIED FRUITS.

Raisins—	
Extra Dessert Clusters, 22-lb. boxes	per box 2.95
Connoisseur Clusters, 22-lb. boxes	2.05
California Clusters, 20 No. 1 pks.	per lb. 2.25
Muscadel, Fcy Cal. 4 cr. loose, 50-lb. boxes	
Fcy Cal. 3 cr. loose, 50 lbs.	.05½
Fancy Cal. 2 cr. loose, 50 lb. boxes	.04½
Valencia, Rogers Fcy, 4 cr. Ondara layers	
28 lbs.	.06¾
5 or 10-box lots	.06¾
Standard Brands, 28-lb. boxes	.06¾
Seeded Raisins—	
Owl, extra fancy, 36 1s.	.07½
Fancy, 36 1s.	.07½
Blue Pennant, 36 1s.	.07½
Parrot, 36 1s.	.05¾
Souvenir, 36 1s.	.06½
Glen Rosa, 36 1s.	.07½
Blue Ribbon, 36 1s.	.06½</



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

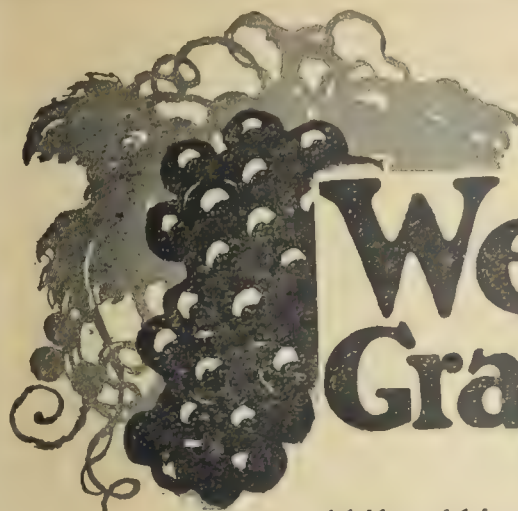
## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



# Welch's Grape Juice

## Why Welch's is the Standard

¶ Welch's Grape Juice is the standard, but not because we say so. It is the standard because many consumers and many dealers have known it for many years and know it to be the best.

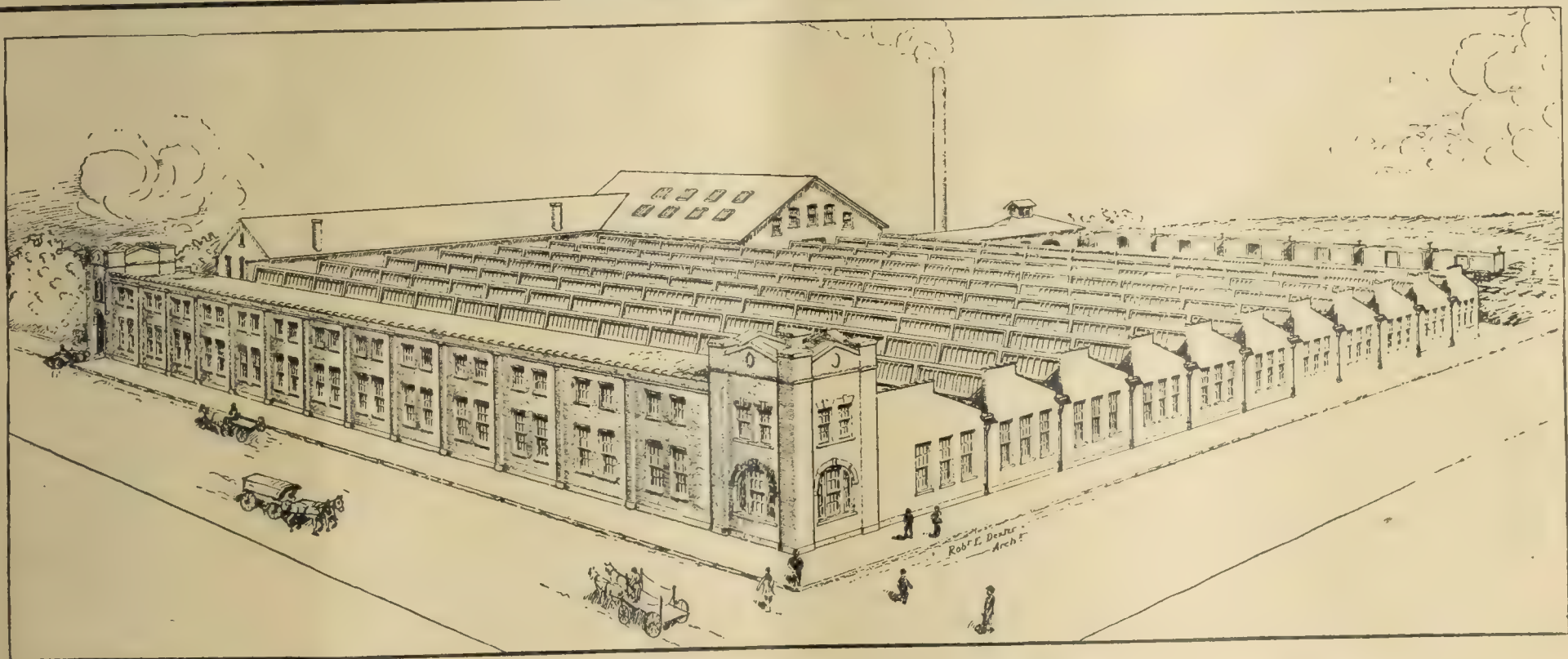
¶ Quality has made it the standard. We have been telling folks about the quality of Welch's and about the value of pure, unfermented grape juice. Our product met the claims of the advertising and the result is that Welch's is a staple article in the best class of stores everywhere and it is the STANDARD.

¶ Dealers more interested in price than quality have been changing from one brand of grape juice to another and most such dealers have a poor opinion of grape juice as a product and as a seller. But the dealer handling Welch's has a growing grape juice trade and recommends it to his best customers with confidence.

¶ Co-operate with our general advertising by using the attractive display material which we furnish free.

¶ Order Welch's from your jobber.

The Welch Grape Juice Company  
Westfield, N. Y.



## HOW DOES THIS LOOK TO YOU?

250x410 GROUND SPACE  
150,000 SQUARE FEET OF FLOOR SPACE

The construction will be of the most modern for factory purposes. The roof is of the well-known *saw-tooth* style, assuring the greatest amount of daylight, without the heat and blinding glare of direct rays of the sun. This style of construction also facilitates the securing of perfect ventilation.

## FIRE-PROOF CONSTRUCTION THROUGHOUT

Part of this structure is already in use, and the balance is being rushed to completion with all possible haste. All machines, assembling and adjusting tables will be placed on separate foundations. This eliminates all vibration from the building and makes conditions most ideal for accurate, careful and precise work; a condition absolutely essential in the manufacture of perfect weighing devices. *New building, new location, new machines, new tools and dies, new plating works, new enameling ovens* and the *old, experienced mechanics and employees*. What better prospects could we have for the supplying of the ever-increasing demand for the famous DAYTON MONEYWEIGHT SCALES? Shipment of our goods will be greatly facilitated by our own private switch track, making direct connection with the Pennsylvania Railroad.

THE COMPUTING SCALE CO.  
Factory, Dayton, Ohio

Please mention "Grocery World and General Merchant"  
when asking for catalog

Sole  
Distributors

MONEYWEIGHT SCALE CO., 35 State Street  
CHICAGO

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



-22-

American—	Gross
No. 2	1.35
" 10-case lots	1.30
Battle Axe, No. 5, red head	3.50
Birds Eye, No. 5	3.50
Black Swan, No. 5, noiseless tip	3.50
Blue Hen—	
No. 2	1.60
" 10-case lots	1.50
No. 5	4.25
" 4-case lots	4.00
Cat and Mouse—	
No. 2	1.85
" 10-case lots	1.75
No. 3	2.80
" 7-case lots	2.65
No. 4	3.70
" 5-case lots	3.50
Chips—	
No. 2	100 packages 3.50
" 50	1.75
Black Diamond, No. 5	100 boxes 3.50
" 6-case lots, 100	3.35
Doric, No. 2	.90
Grocers, No. 2, 3 gross	5.25
Globe, No. 1, 3 gross	2.85
Ignito, 1 gross	.75
Maseppa—	
No. 5	3.75
" 5-case lots	3.50
ress—	
No. 2	1.90
" 10-case lots	1.80
No. 5	4.75
" 5-case lots	4.50
Swift & Cortney—	
No. 60, 3 gross	.55
" 4-case lots	.50
No. 80, 5 gross	.75
" 4-case lots	.70
No. 2	1.90
" 10-case lots	1.75
No. 3	4.00
" 4-case lots	3.75
Searchlight—	
No. 1, 3 gross	1.00
" 7-case lots	.95
No. 5	4.50
" 4-case lots	4.25
Vulcan—	
No. 5	4.20
Safety, No. 2	.55
" No. 37	.50
Orient, safety, 650, 5 gross	.50
Daily's, No. 2, blue head, 60s, 5 gross	.60
" a-case lots	.45

## MINCE MEAT.

Amour's, Home-made style, Wet—		Per lb.
10-lb. kits.....		.09½
25- " ".....		.09
30- " ".....		.08¾
100-lb. bbls.....		.08½
150- " ".....		.08½
250- " ".....		.08
450- " ".....		.07¾
John Bower & Co.—		
Superior, bbls. and ¼ bbls.....	per lb.	.10
18, 37 and 68-lb. buckets ...	"	.10½
6 10-lb. buckets.....	per crate	6.85
6 5-lb. buckets.....	"	3.95
6 5-lb. glass jars.....	per case	4.50
XXX, 18, 37 and 68-lb. buckets,		
	per lb.	.14
" " 6 5-lb. glass jars, per case		5.10

## American Oil.

	Per doz
Stohrer's, No. 8, 2 doz.....	.55
"    No. 16, 2 doz.....	.90
"    No. 32, 1 doz.....	1.85

## PAPER.

Vanilla—		Per ream.
15 x 20, full, 10 lbs.....		.37
14 x 16, full, 10 lbs.....		.80
16 x 24, full, 10 lbs.....		.37½
Special, 15 x 20, 6 lbs.....		.21
Bakers', 15 x 20, 10 reams in bundle.....		.12
Roll, grocers', 9, 12, 15, 18, 20 or 24 inches wide.....	per lb.	.01
Roll—		Per lb.
White, light weight, 12, 15, 18, 20 or 24 inches wide.....		.03½
Glassed fibre, 12, 15, 18, 20 or 24 inches wide.....		.03½
Glassed silk parchment, 12, 15, 18, 20 or 24 inches wide.....		.03½
White tea, 12 x 16, reg.....	per package	.14
Wax butter.....		.11
Parchment butter, 9 x 12.....	"	.17½

## PAPER.

### Wrapping.

Toilet Paper.		Per case.
100 5-cent rolls	.....	3.70
100 5-cent packs	.....	3.15
100 10-cent rolls	.....	6.50
100 10-cent packs	.....	6.50

## OILS.

Love Gasoline.....	Per gal.
Headlight, 1 go test.....	.19
	.12

OLIVES.

## OLIVES.

H. Kellogg & Sons, Agents.		
Headore Marquet Brand—		Per dos.
64 oz.	Mammoth, French bottle.	14.00
32 oz.	" "	7.00
16 oz.	" "	4.00
10 oz.	" "	2.60
64 oz.	Extra, French bottle.	12.25
32 oz.	" "	6.50
16 oz.	" "	4.25
10 oz.	" "	2.45
32 oz.	Extra Mammoth, cylinder	5.25
16 oz.	" "	2.95
32 oz.	Mammoth, cylinder	4.00
16 oz.	" "	2.45

—23—

Cunier & Worth Brand -	
Gals. French bottle .....	15.50
64 oz. " .....	10.95
32 oz. " .....	5.85
19 oz. " .....	3.90
10 oz. " .....	2.35
12 oz. Pepper stuffed, club bottle.....	2.85
10 oz. Celery " " .....	2.00
5 oz. Pepper " ring bottle.....	.60
Marquet Brand—	
6 oz. "Queens," cylinder bottle.....	1.00
10 oz. " club bottle.....	2.10
18 oz. Stuffed, fluted bottle.....	2.40
1/2 Pts. Fours.....	3.50
1/4 Pts. Farcies.....	3.50
California, quart tins, large.....	3.50
" pint tins, large.....	3.15
" quart tins, medium.....	3.00

### Olive Oil—Imported.

Bertin & Perrier's—		
Extra fancy, quarts, 1 doz.....	4.90	
“ pints, a doz.....	2.90	
“ ½ pints, a doz.....	1.90	
Rae's—		
Lucca, litre bottles, 1 doz.....	13.30	
“ 25-oz. bottles, 1 doz.....	10.00	
“ Finest Sublime, quarts, 1 doz.....	7.00	
“ “ pints, a doz.....	8.00	
“ “ ½ pints, a doz.....	4.75	
“ “ 8-oz. flasks, 3 ½ doz.....	8.00	
“ “ 12-oz. flasks, 3 ½ doz.....	10.30	
“ Sublime, 8-oz. flasks, 3 ½ doz.....	7.30	
“ 15-oz. flasks, 3 ½ doz.....	9.50	
Finest Sublime, 1 gal., 10 in case....	per gal.	8.85
“ 5 gal., 1 or 2 in case, “		8.75
“ 1 quart, 40 to case... “		3.10
Sublime, 1-quart tins, 40 to case.....		2.95
“ ¾-gal. tins, 20 to case.....		2.80
“ 1-gal. tins, 10 to case.....		2.70
“ 5-gal. tins, 2 or 3 to case.....		2.60
Nicoll—		
Large bottles, 1 doz.....		8.60
Medium bottles, a doz.....		9.10
Small bottles, 4 doz.....		10.00
5-gal. tins, 4 to case.....		31.15
1-gal. tins, 4 to case.....		19.13
¾-gal. tins, 8 to case.....		19.95
32-oz. tins, 25 to case.....		14.10
		25.85
	Trade discounts on quantity.	
Oliver's—		
1 doz. large.....		7.00
3 doz. medium.....		7.75
6 doz. small.....		4.75
6 1-gal. tins.....	per gal.	2.35
10 ¾-gal. tins.....		3.30
20 ¼-gal. tins.....		2.60

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## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.....	per doz.	4.75
" " " quarts.....	"	5.75
" " " 10-oz. jars .....	"	2.50
" " " 10-lb. pails .....	per pail	2.50
Tripe, 10-lb. pails.....		.90
" " 5-gal. kegs.....	per keg	\$6.00
Pigs' Feet, 10-lb. pails.....	per pail	1.00
" " 5-gal. kegs.....	per keg	2.25
Pickled Beef Salad, in glass.....	per doz.	1.10
" " Tripe, in glass.....	"	1.10
" " Ox Heart, in glass.....	"	1.10
" " Pigs' Feet, in glass.....	"	1.10
Russian Sardines.....	per keg	.75
" " 5-lb. pails.....	per pail	.50
" " 10-lb. pails.....		1.00

## POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.....	.18
Loose, bbls., 30 lbs.....	.18
¼-lb. packages, 12-lb. boxes.....	.20

## POPPING CORN.

Brad's "Tip-Top"	Per case
50 10-OZ. packages	1.75
100 10-OZ. "	3.25
25 20-OZ. "	1.60
12 40-OZ. "	3.00
1-X-L, 40 lb. White Rice	8.25

## PEANUT BUTTER.

McLaren's—	Per doz.
Small, 2 doz.....	.90
Medium, a doz.....	1.50
Large, 1 doz.....	2.75
Peanutene, No. 2 jars, 2 doz.....	1.25
" No. 4 jars, 3 doz.....	.95
Beardsley's—	Per doz.
Small jars, a doz.....	.90
Medium jars, a doz.....	1.25
Large jars, 1 doz.....	2.25

## PICKLES.

45 gals., 1900s, H. G. & Co.....	8.25
45 gals., 2500s, Williams Bros., fancy.....	
10 gals., 300s, ".....	2.25
10 gals., 450s, ".....	2.65
10 gals., 600s, ".....	2.65
16 gals., 600s, ".....	4.50
16 gals., 600s, ".....	4.50
45 gals., 1400s, ".....	10.25
C. & B., Chow or Gherkins, pints.....	3.30
" " half-pints.....	2.40
Celery Sauce, Yorkshire, a doz.....	per doz. .92 1/2
Chow, " pints, a doz. ".....	.92 1/2
Gherkins, sour, " " ".....	.92 1/2
Mixed, " " " ".....	.92 1/2
Assorted, " " " ".....	.92 1/2
Gherkins, sweet, " " ".....	1.20
White Onions, " " ".....	1.35
Sweet Pickles, 500s to 600s, 5 gal.....	per keg 2.75
" 1,000s, 5 gal.....	3.40
" 2,000s, 5 gal.....	3.35
Chow-Chow, No. 1, 5-gal. kegs.....	1.95
" No. 2, 5 gal.....	1.75
Chow and Mixed Pickles, a gal.....	per pall 1.00
Williams Bros.—	Per doz.
No. 8, Sour Gherkins, a doz.....	.85
No. 8, Sweet Gherkins, a doz.....	.85
No. 8, Sour Mixed, a doz.....	.85
No. 8, Sour, assorted, a doz.....	.85
No. 8, Chow-Chow, a doz.....	.85
No. 8, Onions, a doz.....	.75

## VINEGAR.

Duffy's—	Per gal.
Pure Apple, extra old, bbls.....	.16
“ 40 grain, bbls.....	.15
Pure Cider, 40 grain.....	.10
“ 45 grain.....	.14
Corrison's Gold Seal Cider, pure apple.....	.16
White Wine, 90 degrees.....	.20
Crown brand, pure cider, quarts.....	per dos. .90
White, distilled, 40 grain.....	.66
“ “ 45 grain.....	.69
“ “ extra strength.....	.75
Cresse & Blackwell's.....	per dos. 2.00

## PROVISIONS.

Hams, skinback, 28-30 lbs.	18
" 14-16 lbs.	17
" 10-12 lbs.	17
Picnics, 6-8 lbs.	13 1/2
N. Y. Shoulders, 10-12 lbs.	13 1/2
Dried Beef, sets, city smoked.	17
" tenders and knucks.	18
" flats	16
" air dried, sets	20
" tenders and knucks.	21
Jersey Pork, butt.	per bbl. 26.00
" family.	27.50
Breakfast Bacon, rib in.	17
" boneless.	18
J. P. Bellies, 14-15 lbs.	15
Bologna, 25-lb. boxes.	12 1/2
Sealed Boneless Ham.	25
Beef Tongues, smoked, 5-6 lbs.	10.00
Cooked Compressed Ham, 25-lb. boxes.	
Covered Hams, 1/4-cut extra; Covered Shoulders, Picnics and Bacon, 1/4-cut extra.	
Armour & Co.—	
Star Hams, regular, 10 to 12 lbs.	18 1/2
" " 12 to 14 lbs.	18 1/2
" " 14 to 16 lbs.	18 1/2
" skinbacks	20
Shield Hams, 10 lb. average.	18 1/2
" 12 "	18 1/2
" 14 "	18 1/2
" 16 "	18 1/2
" 18 "	18 1/2
" skinbacks	18 1/2
Picnic Hams, 3 to 6 lbs.	13
" 6 to 8 lbs.	13
Star Smoked Ox Tongues, long cut.	27 1/2
" short cut.	18
Beef Bologna.	10
Shield Perfined Bologna.	28 1/2
Berliner Ham.	
New Orleans Luncheon Meat.	20
Star Cooked Ox Tongues.	20



**HAS IT OCCURRED TO YOU**

that after all, the consumers are the ones who must decide the Benzoate of Soda question? They buy the goods. Don't you think it reasonable that they should prefer pure foods to the kind that are drugged with doubtful chemicals?

# HEINZ

## 57 VARIETIES

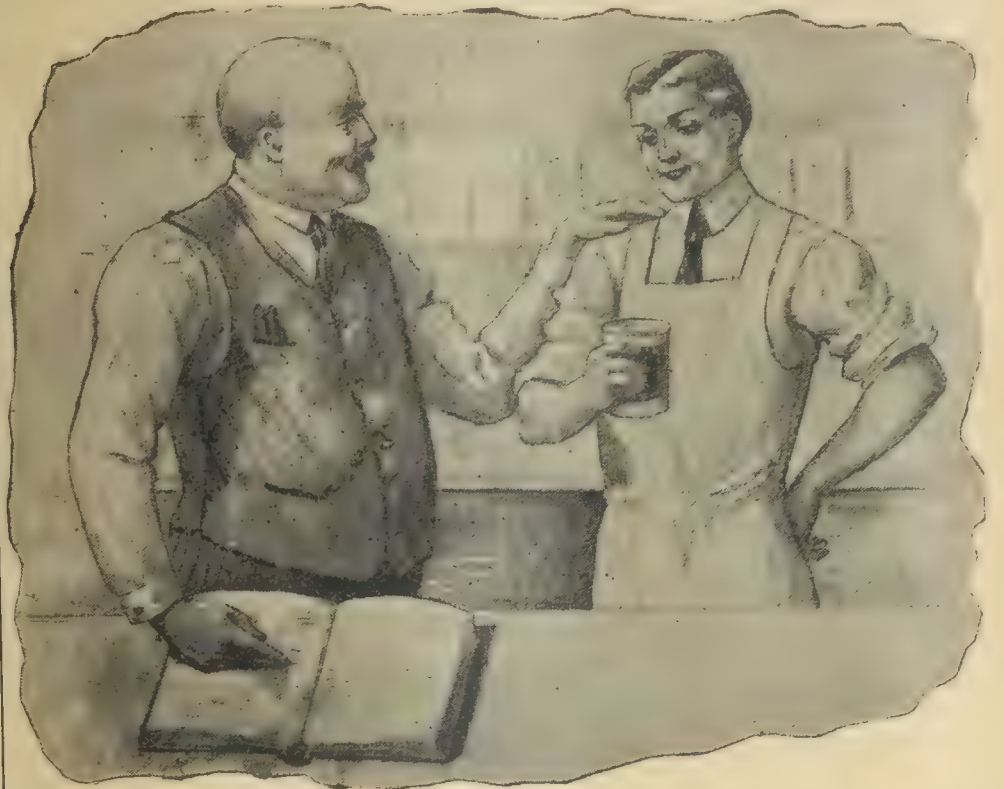
### PURE FOOD PRODUCTS

are the kind that bring steady customers and help you to keep them because they are guaranteed pure and guaranteed to please. Heinz quality is appreciated by everyone who wants pure foods.

Anything that's **HEINZ** is safe to sell.

**H. J. HEINZ COMPANY**

New York      Pittsburgh      Chicago      London



"My boy, I'm pleased with your work. I've just been looking over the salesbook and I'm going to give you that raise. I wish every man in the place could learn to sell goods like you do."

"Well, they can learn the same as I did, I guess. You see, I've been taking the **SHELDON COURSE** of Scientific Salesmanship, and,—"

"Oh, you have, eh! Well, you've got the right idea, Frank. Keep it up!"

Go thou and do likewise.

*Write for our catalogue.*

# Sheldon School

505 Republic Building

Chicago

# RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**



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Swift & Co.—	
Premium brand Hams, 8 to 10 lbs.....	.18 1/2
" " " 12 to 14 lbs.....	.18 1/2
" " " 14 to 16 lbs.....	.18 1/2
" " " 16 to 18 lbs.....	.19
" " " skinned, 18-20 lbs.....	.19 1/2
" " " boiled, skinned, fatless.....	.18
" " Bacon.....	.18
" " Dried Beef, inside.....	.18
" " Beef Tongues, short cut.....	.19
Winchester brand Hams, skinned, all aver.....	.17 1/2
" " " 8 to 10 lbs. aver.....	.17
" " " 12 lbs. aver.....	.17
" " " 14 to 16 lbs. aver.....	.17
" " " 16 to 18 lbs. aver.....	.17
" " " Picnic.....	.12 1/2

Above average loose, if packed 1/2 cent a lb. advance.

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs.....	.15 1/2	.16 3/4
Plain tubs, 50 and 60-lb. cans.....	.15 1/2	.16 3/4
10-lb. tin pails, 60 lbs.....	.16	.17 1/2
5-lb. " 60 lbs.....	.16 1/2	.17 1/2
3-lb. " 60 lbs.....	.16 1/2	.17 1/2
Armour's—		
Shield Pure, 60-lb. tubs.....	.16 1/2	.17 1/2
Simon Pure Leaf, 35, 55 and 100.....	.18 1/2	.19 1/2
White Cloud Compound, tubs.....	.11	.12 1/2
" " " tierces.....	.10 1/2	.11 1/2
Vegetole, tierces.....	.11 1/2	.12 1/2
" " " tubs.....	.11 1/2	.12 1/2
Swift & Co.—		
Premium brand, tierces.....	.16 1/2	.17 1/2
Silver Leaf brand, tierces.....	.15 1/2	.16 1/2
Jewel, compound, tierces.....	.10 1/2	.11 1/2
Cotosuet, tierces.....	.10 1/2	.11 1/2

## DRESSED MEATS.

	Per lb.
City Dressed Beef—	
Choice, native.....	.13 - .11
Common.....	.09 - .10
Western Dressed Beef—	
Choice, native cattle.....	.10 - .11
Common to fair.....	.09 - .10
City Dressed Veal—	
Prime.....	.14 - .15 1/2
Good to choice.....	.09 - .13
Dressed Hogs—	
Pigs.....	.12 1/2 - .14
Hogs, heavy.....	.14
" 180 lbs.....	.14
" 160 lbs.....	.14
" 140 lbs.....	.14 1/2
Dressed Sheep and Lambs—	
Lamb, western, good.....	.14 - .16
" " culls.....	.12 - .14
Sheep, choice.....	.11 1/2 - .13
" " medium.....	.10 - .12

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues.....each	.75
Cow Tongues.....	.50 - .70
Calf Heads, scalded.....	.50 - .75
Sweetbreads, veal.....per pair	.40 - .50
" " beef.....per doz.	.10 - .15
Calf Livers.....per lb.	.30 - .25
Beef Kidneys.....per doz.	.10 - .06
Beef Livers.....per doz.	.50 - .65
Ox Tails.....per lb.	.03 - .05
Hearts, beef.....per lb.	.03 - .05
Rolls, beef.....	
Tenderloin, beef, western.....	.13 - .14 1/2
Fresh Pork, loins, city.....	.13 - .14 1/2
" " western.....	.13 - .14 1/2

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.	
Turkeys—	
Western, young hens, 8 to 10 lbs.....	.23 - .25
" " young toms, 15 to 17 lbs.....	.23 - .25
Old hens and toms.....	.23 - .25
Common to good.....	.18 - .20
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.32 - .38
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair.....	.30 - .35
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy.....	.30 - .35
Western, 4 to 4 1/2 lbs. to pair, fancy.....	.28 - .32
" " 3 to 3 1/2 lbs. to pair, fancy.....	.28 - .32
" " fair to good.....	.18 - .20
Fowls—	
Western, fancy.....	.20 - .21
Heavy Roasters, 4 to 5 lbs.....	.20 - .22
Fair to good.....	.18 - .20
Old cocks.....	.14 1/2 - .15 1/2
Squabs—	
Prime, large, fancy.....	4.50 - 5.50
Mixed.....	3.00 - 4.00
Dark.....	1.75 - 2.50

## LIVE POULTRY.

	Per lb.
Spring Chickens, nearby, 1 1/2 to 2 lbs.....	.25 - .28
Large Springers.....	.19 - .21
Fowls.....	.18 - .19
Roosters.....	.14 - .15
Ducks.....	.20 - .22

## POULTRY SEASONING.

Bell's Spiced Seasoning—	
Small, or 10c. size, 1 doz.....per doz.	.90
" " " 1 doz.....	.90
Large, or 5c. size, 1 doz.....	1.80
1-lb. cans, 1 doz.....per case	4.50
5-lb. cans, 1/2 doz.....	10.00

## SAUER KRAUT.

Barrels, 45 gals., Oakdale.....	6.75
Half barrels.....	
Kegs, 14 gals.....	2.50
3-lb. tins, cases, 2 doz. each.....per doz.	.85

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## PLUM PUDDING.

Richardson & Robins—	
Individual size, 1/2 lb.....	.95
Round conical, with key, No. 1, 1 doz.....	3.30
" " " No. 2, 1 doz.....	4.10
" " " No. 3, 1/2 doz.....	6.30
" " " No. 4, 1/2 doz.....	8.15
P. P. Sauce, No. 1, 1 doz.....	
Atmore's Genuine English, seedless—	Per case
Individual, 1 doz.....	2.10
No. 1, cans, 1 doz.....	2.30
No. 2, cans, 1 doz.....	4.10
No. 3, cans, 1/2 doz.....	3.35
No. 4, cans, 1/2 doz.....	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

	Per doz.
Jellies—	
No. 32, jars.....	.97 1/2
No. 4 1/2, toy pails.....	2.55
American, pure apple, tumblers, assorted slices.....	
Schimmel's, No. 10, tumblers.....	.83
National, No. 10, tumblers.....	.72 1/2
" " No. 6, tumblers.....	.49
Preserves—	
Schimmel's, pure, 30-lb. pails.....	.13 1/2
National, 30-lb. pails.....	.09
Southwark, 30-lb. pails.....	.06
" " 4 1/2-lb. toy pails, 1/2 doz.....	4.15
Fruit Butters—	
Apple, No. 32, jars.....	.98
" " Southwark, No. 3, tins.....	1.00
" " No. 5, toy pails.....	2.70
" " 30-lb. pails.....per pail	1.08
" " 20 lb. crocks.....per lb.	.07 1/2
" " Schimmel's, 30-lb. pails.....	.06
Prune, 30-lb. pails.....	.07 1/2
Peach, 30 lb. pails.....	.07
Jams—	
Schimmel's, pure, jars, 1 doz.....	1.70
Southwark, assorted, jars, 1 doz.....	.93
Orange Marmalade—	
Hartley's, imported.....	1.80
Schimmel's, pure.....	1.65
Warrock's Guava Jelly—	
1-lb. tumblers.....	4.00
1/2-lb. ".....	2.25

## FRESH FRUIT JAMS.

	In No. 1 tins, per doz.	In No. 1 glass jars, per doz.
Curtice Bros.—		
Strawberry Jam.....	\$1.25	\$1.65
Raspberry Jam.....	1.25	1.65
Raspberry and Currant Jam.....	1.25	1.65
Cherry Jam.....	1.25	1.65
Apricot Jam.....	1.25	1.65
Red Currant Jam.....	1.25	1.65
Quince (sliced) Jam.....	1.25	1.65
Peach Jam.....	1.25	1.65
Pear Jam.....	1.25	1.65
Blackberry Jam.....	1.25	1.65
Gooseberry Jam.....	1.25	1.65
Green Gage Jam.....	1.25	1.65
Damson Jam.....	1.25	1.65
Grape Jam.....	1.25	1.65
Orange Marmalade.....	1.25	1.65
Pineapple Marmalade.....	1.25	1.65
Red Cherry.....	1.65	1.65
White Cherry.....	1.65	1.65
Black Currant.....	1.65	1.65
Egg Plum.....	1.65	1.65

Tins packed in cases of four dozen each. Glass jars packed in cases of two dozen each.

## DRUGS.

## Family Medicines.

	5c. sz.	10c. sz.	25c. sz.
Guaranteed Full U. S. P. Strength.			
Castor Oil.....	.45	.83	1.25
Sweet Oil.....	.45	.73	1.25
Spirits Nitro.....	.45	.85	1.95
Spirits Camphor.....	.45	.85	1.95
Spirits Painters' Commercial.....	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerine.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turkey Balm.....	.45	.85	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balm of Gales.....	.45	.85	1.95
Bateman Drops, rd. bot.....	.45	.85	1.95
Godfrey's Cordial, rd. bot.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95
Laudanum, 10c. size.....per doz.			1.80
" " 5c. size.....			1.95
5 per cent. discount in gross lots assorted.			
Alum.....per lb.	.03		
Borax, powdered, bulk.....per lb.	.07		
" " lump, bulk.....	.06		
Butter Color, W. & R.....per doz.	8.00		
Bluestone, bulk.....per lb.	.08		
Copperas.....	.01 1/2		
Camphor, gum, 1-oz. blocks.....	.95		
" " flakes, 50-lb. bbls.....	.03 1/2		
" " less quantity.....	.03 1/2		
" " Tar Balls, 50-lb. bbls.....	.08 1/2		
" " less quantity.....	.03 1/2		
Castoria, Fletcher's.....per doz.			
" " Pitcher's.....	.80		
Carbonate of Ammonia.....per lb.	.11		
Epsom Salts.....	.08		
Glauber Salts.....	.01 1/2		
Glue, ordinary.....	.09 1/2		
" " white.....	.10		
Gum Arabic.....	.30		
Haarlem Oil.....per doz.			
Hasband's Magnesia.....	.85		
Jamaica Ginger, Hires', flakes.....	.90		
Licorice, P. & S., 5c. stick, imported, per doz.....	.36		
" " M. & R., 5-lb. boxes.....per lb.	.27		
" " " 40, 60, 80, 100, 120, 5-lb. boxes.....	.24		
" " root.....	.11		
Patty, 25-lb. cans.....per 100 lbs.	1.60		
" " 30-lb. cans.....	1.58		
Petroleum Jelly, screw top, 5c. size.....per doz.	.75		
" " 10c. size.....	.75		

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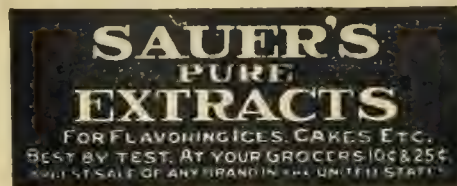
Paris Green, 100-125-lb. kegs.....per lb.	.24 1/2
" " 1/2-lb. packages.....	.29
" " 1-lb. packages.....	.27
Rosin.....	.04
Reich Powder, Omega, 4-oz. cans.....	.80
Roachsalt, 10c. size.....per gross	9.00
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.06 1/2
" " granulated, about 100-lb. kegs.....	.06 1/2
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.55
" " 100-lb. bags.....	2.35
" " less quantity.....per lb.	.03 1/2
Venetian Red.....	.01
Whiting.....	.08
Goff's—	Per doz.
Cough Syrup, 25c. size.....	1.75
Herb Bitters, 25c. size.....	1.75
Oil Liniment, 25c. size.....	1.75
Sarsaparilla, 50c. size.....	3.50
Worm Syrup, 15c. size.....	1.20
Horse and Cattle Powder, 15c. size.....	1.20
Dyspepsia Tablets, 10c. size.....	.75
Iron Glue, McCormick & Co.—	
No. 5.....	.40
No. 10.....	.75
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder.....	.85
Root Beer.....	.80
Talcum Powder.....	.75
Triangular Quinine.....	.80
Quinine Capsules.....	.80

## Druggists' Sundries.

Acid Phosphate, Horsford's.....per doz.	4.15
Bath Brick, box 25 bricks.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.25
Tar, pints.....per doz.	.75
" " quarts.....	1.00
" " gallons.....each	.30
" " 1/2 bbls.....	3.50
" " bbls.....	6.00
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....per case	3.75
U. S. Nerve and Bone Liniment, 25c. size.....	2.00
McCord's Magic Medicine, 25c. size.....	2.00
" " 50c. size.....	4.00
McCormick's Tasteless Chill Tonic, 25c. size.....	2.00
" " 50c. size.....	4.00
McCormick's Watermelon Syrup, 50c. size.....	4.00
Reliable Brand Headache Powders, 10c. size.....	.75

## Extracts and Essences.

McCormick & Co., Bee Brand—	
Vanilla, Rose, Pistachio, No. 2 size.....	.90
" " No. 3 size.....	2.00
" " No. 4 size.....	2.25
Almond, Apple, Apricot, Bananas, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size.....	
" " No. 3 size.....	1.75
" " No. 4 size.....	2.00
Lemon, No. 2 size.....	.90
Orange, No. 2 size.....	.90



Sauer's Flavoring Extracts—	
No. 1, Lemon and Vanilla.....	.45
No. 2, Vanilla and Rose.....	.90
No. 3, Lemon and assorted.....	.85
No. 4, ".....	2.00
No. 4, Vanilla.....	2.25
Assorted cases, Nos. 1 and 2.....	10.80
" " Nos. 3 and 4.....	11.80
Bulk.....	
XXX Vanilla.....	1.50 3.00 6.00 12.00
XX Vanilla.....	1.25 2.50 5.00 10.00
X Vanilla.....	1.00 2.00 4.00 8.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery.....	1.00 1.60 3.00 6.00
Peach, Rose, Apricot, Violet.....	1.50 2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit.....	1.25 2.25 4.00 7.50
Tea.....	7.00
Kitchen Queen—	
Extract Vanilla, No. 25.....	8.00
" " No. 2X.....	.80
" " No. X.....	.45
Extract Lemon, No. 25.....	1.75
" " No. 2X.....	.80
" " No. X.....	.45
Ingersoll's Flavoring Extracts—	
High Grade Vanilla.....	1.75
" " Lemon.....	1.75
Select Vanilla.....	.85
" " Lemon.....	.85
" " assorted.....	.85
" " small size.....	.45

## Mapleine.

Crescent Brand—	
2 oz. bottle.....retail	.35 3.00
4 oz. bottle.....	.60 5.25
8 oz. bottle.....	1.15 9.50
16 oz. bottle.....	2.25 18.00
32 oz. bottle.....	4.00 35.00

## Liquid Rennet and Tablets.

	Per doz.
Blair's Liquid Rennet.....	1.10
" " Rennet Tablets, 3 doz.....	.75
Shinn & Kirk's Liquid Rennet.....	1.50
Mennen's Junket Tablets, 3 doz.....	.80

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## CIDER.

Corson's—	
Barrels, 28 gals.....per gal.	.16
1/2 barrels, 28 gals.....per bbl.	5.00
Kegs, 14 gals.....	3.00
Bottled Cider—	
Duffy's 184s Apple Juice, 1 doz. qts.....	3.50
" " 2 doz. pts.....	4.00
Anchor brand Golden Russet, 1 doz. qts.....	3.75
" " 2 doz. pts.....	4.25
Mott's brand Golden Russet, 1 doz. qts.....	3.75
" " 2 doz. pts.....	4.25

## CHEWING GUM.

Adams', counter jars, 100 5c. packages.....	2.75
" boxes, 30 packages.....	.55
Gee Whizz, 75 packs.....	.47
Fleer's Chiclets, 3 lbs., bulk.....	1.25
Spearmint, 30 packs, 100 pieces.....	.35



For the Retail Grocer

## Swift's Pride Cleanser

In large sifting-top cans.  
50 cans to the case.  
Always \$3.00 per  
case your cost.

Retails 10 cts.

A handsome shelf  
package.

The top notch of clean-  
ser quality.

A big-profit staple—it re-  
peats permanently.

Advertised nationally.

Order from your wholesaler or from any

Swift & Company

Branch House



## No Friends Among the Wheelwrights



Wheelwrights don't think much of the "J. M." delivery wagon; it doesn't make enough money for them. No wagon pays fewer visits to the repair shop, or makes its visits shorter.

The most celebrated delivery wagon made—the best wagon ever built for the grocery trade. Strong as iron, yet easy-running; finest steel tires, and wheels from second-growth hickory. Send for catalogue.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

## How to Make Other Cocoas as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA

## A Most Familiar Trademark

is that associated with the Famous Exton Crackers. This Diamond with the "EXTON" Cracker enclosed is known from Maine to California by grocers who are looking after their best interests. It stands for goods which have a value all their own. This "something" about the Exton Crackers makes permanent customers, and they advertise your store.



**A. EXTON & CO.,** = Trenton, N. J.

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.







LAMSON

CASH  
CARRIERS*Keep a check on your sales*

Fix responsibility—lessen labor—reduce  
selling expenses—give quick service—  
please your customers.

*Bulletin E explains all.*

Lamson Consolidated Store Service Company

BOSTON

Philadelphia Office, No. 500 Penn Mutual Building

SERVICE

Nothing can compare with the  
satisfaction of knowing that you are  
being treated fairly; this is particu-  
larly true when applied to Coffee,  
because there are so many grades and  
varieties.

We guarantee to give you exactly  
what you buy, every time you buy,  
and back our guarantee up with our  
reputation gained during the past  
hundred years.

Samuel Wilde's Sons Co., Eleven  
Dutch Street, New York.

Importers, Coffee, Tea and Spices.

CASH is the Thing

in your business. The merchants who use

**Forbes' Indexed Coupon Books**  
are the ones who do the cash business  
because the system makes your cus-  
tomers want to pay cash.

**AND FOR CREDITS**

this system is the best because it saves  
95 per cent. of book-keeping expense.  
Ask me how to save money on ac-  
counts and increase your cash trade.

Ask any one of the whole 5000  
satisfied dealers who use it.

J. P. FORBES, Coshocton, Ohio



Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

SOAPS

Young's Scouring  
Soap  
Cygnet Soap

CHAS. W. YOUNG &amp; CO.

ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

What Other Breakfast Food Pays You

—40 PER CENT.—

Does a cereal food that pays 40 per cent. profit  
interest you? If you aren't quite sure, figure up  
what you make on other breakfast foods.

Our **Gluten Cereal** costs you \$1.20 a dozen and  
brings back \$1.80; that's 40 per cent. And its a  
substantial, honest product that has won every inch  
of its way not by advertising, but by merit.

A. C. Godshall &amp; Co., Incorporated, Lansdale, Pa.



"Better Than Imported Macaroni"

Why? Because it is made of *better ingredients*. Because it  
is made under ideal *sanitary conditions*. The delicious flavor will  
make your customers thank you for telling them about **Woodcock**  
and they'll buy more of it than they would ever buy of other kinds.

WOODCOCK MACARONI COMPANY, Rochester, N. Y.



## Glucose.

## HONEY.

## REFINED MOLASSES AND SYRUPS.

## MAPLE SYRUP.

Towie's Log Cabin Cane and Maple Syrup— Per doz.	
Gal. cans, 6 in case .....	13.50
¾-gal. cans, 12 in case.....	7.25
Qt. cans, 24 in case.....	4.12½
Pt. cans, 24 in case.....	2.50

Ot. bottles, 12 in case.....	4.50
Pt. bottles, 24 in case.....	2.50
Fives bottles, 24 in case.....	3.75
Jacket cane..... per gal.	1.00
" "mont, gal. tins..... per gal.	1.25
" " ½-gal. tins.....	7.75
Lazen's, qt. bottles.....	4.00
" " pt. bottles.....	2.40
<b>New England Maple Syrup Company.</b>	
<b>Golden Tree" Pure Syrup—</b>	<b>Per do</b>
Square bottles, 2 doz. in case.....	2.40
Fruit jar, 2 doz. in case.....	2.40
Medium, 2 doz. in case.....	1.50
Small, 2 doz. in case.....	.90
Square full gals., ¼ doz. in case.....	10.80
Square full ½ gals., 1 doz. in case.....	6.00
5-gal. jacketed cans.....	4.30

## WOOD AND WILLOW WARE.

## Brooms.

Little Gem, parlor, 3 string.....	4.75
NU, No. 6, split handles.....	3.50
Leader, No. 6, 3 string, red handles.....	3.65
Princess, No. 4, fancy handles.....	4.50
Whisks, 2 sewed.....	1.70
Factory, heavy.....	4.75

## Washboards.

No.		Per doz.
69,	Good Enough, double, spring protector...	3.65
57,	Peerless, double.....	3.50
110,	single, spring protector.....	3.30
80,	Seal Globe, double, swing protector.....	3.10
100,	Northern Queen, single, protector.....	3.00
126,	Ruby, single.....	1.90
130,	Little Gem, pall board.....	1.35
148,	Celery City.....	3.75

### Buckets.

	Per doz.
O. G., 2 wire hoops.....	1.60
" 3 wire hoops.....	1.75
Pine, 2 hoops, flat.....	1.50
" 3 hoops, flat.....	1.65
Galvanized, 12 qt.....	1.75
" 14 qt.....	1.90
Indurated Fibre.....	2.40

### Butter Dishes.

No.	Per M.
1, Solid oval.....	1.00
2, ".....	1.30
3, ".....	1.50
5, ".....	2.15
1, Wire ends.....	.95
2, ".....	1.20
3, ".....	1.40
5, ".....	2.00
Picnic Plates, 8 in.....	2.50
"    9 in.....	2.50
Crates contain 250 each.	
The Hanlon-Sharps Co., No-Leak Paper—	
No. 1.....	1.40
No. 2.....	1.60
No. 3.....	1.80
No. 4.....	2.00

### Clothes Pins.

5 gross.....	Per box.
Tibbals Clothesline Hooks.....	.45
per doz.	.35

### Egg Crates.

Perfection	.....	1.00
" 10 sets fillers	.....	.35
Standard, 12 sets fillers	.....	1.50
Star Egg Carriers, No. 1, 2 doz.	..... per doz.	.25
" No. 3	..... "	3.50
Star Egg Trays, No. 1, 1 M	..... per M.	3.00
" No. 2	..... per doz.	4.50
Divisions	..... doz. sets	.35

## BRUSHES.

### Scrub Brushes.

No.	Per doz.
22, White corner .....	.75
23, Medium size .....	.85
27, Large .....	1.10
13, Marble, medium size .....	.90
oo, White, Snap .....	.45
Handy House .....	.48
Jersey Milk Can .....	2.00

### Stove Brushes.

No.		Per doz.
3,	Straight Block, wood handle.....	.90
at X,	Crescent shape .....	1.75
1,	Grey fibre, strap handle.....	1.20
2,	" " " " " " " " " " " " " " " " " " " "	1.65
6,	Extra quality, all hair.....	2.75

## Shoe Brushes.

No.	Per doz.
0, Mexidan Fibre .....	.90
1, " large .....	1.30
2, Bristle outside .....	1.65
3, All bristle .....	1.75
16X, All bristle, extra value .....	1.15
18, All bristle, spotted white .....	1.80

### Whitewash Brushes.

No.		Per doz.
6, 6 in.	White tampico.....	.40
7, 7 in.	".....	.42 1/2
8, 8 in.	".....	.47 1/2
6, 5 in.	Family, extra heavy.....	.80
8, 6 in.	".....	.95
10, 7 in.	".....	1.10
12, 8 in.	".....	1.25
6, 5 in.	A., hair bristle.....	1.40
8, 6 in.	".....	1.65
10, 7 in.	".....	2.00
12, 8 in.	".....	2.35
6, 5 in.	Ideal, all bristle, 3 row.....	1.90
8, 6 in.	" " " 3 row.....	2.25

## Dust Brushes.

No.	Per doz.
7X, Fibre, wire drawn.....	.90
11, All hair, wire drawn.....	3.25
28, White, wire drawn.....	3.90
1, 7 in., All hair, flat end.....	3.05
22, 7 in., Mixed, round end.....	3.10
11X, 7 in., All hair, round end.....	3.25

TOBACCOS—PLUG.

	Per B.
Deer Skin, 9 and 16 lb.....	.37
Jolly Tar, 5, 10, 15 and 25 lbs.....	.39
Newsboy.....	.30
Old Honesty.....	.43
Piper Heidsick.....	.64
Spear Head.....	.44
Standard Navy.....	.17
Toddy.....	.35
Vinco.....	.38
Town Talk.....	.30

## SMOKING TOBACCO.

	Per lb.
Duke's Mixturo.....	.30
Greenback.....	.39
Green Turtle.....	.28
Honest.....	.39
Polar Bear.....	.29
Sensation.....	.39
Wild Rose.....	.39
Omega.....	.31
Union Leader.....	.39
Fashion.....	.39
G. & A. Navy.....	.35
Hot Ball.....	.27
Miner's Extra.....	.35
Pipe Smoking.....	.36
Red Man.....	.23

## YEAST CAKES.

Compressed .....	per doz.	.18
Magic, 1½ doz. packages.....	per box	.58
Yeast Foam, 1½ doz.....	"	.18



**DON'T FORGET THAT LONEY'S COOKING CHOCOLATE** is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.

# DURING LENT

you will need all kinds of Imported Cheese, Fancy Groceries and Delicatessen.

It will pay you to send your orders to me, as I am the largest importer in Philadelphia of Emmenthaler, Roquefort, Camembert and all other Fancy Cheese; besides carrying a complete line of Delicatessen and Fancy Groceries.

My prices are the lowest and my quality the highest.

Send me a sample order.

**Carl Wilde, 357 N. Second St., Phila.**



Our **Vegetable Display Stand** earns its cost many times over by reducing its spoilage of greens and vegetables and also increases your profits because when fresh and crisp they sell at better prices. Write to us for price and particulars. State whether you have a city water supply.

**GALESBURG CORNICE WORKS** 81 COX STREET  
GALESBURG : ILLINOIS



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, March 21, 1910.

No. 12.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.

P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3-50  
To Great Britain and Continent of Europe  
and Asia ..... 4-50  
Single Copies ..... .10

ELTON J. BUCKLEY,  
Editor.

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Advertising Manager.

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Circulation Manager

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Written for the "Grocery World and General Merchant."

## This Isn't the Way Men Should do Business

**A New York General Sales Manager Brings Up Some Retailers' Habits of Taking Unearned Discounts and Emphasizes that the Jobber Can Always Get it Back. Degradation of Business Caused by the Practice and its Results.**

I want to give the readers of the "Grocery World and General Merchant," both wholesale and retail a thought on the discount problem which may be new.

Every wholesale grocer in business who sells on credit is more or less annoyed by customers who wait twenty, thirty, sixty and sometimes even ninety days before paying their bills, but still deduct the 1 per cent. discount which is payable only when payment is made within ten days. Of course this is without justification and is not debatable. The thing is not honest to my way of thinking.

Now, I have never met even one wholesaler who *in every case* sent back a check from which a discount had been illegally deducted. I have met many who said they did, and in most cases they told the truth, but my experience is that every jobber in business will in some cases, where the customer is especially valuable, yield and accept the check, less the unearned discount. And some wholesalers will yield in cases more than a few.

The thought that I desire to emphasize just here is that in every one of these cases the jobber sets himself down as unfairly treated and resolves to get back the money he has been unjustly deprived of. And there is no doubt about his ability to do so, if he sets out to do it. I contend that he can do so honorably and honestly, for he is simply getting back his own.

Now as to how he gets it back, I know many cases where a jobbing house puts this matter of discounts up to their salesmen. The attitude taken is that the salesman is morally responsible for his own customers. I have personally heard salesmen say "All right, I'll have that back within a week." And they always got it back because they always could do so by adding a little to this price and a little to that. In one case I heard of a

salesman "got back" as much as \$15 in one month from retailers, every penny representing discounts which the said retailers had unlawfully deducted. Some would call this dishonest overcharging, but I call it right that a retailer who takes a discount to which he is not entitled should be compelled, if necessary, to pay the money back.

Now, I want to call the attention of both wholesalers and retailers to the way in which this condition of things degrades business. The retailer is first to blame, for he is arbitrarily taking what does not belong to him. If because of reasons which virtually force him to, the wholesaler allows the transaction to go through, that has nothing to do with it and does not alter the principle. This in itself is degrading business to a level of stand and deliver. But think further of how it is degrading the other end of the transaction. The jobber is clearly entitled to the discounts unlawfully deducted, and it should never have been taken from him, yet he is driven to all sorts of subterfuges to get his own. This is not the way business should be conducted, and not the way honest men should deal. I for one would join a combination among the wholesale trade to refuse to allow *in every case* a discount which was not earned by complying with the terms of sale, no matter how valuable the customer or how small the amount represented.

A GENERAL SALES MANAGER.  
New York, March 17, 1910.

### More Food Products Weighed in Federal Food Balance and Found Wanting.

Several Brands of Vinegar Found by United States Government Not to be as Represented. "Maple Syrup" Not Maple Syrup.

Some more food products bit the dust during the week, the United States Government send-

ing the "Grocery World and General Merchant" the details of several other prosecutions brought under the Federal food law. There were several vinegar cases and one syrup case.

The facts of the various judgments were as follows:—

#### No. 198—ADULTERATION AND MISBRANDING OF SYRUP.

On March 4, 1908, an inspector of the Department of Agriculture purchased from R. Feldman, Elizabeth, N. J., a sample of a food product labeled "Pure Vermont Maple Syrup, put up by Chas. Israel & Bros., New York. Guaranteed under the Food and Drugs Act, June 30, 1906, Serial No. 7,161." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to consist of a compound of sucrose syrup and maple syrup. Hence the product was adulterated within the meaning of Section 7 of the act in that a substance other than maple syrup, to wit, sucrose syrup, was substituted in part for maple syrup, and was misbranded within the meaning of Section 8 of the act in that it was labeled "Pure Vermont Maple Syrup," which statement was false and misleading in that it indicated that the said bottle contained pure maple syrup, whereas, as a matter of fact, said bottle did not contain pure maple syrup, but a mixture of maple syrup and sucrose syrup. The Israels were indicted, plead guilty and were fined \$10.

#### No. 199—ADULTERATION AND MISBRANDING OF VINEGAR.

On February 15, 1909, an inspector of the Department of Agriculture purchased from James McHugh, Pensacola, Fla., a sample of a food product labeled (on head of barrel) "Mills Preserving Co. Pure Distilled Spirit Vinegar, 29 gals. New Orleans, La. 7-31/94500" (on bottom of barrel). "Colored with Caramel. Cider 30, James McHugh, Pensacola." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to be diluted with water and colored with caramel in a manner to conceal its inferiority. Hence it appeared to be adulterated within the meaning of Section 7 of the act in that it was sold as pure distilled spirit vinegar, whereas it was not

a pure distilled spirit vinegar, but water had been mixed and packed with it so as to reduce, lower and injuriously affect its quality and strength, and was colored with caramel in a manner to conceal its inferiority; and was misbranded within the meaning of Section 8 of the act in that it was labeled "Pure Distilled Spirit Vinegar," which statement was false and misleading, as it indicated that the contents of said barrel were pure distilled spirit vinegar, whereas a certain quantity of water had been mixed with said contents and said contents had been colored with caramel. The manufacturer plead guilty to the indictment and was fined \$10.

#### No. 187—ADULTERATION AND MISBRANDING OF CIDER VINEGAR.

On or about June 1, 1909, an inspector of the Department of Agriculture found in the possession of Libby, McNeill and Libby, of Chicago, Ill., 80 barrels of vinegar labeled and branded: "Pure Cider Fermented Apple Vinegar, 45 grain. Made by The Harbauer-Marleau Co., Toledo, Ohio. Guaranteed under the Food and Drugs Act, June 30, 1906, No. 8,904." The vinegar had been manufactured by the Harbauer-Marleau Co., Toledo, Ohio, and shipped to the said Chicago firm on or about April 21, 1909. A sample of the vinegar was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to contain dilute acetic acid and a foreign substance high in reducing sugars and artificially colored in a manner to conceal its inferiority. The goods were condemned and released under bond.

#### No. 189—MISBRANDING OF VINEGAR.

On February 18, 1909, an inspector of the Department of Agriculture purchased from the W. W. Harper Co., Zanesville, Ohio, a sample of a food product labeled: "Gordon Vinegar Co., 46.

### ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2508-2509  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws  
Trade-Mark Registration  
General Practice



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the **Employment Bureau**. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

## The Grocery World and General Merchant Employment Bureau

927 Arch Street, Philadelphia, Pa.



Apple Cider Vinegar. Fermented. Pontiac, Mich., which was part of a shipment made by the Gordon Vinegar Co. from Pontiac, Mich., to the said W. W. Harper Co. on or about December 26, 1908. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to be adulterated within the meaning of Section 7 of the act in that a mixture of dilute acetic acid, or distilled vinegar, and a foreign material high in reducing sugars had been substituted wholly or in part for the vinegar which it purported to be, and was misbranded within the meaning of Section 8 of the act in that it was labeled "Apple Cider Vinegar," which statement was false, misleading and deceptive because it was not an apple cider vinegar, but a mixture of dilute acetic acid, or distilled vinegar, and a foreign substance high in reducing sugars. The defendant was sentenced to pay the costs of the case.

#### NO. 195—ADULTERATION AND MISBRANDING OF VINEGAR.

On April 29, 1909, an inspector of the Department of Agriculture purchased from the Kohl-Meyer Grocery Co., Centralia, Ill., a sample of a food product labeled "Manufactured for Kohl-Meyer Grocery Co., Centralia, Ill., 46 Fermented. Forty-six Sugar Vinegar. Serial No. 12,385. St. Louis, Mo." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to be a compound of part sugar vinegar with part spirit vinegar, or distilled vinegar. From the aforesaid analysis it appeared that the article was adulterated within the meaning of Section 7 of the act in that another substance, to wit, spirit, or distilled vinegar, had been substituted in part for the genuine food product, and that the said article was offered for sale under the distinctive name of another article; and was misbranded within the meaning of Section 8 of the act in that it was labeled "46 Sugar Vinegar," which statement was false and misleading because it was not sugar vinegar, but a compound of sugar vinegar and spirit, or distilled vinegar. The A. Braun Co. plead guilty and was fined \$10.

## Senate Committee Considers Elgin Butter Board's Methods

Hears Testimony as to How Elgin Body Holds up Butter Prices All Over the Country. Washington Witness Says All Butter Sales Are Regulated by Elgin Quotations.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 17, 1910.

The Senate Committee resumed its investigation into food prices last Monday. The first witness was James F. Oyster, a butter and egg dealer of this city. He laid the blame for high butter prices on the Elgin Butter Board.

The Board, according to the witness, is an exchange composed of some three hundred of the creamery men and merchants in Illinois and parts of Wisconsin and Iowa. Every Monday the members gather on the floor of this exchange and butter is offered for sale or bid for just as stocks are offered or bid for on the floor of the New York Stock Exchange. After the bids and offers have been received an advisory committee of the Board passes on them and fixes upon a price, usually the average of the quotations on exchange, which is known as the Elgin Board price for the remainder of that week.

The witness explained that, like many retailers, he gets his butter supply from creameries with which he has contracts to take their entire output at the Elgin Board price each week, except in one or two cases, in which he pays a premium over the Elgin price. He said there was no trade agreement to fix the price to the trade or to the consumer. On his wholesale business his margin was 1 cent per pound. On his retail business his gross profit was from 12½ to 15 per cent., and his net one-half of that.

Elgin prices from 1880 to 1910 were quoted by the witness, showing that the lowest average price for any year was 17.3 cents, in 1896, and the highest 33⅓ cents, in 1881. In December last the price went to 36 cents for one week, but there was a sharp reaction, and the average for last year was 29 cents. The present quotation is 31 cents. In the last six years there has been an increase of 6 to 7 cents. The sud-

den drop from the high price in December was due to the appearance of storage butter in large quantities—a thing that always happened whenever the price of fresh creamery butter was pushed too high.

Another witness was W. M. Poulton, a Baltimore, Md., grocer. He testified that he had been able to make only a bare living out of his business in the last two years, and that, in his opinion one-half of the retailers in his line of business in Baltimore were nearly "broke" and would be glad to get out of business. He said all of his customers were working people.

"Are the working people eating as much as they did five years ago?" asked Senator Smoot.

"I don't think so. They are eating more fish, largely salt mackerel," answered the witness. He said the grocery and meat bill of a family of five ranged from \$28 to \$40 monthly, and he estimated that this represented an increase of about 8 or 10 per cent. in the last five years.

Asked by Senator Crawford if his customers paid their bills as regularly as they did five or ten years ago, Mr. Poulton answered in the negative; he thought they found greater difficulty in "making ends meet."

H. Sonnehill, another Baltimore grocer, read a statement giving a number of comparisons of the cost of commodities for several years back. Among the articles mentioned as having increased in price were butter, eggs, cheese, flour, beans, rice. He declared that in the last ten years the price of potatoes had increased 15 per cent., and chocolate and cocoa 10 per cent.

The witness stated that the price of flour had increased 12½ per cent. in the last twelve years, but his figures for five years back showed it had increased about 25 per cent.

The witness declared the price of lemons had increased \$1 a case

in the past year, and attributed the advance to the increase in the tariff.

On Thursday, Charles Rohe, president of the American Meat Packers' Association, was examined. He is a member of the firm of Charles Rohe & Brothers, of New York. He said the business of his firm is largely that of importers. He said the association of which he is president comprised 250 packers, or about 90 per cent. of all those engaged in the business. The membership, he said, was approximately 450. A meeting is held in Chicago once a year, where papers are read and other matters discussed.

It was emphatically declared by Mr. Rohe that the association of packers does not fix prices. He believed there has been no reduction in the number of those engaged in the packing business. He attributed the prevailing high prices for meat to increased population and lessened production. He declared that his firm paid \$10.90 for hogs only Wednesday, as compared with \$6.50 the same time a year ago. The present price, he said, was at the rate of 14 to 14¼ cents a pound.

HOLT.

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Some additional information regarding the share of the Elgin Butter Board in holding up butter prices all over the country was given during the week before the Ohio Legislative Committee, which is also holding meetings at Cincinnati. Before this committee Nathan Longfellow, a member of the Cincinnati Produce Exchange, was the one who told the committee that the Elgin, Ill., butter quotations are "bogus."

"They are not regulated by the laws of supply and demand," he declared, "and as a consequence for fifteen years the people of Cincinnati have been duped out of from 5 to 16 cents a pound on butter."

Longfellow gave the committee the names of eight individuals and firms belonging to the alleged butter combine. He said that in January a committee of the Produce Exchange, of which he was a member, cut the wholesale price of butter 3 cents, repeating this two days later.

The same day, he said, the Elgin Board sent out a price meeting the double cut.

Florida lettuce ranges from \$1.75 to \$3.25 and fancy is scarce and wanted.



## What a Retailer Can Save on Co-operative Delivery, Etc., by Joining With His Fellows

Federation of Nebraska Retailers Investigating This and Other Phases of Co-operative Work. Establishment of an Exchange for Handling Eggs and Produce. Figures Prepared by Nebraska President.

The Federation of Nebraska Retailers held its annual convention at Omaha on Tuesday, Wednesday and Thursday of the past week, March 8th, 9th and 10th. It opened an investigation which if it yields successful results will in all probability make an impression upon the entire country. The investigation was into the saving to be made by individual retailers by co-operative delivery, co-operation in the doing of a produce business, the united elimination of undesirable premium schemes, and also the exercise of co-operative effort in a number of other directions.

The matter has been worked up by President Fred. Diers, who prepared and presented to the convention a schedule showing just what the absence of co-operation costs the retailer, and by the same token what he would save if he could get it. A copy of this schedule has been obtained and is presented below. The percentages are based on an annual business of \$50,000 yearly, but they can be applied to any sized business by pro rating:—

Single-handed delivery system by one man, average cost per month .....	\$50.00
Co-operative delivery system .....	10.00
Saving for a single merchant .....	40.00
Single merchant's average loss per month on produce of all kinds .....	50.00
Co-operative loss per month per merchant .....	5.00
Saving per month each merchant .....	45.00
Single merchant's extension of credit loss per month .....	20.00
Co-operative loss per month .....	3.00
Saving per month each merchant .....	17.00
Co-operative gain of power in collecting undesirable accounts per month .....	10.00
Individual power vs. co-operative .....	3.00
Gain per month under co-operative power .....	7.00
Loss per merchant by cut and slice prices .....	50.00

Under proper trade relations .....	00.00
Gain per month per merchant .....	50.00
Single handling of eggs, butter, produce through store with extra clerk hire .....	50.00
Co-operative exchange as handled at Madison, loss, if any .....	5.00
Saving .....	45.00
Single merchant with premium drawing schemes gives 4 per cent. of sales .....	50.00
Co-operative system .....	00.00
Gain under proposed co-operative plan .....	50.00
Total saving per month for single merchant .....	254.00
Saving for one merchant for year .....	\$3,048.00

Of course these estimates are roseate, as all such figures are, when purely estimates, but there is enough solid fact to interest any believer in co-operative effort.

### The Manufacturer and the Grocer.

Battle Creek, Mich.,

March 15, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—We have been much interested of late in a number of articles printed in the "Buyers' Bulletin" of the Butterick trio of home papers, because they express so strikingly some of our ideas on questions relating to sales policies and trade relations. Two of these in the issue for February struck us as of sufficient interest to be read by everyone concerned in this question.

More and more the spirit of co-operation is becoming understood and appreciated by the trade. More and more manufacturers are coming to realize that it pays to play square with the grocer—that the manufacturer prospers only when the grocer prospers. When the great publications that reach the consumer take up the strain as the Butterick trio have it looks as though this is a time to feel pretty good about the future and to get busy and help the movement along.

Very truly yours,

KELLOGG TOASTED CORN FLAKE COMPANY.



## Push It Now

You haven't a customer who won't buy

**Duff's  
Molasses**

if you remind them of it. It is molasses season. The only reason you don't sell ten times as much is because you don't talk about it.

**Duff's  
Molasses**

is known all over the country as the brand that everybody keeps buying. The kind that children love—and it's good for them.





# WITH THE EDITOR

Here is another piece of unfairness about the retailer and cold storage. It is from the "Outlook":—

Unfair and Ignorant.

The retailers must also bear their share of the blame. By cold storage, game, fish and eggs left over from one open season to another may be passed off as recent products. This deceit is most widely practiced in the case of eggs, which may be bought by retailers from cold storage warehouses at not over thirty cents a dozen and then sold to the public as new laid eggs from the country at sixty cents. Why should the now indispensable system of preservation help unscrupulous retailers to exploit the public? Properly regulated, such a system should serve the public well. No matter how great the gain has been to the public there is now a suspicion that the gain to private interests, both wholesale and retail, may have been proportionately greater. If so, then the cold storage system, already classed as a public utility, must be supervised by the Government for the general good. The best warehousemen themselves see the advantage of being so regulated by the Department of Agriculture that the ultimate consumer would be notified by a Government stamp whenever and how long commodities offered to him have been subjected to the cold storage process. Fortunately, in its power to regulate interstate commerce, Congress possesses authority to deal with the matter for the whole country.

This is not only unfairness; it is also gross ignorance. Retailers do not buy eggs "from cold storage warehouses." In the cities they buy them almost invariably from wholesale produce dealers who may or may not have had them in cold storage warehouses, and who may or may not have revealed the true character of the eggs when they sold them. As a matter of fact, the retail grocer has just about as little to do with cold storage abuses as the consumer.

From the weekly bulletin of the Little Rock (Ark.) Retail Grocers' Association, which is sent the "Grocery World and General Merchant" regularly, the following extract is taken:—

A Bad Scheme.

CANNING FACTORY.

The Truck Growers' Association is making an effort to promote a canning factory for the city of Little Rock, and this is certainly a very worthy enterprise that should meet with the hearty support of retailers, jobbers, capitalists and other public spirited citizens. The truck growers

themselves have subscribed for over \$5,000 of the stock, and need less than \$3,000 more to put the proposition on its feet. This would be a good industry for the city and we hope they will succeed.

The "Grocery World and General Merchant" doesn't like to wish the Little Rock truck growers failure, but it would probably be better for the canned goods industry if this cannery was not built. A large number of similar enterprises have borne canneries in various parts of the country, and the writer has never known one that was an ornament to the industry. The great majority were careless little plants, loosely conceived and inexpertly conducted. They produce a varying grade of canned goods, sometimes very good, sometimes very poor, and always very uncertain. The writer has never made any investigation, nor has any one else, so far as is known, but it is highly probable that seventy-five per cent. of the disturbers of price conditions in the canned goods industry would be found to be canners of this class.

The National Retail Grocers' Association, or rather its president and secretary, have actively associated themselves with

Light Wanted.

the interests seeking a reduction in the colored oleo tax, and in another column appears a copy of a strong letter on this subject which Messrs. Green and Sullivan have sent broadcast over the country.

Naturally the National Association has the right to decide for oleo or against it, and if it has made its decision after proper consideration, there may still be criticism, but there cannot be complaint. This oleo move is so exceedingly radical, however, that it should be made absolutely plain that the campaign upon which Messrs. Green and Sullivan have engaged is really the campaign of the National body. In their letter the president and secretary say: "It is a matter of great importance to our association that this work should be pushed im-

mediately." What does that mean? Why is it so important to the National Association that the tax on oleo should be reduced?

The "Grocery World and General Merchant" has received from Elbert Hubbard, the most insincere poseur this land has ever

Hubbard Piffle.

seen, a booklet on "The Standard Oil Co." The book is printed and bound in the artistic fashion which Hubbard likes to mark his booklets, and is filled with the characteristic "brilliant" froth that Hubbard is eager and ready to sell to anybody with the price. The whole book is a "defence" of the Oil Trust, but such a lamentably weak defence! Here is a typical paragraph:—

Also, I told him that wherever the Standard Oil went it carried system, order, safety, prosperity; and that it paid a wage beyond its competitors, even beyond "union scale," and absorbed the best and strongest into its ranks; that the Standard Oil Co. met its obligations, never defaulted on its payroll,

and supplied the world a high quality of goods at prices regarded as reasonable and right.

The Standard's crimes were dismissed with the following flip-pant and cynical fling:—

But business is not yet a ladies' lunch—a suave and innocuous, harmless, tabby four o'clock. It is a struggle for supremacy. And it is a fight to a finish. And it is just as full of romance as were the knightly jousts of old.

The attitude of Hubbard's book is exactly that of all other persons whose only knowledge of principle is that there is such a word in the dictionary. In substance it amounts to this: "The end justifies the means, and the fact that the Standard Oil Co. has become the controlling oil factor of the United States justifies everything it did to get there." Of course to state such an attitude is to expose its fallacy.

The Oil Trust did practically all that Hubbard says it did in the first paragraph reproduced. But is a man who killed his brother to be excused because he was good to his mother?

## To the General Merchant Who Sells Things Like "Radol"

Another word with the general merchant who sells patent medicines. I have had something to say on this subject several times before. The substance of it all was that many of the patent medicines offered general storekeepers are moral and legal frauds, and that before selling any patent medicine a retailer should be very sure that it is an honest and meritorious product. If in a given case he can't be sure, then he should give his customers the benefit of the doubt and not sell the stuff at all.

The United States Department of Agriculture sends me regularly the official reports of prosecutions brought under the Federal food law against food and drugs. One received this week concerns a patent "remedy" called "Radol"

which no doubt has found its way into some general stores. This was the story that its own label told of "Radol":—

This bottle contains Radol (Registered Trade Mark), a radium impregnated fluid prepared according to the formula and under the supervision of Dr. Rupert Wells of St. Louis, Missouri. This fluid is not expected to retain its radio-activity beyond forty days from date of this label. For internal use. Directions: Take one tablespoonful in a wine glass of water before each meal and at bed time. Signature, D. R. Wells, M. D. Keep this bottle in a cool dark place.

The Government investigated and found these to be the facts:—

1—"Radol" did not contain and never had contained radium, nor was it impregnated with it to the slightest degree.

2—It had no radio activity, either after forty days or within it.



3—There was no such person as "Dr. Rupert Wells."

4—"Radol" contained nearly twice as much alcohol as beer contains—practically 7 per cent.!

In a word, a pure and simple fake inside and outside, even to the name of the poor thief who made it up! And in this the maker agrees with me perfectly, for he plead guilty to both of the Government's indictments and gloomily paid a fine of \$150.

Without doubt every one of the retail dealers who sold this stuff did so innocently. It was sold in sealed bottles and they could not possibly know whether the claims made for it were truths or lies. That emphasizes the extent to which the retailer is at the mercy of the patent medicine manufacturer; it shows the scrupulous and unremitting care which should be given the question as to what, if any, patent medicines to sell.

E. J. B.

Cranberries are showing waning popularity. The range is \$1 to \$1.50 per box and the demand very dull.

## The New York Letter

**Short Weight and Measure Scandal Reopened by New Administration. Over Half the Scales Examined Found Incorrect. Storage Meat to be Tagged Under New Ordinance. The "Yours Truly" Scheme. Imported Peanut Squabble. Storage Egg Season Opening. Small Trade Items and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, March 17, 1910.

Ever since Mayor Gaynor assumed office and began shaking up the city departments there have been reports of impending disclosures with reference to the Bureau of Weights and Measures. The expected developments, or some of them, came Tuesday. Serious charges are now made with reference to the extensive use of incorrect weights and measures in all kinds of retail stores throughout the city.

The developments are the more surprising because the Bureau has been bringing suits by the hundred against retailers and has made sturdy claims as to reducing to a minimum the use of

fraudulent weights and measures. Attention was called to the large number of these suits in a recent letter of your correspondent.

The resignation of Patrick Derry, Chief of the Bureau, was accepted Tuesday by Mayor Gaynor. Mr. Derry handed in his resignation, following a report to the Mayor by Fritz Reichmann, State Superintendent of Weights and Measures, to the effect that the city's Bureau of Weights and Measures is in a demoralized condition and in need of thorough reformation.

Mayor Gaynor will instruct Mr. Derry's successor to get busy and see that the weights and measures used in stores in this city are correct. At present, ac-

cording to Superintendent Reichmann's investigations, from 40 to 70 per cent. of the scales, weights and measures used by grocers, butchers, fish dealers and other retailers are short.

With a view to finding out how the outside inspectors have been doing their work, Mr. Reichmann sent a corps of experts to make tests of scales, weights and measures and in various small and large stores. According to the report, of 515 scales tested in Manhattan, 209 were found to be correct and 306 incorrect or short. Of 153 weights tested, 44 were found to be correct and 109 incorrect. Of 156 measures tested, 28 were found to be correct and 128 incorrect. About the same proportion obtained in all the boroughs of the city.

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Alderman Frank Dowling's ordinance for the tagging of all meat which is kept in storage houses, the tags to show the date at which the produce went into storage, was adopted Tuesday by the Board of Aldermen. A two hours' debate preceded this action.

# THE HIGHEST because of their PURITY—QUALITY—FLAVOR

On these points

## Bee Brand Flavoring Extracts

received the highest award—

**GOLD MEDAL**

The strongest endorsement since the Pure Food Law went into effect.

**HIGHER**

by 40% than national laws require. Increasing sales indicate that the consumer desires a HIGH-CLASS Flavoring Extract regardless of price.



# McCORMICK & CO.

MANUFACTURING  
CHEMISTS

# BALTIMORE, MD.



Those who favored the ordinance contended that it would cheapen the cost of living, because it would put an end to the practice of buying supplies cheap and putting them into cold storage until prices rose.

Those who opposed the measure contended that it would not cheapen the cost of living, because it would shorten the supply.

The ordinance was adopted by a vote of 43 to 13. When the ordinance was first introduced, because of doubt as to the jurisdiction of the Aldermen, the Corporation Counsel was asked for his opinion. Although he had not yet replied, Mr. Dowling insisted on the passage of his ordinance.

Now the ordinance will go to the Mayor for approval or veto.

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From authoritative sources your correspondent learns that the manufacturers are beginning to take the new plan of boosting private label goods, which is being tried in the "Yours Truly" brand of pork and beans more seriously. When the scheme was first brought up the large packers looked upon it as a petty factor in the trade and thought that it would soon peter out. The promoters of the scheme, however, have been quietly making contracts with various jobbers throughout the country.

The plan is to give one jobber in each section the exclusive rights to his section. In return for these rights he must purchase at least one carload of goods a year. The promoters are to advertise the brand extensively as the "Yours Truly" brand, but each jobber will have his own name on the package as well as the name of the brand. The promoters are to spend \$100,000 on advertising in the first year and increase the same amount annually for four years, making a four years' advertising campaign at a total expense of a million dollars.

The scheme was first outlined at a meeting of wholesale grocers in Chicago. These wholesalers, who were mostly manufacturing jobbers, decided that the plan was not practicable. Now Chicago promoters are backing the scheme.

Some manufacturers fear that the movement will make severe

inroads in their trade. When a jobber is boosting a line of goods and has a contract which compels him to buy a large quantity of this line, he is likely to try to replace the old standard brands with it. Some of the jobbers, signing the contracts, are men who usually have handled large quantities of the goods of regular packers.

The success which the promoters of the scheme have had with the pork and beans has induced them to make preparations for putting other goods on the market. It is expected that "Yours Truly" brands of toilet and washing soaps and of canned molasses will soon be on the market.

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A circular sent out to the trade by Milton T. Elliott & Co., advising dealers not to stock up on imported peanuts, has caused some discussion in the trade. In the letter this company, which handles only domestic peanuts, said that the imported peanuts are likely to become rancid, and for this reason they advised the trade not to stock up with them in view of the coming warmer weather.

The importers of Spanish peanuts objected to this statement, and Arquimbau & Ramee gave out a statement saying that they had been importing large quantities of shelled peanuts from Spain for a number of years and had never known them to become rancid. As to the warm weather making it difficult to keep the stock in good condition, a representative of the company told your correspondent that they carry stock the year around and that furthermore they do their biggest business in summer. He said that the peanuts which are imported from China or Japan may be inferior, but that the Spanish peanuts are of the best quality.

The prices of the imported peanuts are lower as a rule than those of the domestic nuts. This year, dealers in the domestic product say, the nuts are likely to advance to a high price. The crop, they say, is 15 per cent. less than that of last year. The present wholesale price of the domestic peanuts is from \$1.00 to \$1.30 a bushel of 30 pounds.

Butter dealers say that the Elgin Butter Board has nothing to do with the prices here. The New York Mercantile Exchange abolished the Quotation Committee last August and since that time, the wholesale dealers say, the prices are fixed according to the supply and demand, so that New York dealers have no fear, it seems, of the Congressional Committee which is trying to learn whether or not the Elgin Board is a trust. Occasionally, say the dealers, a contract is based on the Elgin Board prices, but they are so rare as to be of no consequence.

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Wholesale dealers in eggs are looking forward with apprehension to the new season. So much is uncertain and indefinite in the outlook that even the boldest and shrewdest of the men who operate in storage eggs are now hesitating.

Although at this time of the year, quite commonly, a start has been made in storing eggs or at least in making contracts for their future storage, nothing has yet been done here in this direction during the present season.

The situation here seems to be the echo of that at St. Louis, where the Western packers and shippers, at their recent meeting, tried to suggest, as usual, a price to be paid for eggs for storage purposes, but could not agree upon a figure. The dealers say that the price usually agreed upon at the annual meetings of this kind is not at all binding, but serves as a sort of a guide or standard.

One large packer said several days ago that according to the indications at that time he would be obliged to pay about 21 or 22 cents a dozen for eggs in the West for storage and at that price he might buy as much as twenty-five carloads, while if prices were down to 16 or 18 cents, the level of two years ago, he would probably buy from 300 to 500 carloads.

The experience of last season when the holders of storage eggs lost heavily has most strongly emphasized the need of caution on the part of possible speculators. Another factor is the uncertainty as to what laws the various Legislatures may make to regulate and restrict the cold storage business. Even if everything

else were favorable an unfriendly law, passed by the Legislature of the State, might prove ruinous to the holders of eggs in the warehouses.

Several wholesalers, who usually have been large operators in storage eggs, have been saying this week that they do not propose to take the risks now apparent in buying and storing supplies, and that as far as they can see the farmers will have to find a way of storing their own eggs.

Some of the gloomy talk heard in the West Side market with reference to eggs and their storage may have an ulterior purpose—to force down prices. Anyway, prices have been tending downward, as is expected at this time of the year. Until early this week the market absorbed receipts of fresh eggs fairly well, but the receipts then began to exceed the immediate demand. The Western and Southern firsts are quoted in New York at this writing at 24 cents, and nearby eggs range from that figure up to 26 cents.

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Schedules in bankruptcy of Joseph Votence, a grocer who had three stores at 2109 Eighth avenue, 1772 Amsterdam avenue, and 154 Hamilton place. The schedules show liabilities of \$16,623 and assets of \$5,585, consisting of stock sold by the receiver for \$3,975, fixtures sold by the receiver for \$1,355, accounts to the amount of \$167 and \$88 in cash. Among the creditors are Vincent Votence, Jr., \$5,050; Lewisode, Graff & Son, \$1,557; Austin, Nichols & Co., \$1,236; and S. M. Barber, \$1,155.

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The investigation into the methods of the American Sugar Refining Co. to determine whether or not it is a trust, is proceeding slowly. In answer to the Government's order to show cause why it should not be held in contempt of court for failure to produce papers wanted by the Federal Grand Jury, the company declared that the whole proceedings were unlawful and contrary to precedent and that the attempt to compel the secretary of the company, Charles R. Heike, to produce the papers after he had refused to do so, unless he was sworn, was an unlawful attempt, as it was made by the United States District Attorney and not





# Make More Money By Selling Hunt's Quality Fruits

"The Kind That Are NOT Lye Peeled."

"We Can the Flavor as well as the Fruit," and so produce **quality** and **flavor** that your customers will appreciate at once. **HUNT'S QUALITY FRUITS** sell themselves and keep on selling wherever introduced. **Quality** does that—but **Advertising** helps to get them started, so we are publishing big advertisements in Ladies' Home Journal, Saturday Evening Post, Delineator, Woman's Home Companion, Munsey's Magazine, etc., to tell your customers about them. Order a supply from your nearest distributor and make a window and counter display, and the sales will begin at once. We'll help you. Write us and we'll send you Window Dressing materials, beautiful calendars for your customers and samples of our advertisements. Paste these sample advertisements on your window and they'll appeal at once to anyone who has seen them in a magazine.

## HUNT BROTHERS COMPANY

San Francisco, California

### Largest Cannery of Highest Grade California Fruits

Distributors for Hunt's Quality Fruits.

PENNSYLVANIA:—Githens, Rexamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville. OHIO:—The Chas. C. Higgins Co., Cleveland; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seaman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.

## Mr. Grocer, This Is Not An Ad. It Is No. 1 of An Important Series of Letters to YOU

One of the biggest, fanciest and most exclusive of grocers in New York City, operating a chain of fancy and exclusive stores, has just stated that he looked upon independent grocers, not as his competitors, but as "feeders" to his business.

He made the remarkable declaration that as long as the average grocer handled the good trade of his neighborhood under his present methods, the big and fancy stores had nothing to fear.

For that reason he was sorry to see us entering into an educational campaign, as he feared the independent grocers might open their eyes at last to the subject of **QUALITY**, and show the public that the big and fancy stores were not the whole thing after all.

The Premier campaign is calling attention to a brand of goods which cannot be procured in the department

stores, the chain stores or the so-called exclusive stores.

If you, as an independent grocer, were to make a small display of Premier goods, the attention of the passer-by would be called to it, and many a strange face would be invited through it into your store, giving you an opportunity of getting into contact with trade that buys from the so-called "big fellows."

Send for Catalogue "A."

**Francis H. Leggett  
and Company**

**NEW YORK, N. Y.**



by the Grand Jury. The answer also declares that this was an attempt to make an "unreasonable search and seizure" and as such was an attempt to violate the Fourth Amendment to the Constitution of the United States.

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Lemuel R. Patterson, of Chicago, one of the indicted packers and vice-president of the National Packing Co., surrendered himself Tuesday in the Court of Common Pleas, Hudson County, N. J. He pleaded not guilty to the indictment charging him with conspiracy to manipulate the prices of foodstuffs.

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Secretary J. T. Austin, of the American Specialty Manufacturers' Association, started Monday on a trip through the Southern States. He will stop at all the principal cities to secure new members for the association and to get the jobbers to sign the association's agreement. Auxiliary associations will probably be formed at Atlanta, New Orleans and Memphis, where meetings of representatives have been arranged. Mr. Austin has been invited to speak before many of the wholesale and retail grocers' associations of the South. The association has been induced to extend its territory by the encouragement received from the manufacturers and jobbers of the South and Mr. Austin believes that his trip will accomplish desirable results.

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Proprietary medicines containing sufficient alcohol may be rated as liquors under the liquor tax law, according to a decision received by the State Excise Department from the Appellate Division of the Supreme Court. The decision of the court sustains a finding of a jury that a patent medicine containing large quantities of alcohol may not be sold for medicinal purposes, but as a beverage. The court rules that medicines of the character described may not be sold by those holding only a druggists' liquor tax certificate, but that sellers must first secure certificates authorizing the sales of liquor without a prescription, to be drunk off the premises.

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The A. H. Hillman Co., 437 Pearl street, cigar and tobacco

distributors, has decided to go out of business. This is the oldest tobacco jobbing house in the United States. It was established by Peter Lorillard in 1760. The changes in the trade in the last few years, brought about largely by the Tobacco Trust, it is said, injured the trade of the company and its directors decided to go into voluntary liquidation.

#### SUMMARIZED MARKET CONDITIONS.

The activity which the coffee market has been expecting for the past two months has not yet arrived, the invisible supplies upsetting the calculations of the dealers. The West, it was expected, would have to be restocked before this, but it is still using up the supplies imported last fall direct and is buying only enough to fill in. The prices of Brazil grades are strong and an increase in the demand will probably mean a raise in price. Low grades are firm, the supply being rather short. Shippers' views on Maracaibos are a little too high to suit the jobbers, who are already pretty well stocked with this grade. Javas are firm and in good demand.

Country greens and Pingsueys are in active demand this week in the tea market. The West is buying heavily in these grades. Prices are steady, with first hands reported as not making much concessions. Congous are in demand from London, where they are used for blending. Japans of good grade are scarce and firm.

The raw sugar market was rather quiet this week. Shippers seem to be under no pressure to sell, while the refiners are holding off, waiting for advices from Cuba. They are well supplied for some time.

Withdrawals on old orders is still the principal business done in the refined sugar market. Distributors are supplied for some weeks and are holding off, waiting for developments in the raw sugar.

Some activity was shown in the flour market during the early part of the week, but it disappeared quickly, leaving the market as dull as before. The wheat market still bothers some of the buyers, so they are waiting for the

publication of the Government report on the farm reserves. This, they hope, will settle the wheat market to a true statistical position. Flour salesmen who have returned to New York after trips through the country report that dealers are well stocked up for some time to come.

There is a good jobbing demand for rice, but with the present high prices no large sales were noted this week. Some of the mills, it is reported, are willing to make concessions to clean out the stock, but the majority are still holding steady. The farmers, it is said, are willing to carry their stock into the next season rather than reduce their prices. To do this they will have to reduce their acreage next year, as the banks will not assist them in both operations. Cables from Porto Rico report that the supplies are sufficient for current needs and that brokers are holding off waiting for a break in Japans.

A cut of 10 cents a dozen on the 1910 pack of asparagus by most of the large packers this week resulted in the closing of many large sales which have been hanging fire for some time. Jobbers generally, however, do not seem to be much interested in asparagus even at the reduced figure. They seem to be applying the same policy to asparagus, which they have been following for some time in relation to other lines of canned goods. They are also waiting for another cut in their favor in canned tomatoes. Corn is in good demand, but no large sales are made as the holders refuse to make any concessions. Peas are in good demand, with prices firm.

California fruits are in good demand with prices steady. State gallon apples of good quality are firmly held, although there is not much demand for them.

High-grade fresh creamery butter has been scarce during the week. The bulk of the butter received here shows the defects which are quite common during the early spring. The market is absorbing all receipts of the good grades, but the seconds and thirds are not in much demand. Most of the dealers are trying to keep down the prices so as to encourage the demand. The specials are selling as a rule at 33 cents, but

sales of, especially high grade lots are being made at 33½ and 34 cents.

Eggs are still going down, the best grades now selling at from 25 to 26 cents. Receipts are increasing every day and dealers expect that the market will drop still further in the next few days. Duck eggs are more plentiful. The best grades can be had for 36 cents a dozen. Goose eggs are scarce and bring from 80 to 90 cents.

FRED. A. MCGILL.

#### AMONG THE TRADE.

New prices on Italian olive oil will be made about April 1st. The bulk price will be about 10 cents a gallon below last year.

Anthony M. Warthman, associated for years with the meat packing interests of this city, died at his home, 1328 North Twelfth street, last Friday. He was 69 years old. In 1860 Mr. Warthman was one of the founders of the firm of Adam H. Warthman & Co., pork and beef packers, 25-45 Poplar street. Ten years ago he retired from active business life.

The chain stores have been more or less bothered during the week on account of the general strike. A few union grocery clerks went out, but not enough to cause much trouble. The Kensington district was the centre of the greatest disturbance, a few stores being closed.

#### More Ignored Advice to the National Canners' Association.

Chicago, Ill., March 14, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Your editorial in the "Grocery World and General Merchant" for February 28, 1910, regarding the National Canners' advertising campaign is of more than ordinary interest to me.

While connected with another advertising agency I pointed out to the secretary the reasons why his advertising would result in absolute failure.

I have studied co-operative advertising for years and believe I understand the subject quite fully.

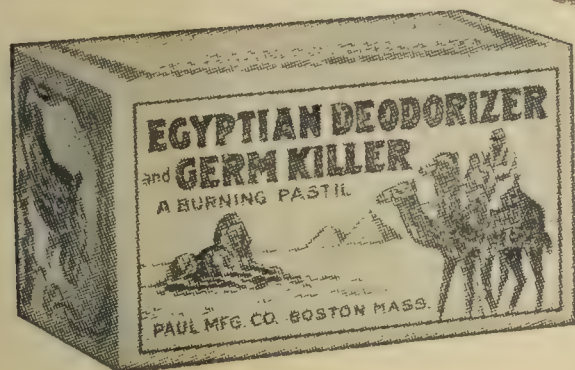
I would be glad to discuss the subject with you at any time you may wish to do so.

Yours truly,

J. H. R.



Want to make your  
Customers grateful to you?



Most of them will be bothered with mosquitoes and most of them don't know how to drive them away. Tell them **Egyptian Deodorizer** will not only do that but it will drive away all kinds of insects and at the same time purify the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your customers about it and you will soon want more. A splendid profit which you might just as well have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**

## "Do You Sell Hooton's Cocoa?"

Be prepared to say "Yes indeed, madam," every time you're asked the above question, because **HOOTON'S COCOA** pleases people so much they're disappointed when they can't get it. They want it because of its fine quality and high food value, and because it's the biggest can they can get for ten cents. **HOOTON'S COCOA** is "easy to sell and sure to please" and pays you a good profit.

**HOOTON COCOA AND CHOCOLATE CO.**  
**NEWARK, N. J.**

## BURK'S "Butternut" Bacon

(Trade-Mark Reg. U. S. Pat. Off.)

Among the many brands on the market, this Bacon is a distinct favorite, being selected from prime corn-fed pigs, and is mild, sweet and of exquisite flavor, specially cured with granulated sugar.

It is not sold sliced or in jars, but is put up in narrow strips cut absolutely square, strung with white cord, making any waste impossible; wrapped in high glazed and parchment paper and embellished on two sides with an attractive label of alternate blue and white diagonal bars bearing the words Burk's Butternut Boneless Breakfast Bacon. A red seal is also attached to the cord, stating the specific merits of this product.

The package makes an attractive window display and because of its distinctive label is readily recognized at a distance.

"Butternut" Bacon is the best for family use.

## Burk's Lard

(KETTLE RENDERED)

is guaranteed to be absolutely pure and to contain nothing but what results from the rendering of good, wholesome hog fat, and to contain all its original properties, none of which has been extracted.

Many brands of Lard are "pure," but the rich oils have been extracted so that manufacturers can make a larger profit.

Others are Steam (or Tank) Rendered and as a result of the condensation of the steam used in this process, contain a large percentage of moisture, which not only reduces the quality of the Lard, but causes it to sputter and splash when it is used for frying.

### Burk's Lard contains no Stearine

Notwithstanding the Government permits the use of 5% of Stearine in "Pure Lard" we do not avail ourselves of this privilege, having shipped Lard for years without the use of any stiffening, because it would reduce the natural richness of our product.

**LOUIS BURK**  
**Girard Avenue and Third Street**  
**PHILADELPHIA**





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XLII.—"Going Security" for Others.

Generally speaking, there are three forms of "going security" for one's fellows:—1, becoming surety for him; 2, becoming guarantor for him; 3, endorsing for him. The legal status of each method differs from that of the other two.

Let me say at the beginning that there has never been a looser or a more dangerous business practice than "going security"; promising, in other words, that if the friend who is thus favored does not pay his debts, you will. In the cities it has been very largely superseded by the work of the surety companies, and so it should be, for the man who has become surety, guarantor, or even endorser for another, never knows where he stands until the principal has paid the obligation. The surety companies will furnish security on all sorts of transactions for a small charge, and the security which they furnish is always preferable to private security, especially in the view of the courts.

The status of a surety differs decidedly from the status of a guarantor, and both differ from that of an endorser. The most common form of becoming surety is to go on somebody's bond. The man who goes on another's bond, or becomes surety for him in any other way, is liable in precisely the same way as the principal. He insures the payment of the debt, which a guarantor never does, as will be explained.

So that any person who has a claim against a principal and surety doesn't need to wait to sue the surety until he has sued the principal. He can sue them both together, or can sue the surety first and alone, if he likes, and the fact that the principal is perfectly responsible financially has nothing to do with it.

The above fact makes suretyship one of the widest forms of liability of this sort. One who becomes a surety can suddenly be called on to make good at once for any debt or default of his principal, always provided same is within the terms of the contract of suretyship.

A man who becomes a guarantor for another gets into an entirely different situation. Where the surety insures the payment of the debt, the guarantor simply insures the solvency of the debtor. He is therefore not liable until the real debtor, or principal, is shown to be unable to pay.

The most common form of becoming a guarantor is to guarantee the credit of another person. Under the laws of practically all States it must be done in writing in order to be valid. Many a merchant has lost money through not knowing or remembering this. Every person who presents himself as the guarantor of another's credit should be required to put his promise in writing, otherwise it will not be binding.

It is also of great importance that the guarantor puts his promise in such language that it really amounts to a guarantee. A simple request by A that B grant C credit is not a guarantee that if C doesn't pay A will. On the contrary, it amounts to nothing. The best course to follow where these transactions are frequent is to have the guarantor sign some such form as this:—

Date, .....  
In consideration of the extending of credit to ..... by John Smith & Company, to the amount of ..... I hereby guarantee the said account if not paid within ..... days.  
..... Seal.  
Witnesses,  
.....

This can easily be adapted to cover cases of weekly or monthly credit. All large department

stores use a modification of this form with great effectiveness.

A form of guaranty often met with is in cases where A, a creditor, is threatening to sue B for an overdue account. C interposes with a request not to sue B, or to give a little more time, and "he will see that the claim is paid."

Very often promises of this class amount to nothing, first because they are too vague to be enforceable, and second because they are not in writing. Every kind friend coming forward to intercede for a debtor in any such manner should be requested to state plainly in writing that in consideration of the granting of so much more time to the debtor, he, the guarantor, will pay if the debtor does not. If the creditor refrains from going ahead as the result of this promise, he can always recover from the guarantor—if the real debtor doesn't or can't pay.

This introduces the important peculiarity of a guarantor's contract. Instead of being able to sue the guarantor direct, as can be done with a surety, the guarantor can be sued only after it has been established that the debtor cannot pay. Holders of contracts of this sort are for this reason always anxious to establish that their contract is one of suretyship instead of one of guarantee, for if it is suretyship they are saved the trouble of first proceeding against the principal.

The proper method of realizing upon a guarantee is to make demand upon the real debtor. If he fails to pay, suit must be brought against him, judgment obtained and execution issued. If the execution discloses the absence of assets, the time is ripe to sue the guarantor, but not before.

Speaking now of the liability of him who endorses a note for another, this has been treated to some extent in a former article. Suffice it to say what is perhaps generally known, that a man who endorses a note for the accommodation of another, may be called on to pay the note by any third party who has taken the note for value without notice that the endorser signed as a mere accommodation and without consideration.

A surety or a guarantor who is compelled to pay the debt of his principal always has an action

against the principal to recover his money, but usually it does him little good. If he brings that action he has the right to call on the original creditor for any security which he holds, or anything that might have been used as evidence had the creditor sued the debtor himself.

Just a little as to what will relieve a surety from his obligation:

If a member of a partnership becomes surety in the firm name the firm is not bound unless he had express authority to do so.

If a creditor, after somebody has become surety for the debt, does anything which releases the real debtor from any part of the debt, or the obligation, the surety is released absolutely.

If a man for whom another has become surety does anything which alters the risk of the transaction in any way, the surety is released.

A man who becomes surety for an individual is not liable if the individual takes a partner.

A man who has become surety for an individual is not liable for debts and defalcations of the firm of which the principal is a member.

Where a man has become surety for the honesty of a clerk, and the clerk defaults, the surety is not liable for anything he steals after the employer discovers his stealings, if he keeps him on in full knowledge.

A man who has become surety for another, on a note or bond, is released if any material alteration is made in the paper without the surety's consent. Changing the rate of interest, or the time of payment, or the amount of the note, or even its date, is considered a material alteration.

In the case of a guarantor, it is always safer to give him notice the minute any doubt arises as to whether the debtor is going to pay the debt.

I find that an increasingly large percentage of partnership agreements contain the stipulation that none of the members shall become sureties or guarantors for other persons, or go security for others in any way whatever. This I regard as extremely wise.

(Copyright, March, 1910, by Elton J. Buckley.)

Question: "G. S." Pa.—A tells B and C that Mrs. D and another woman conduct a fast house—





## Baking Powder Comfort

Is it comfortable to sell a baking powder that you hope is legal and wholesome, but aren't sure?

Yet somebody, either a chemist, a State Food Department or a State Legislature has raised a question about almost every type of baking powder except phosphates, of which Rumford's Baking Powder and Rumford's Yeast Powder are the chief.

You can sell either of these powders in absolute security and contentment. Not even the most rabid competitor can justly deny their perfect legality, wholesomeness and efficiency.

Sell them and get one worry off your mind.

**Rumford**  
**Chemical Works**  
Providence, R. I.



that Mrs. D is immoral. C tells E F and G, children of Mrs. D, that their mother, Mrs. D, conducts a bad house, and they, E, F and G should not go home to live with their mother, Mrs. D. Could Mrs. D bring action against A, B and C for defamation of character?

2—Through stress of circumstances A and family of four children were taken to a public institution to be cared for. Mrs. A being ill for a long time while at this institution, A loses their furniture. As soon as Mrs. A partially recovers A and Mrs. A go to housekeeping again, leaving the children in this institution until A can make a home for them. In the meantime one child, a girl aged 12, has been given out to a family. A makes a home for all and asks for the institution to return the children. Two of them, age 10 and 13, are sent home. The officials claim that the oldest, a girl now aged 15, did not want to come home, so she still is kept in this institution and maintained at the expense of taxpayers when she can have a comfortable home with her parents. The family, to which the 12-year-old girl was given, on March 4th, wrote the girl's parents (A) that upon receipt of railroad fare that they would send the girl home. Railroad fare was sent March 5th, but no girl came. On March 11th the parents of the girl received a letter from family with whom the girl was living stating that railroad fare was received too late, that they (the family with whom the girl was living) had adopted her from the County Commissioners, the institution being a county home.

Now, what action is necessary to compel the girl, age 15, to come home, or to compel the county officers to allow this girl to come home.

What action is required to get possession of the other girl, age 12, who is supposed to be adopted from the County Commissioners, said adoption made after parents are able to support her and without knowledge of parents?

Answer.—1—In this case Mrs. D has an undoubted action against A and C for slander. B seems to have done nothing more than listen to A, which is not a legal offence. In Pennsylvania there is no criminal action for slander, as there is for libel, hence the only redress is in a civil action for damages. To such an action the defendant can plead the truth of what he said as a defence; if a criminal action could be brought the truth would not be a defence.

2—As to the 15-year-old girl, who is still at the institution, the

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

We guarantee this plan to sell *Skipper Sardines*. Isn't that worth investigating?

**Angus Watson & Company**

SOLE PROPRIETORS "*Skipper*" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

# CRYSTAL DOMINO SUGAR

## 2 lb AND 5 lb SEALED BOXES!

2 lb BOXES—60 IN CASE (120 lbs)  
5 lb BOXES—24 IN CASE (120 lbs)

**BEST SUGAR FOR  
TEA AND COFFEE!**

YOU CAN GET

# Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



parents can claim her and remove her forcibly if necessary, unless either or both of two obstacles are in the way: If the parents signed a paper when they put the children in the home, relinquishing all right to them, it is binding upon them and they are helpless. The second obstacle would come into existence if the home the parents offer is not fit or proper as an environment for a child.

A decision as to child No. 2, who was suddenly adopted, depends also upon what paper was signed by the parents when they placed the girl in the home. Ordinarily a child cannot be adopted except with its parents' consent. If no consent has been given in this case, either directly to the adopters or through something signed at the institution, the child can be claimed by the parents and removed forcibly if necessary.

In both cases the proper proceeding is by habeas corpus proceedings.

Question: G. C. Page, Athens, Pa.—I purchased the grocery, stock and fixtures of a man in this place through an attorney. A man took an inventory of the stock. I have the inventory and it is receipted for payment by him—the lawyer. It seems now that he did not notify all the creditors. Can they sell the fixtures for those bills?

They have posted a constable sale bill on the fixtures.

Answer.—Your duty as a buyer of this store, under the bulk sales act, was to ask the seller for a list of his creditors and give them all notice of your intention to purchase within five days of the date when you intended to take possession. If you failed to do this, any person whom the seller owed when he sold can get judgment against him and issue execution against the stock and fixtures in your hands. In such a case you cannot claim exemption.

You do not make it clear whether the attorney in the case was employed by you or not. If he was, and the trouble is due to his failure to follow the law, you have an action against him for all you lose.

Question: S. B. Klopp, Shillington, Pa.—A gives B endorsed check to get cash at bank. B receives cash at bank and keeps it. Can A recover, and what course should A take to recover?

2—If B owns real estate, what course should A take to recover,

presuming that B received no compensation for his service?

Answer.—This question isn't perfectly clear. Why did A give B the check? Why didn't A go to the bank and draw his own money? If B simply went to the bank as an accommodation to A, he drew the money as an agent of A, and, if he refuses to turn it over to A, A has two courses open: 1, he can arrest him for embezzlement; 2, he can bring a civil action for the recovery of the money, or he can do both. The fact that B charged nothing for his service has nothing to do with the matter.

Question: Anxious Subscriber, New York City.—A corporation, by whom I have been employed for a number of years, recently forced me (under threat of losing my position) to sign an agreement containing the following clause:—

The party of the second part (anxious subscriber) agrees that if his employment, as above, shall terminate for any reason, he will not until after the expiration of a period of time equal in duration from the date of this contract to the date of its termination, engage in or enter the employment of any person or concern engaged in the manufacture or dealing in any of the things manufactured or dealt in by the party of the first part, during the term of his said employment and that all covenants and agreements on his part herein contained preventing him from giving to any person, except the proper representative of the party of the first part, any information as to the plant, processes, business or affairs of the party of the first part, shall remain and be binding on him, the party of the second part, during the said agreed period of time.

Is the above contract legal and binding upon me? If I left my present employers could they obtain an injunction against me and prevent me from earning my livelihood in my line of trade? Or could they obtain an injunction against any firm or person who might wish to employ my services and thus prevent any other concern from employing me?

Answer.—In my judgment this contract is absolutely void and unenforceable for several reasons. There are many cases in which the courts have upheld contracts between employer and employee, the substance of which was that the employee, after leaving the then employer, should not, for a certain specified time, solicit his old customers for his new employer. The courts have always been very tender about it however, and have refused to allow such contracts to hold the employee off more than a very limited time. I have never known the courts to

uphold a contract forbidding an employee to enter in *any capacity* the service of another firm in the same line. Obviously, such an arrangement might lead to gross injustice. To illustrate, suppose you are a salesman with a list of customers. If this contract is enforceable you could not enter the service of another firm in your employer's line *even as a book-keeper*. For this reason alone I am very clear that no court would enforce this contract, particularly as it was practically signed under duress, which means under compulsion.

Another reason it would almost certainly not be enforced, even if the above objection were removed, is that the time during which it was to run might be unreasonable. The contract provides that the employee must not take the sort of employment specified "until after the expiration of a period of time equal in duration from the date of this contract to the date of its termination." In other words, if the employee continues with his employer, under this contract, for five years, he must not accept this sort of employment for that length of time. No court in the land would enforce such a drastic provision. They might if it meant something like six months, provided the objection pointed out above were not present, but never with the proscribed period anything like what it could easily be under this contract.

This contract, in my opinion, is mere bluff. I should go into court to have it set aside with the utmost confidence.

Question: J. M. Peters, Parryville, Pa.—I—I own a property. I have built my half-line fence and have sent my neighbor notice who owns next property to build his. He refuses. Can I build same myself and compel him by law to pay it?

2—I rented my property one year ago to tenant on conditions, verbal, that if the minister wished to move back he must vacate in ten days. He now refuses to move. How soon can I throw him out?

Answer.—I—There was an old act passed in 1842 which controls this question. Under that act you can recover from the adjoining owner his share of the cost of the fence, always provided that the fence was suitable and not

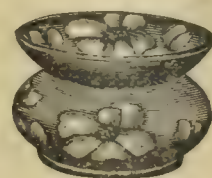
excessively expensive. The act provides for the beginning of proceedings before a justice of the peace and the appointment of fence viewers. You will need a lawyer in this case.

2—If you had no written lease, but merely a verbal understanding that the tenant might occupy the property until it was decided whether the minister wished to move back, the lease was simply a monthly one until that contingency was decided. Now that the minister wants the house again, the tenant has no legal right to remain. Give him ten days' notice and if he doesn't go begin ejectment proceedings against him before a justice of the peace. You will also need a lawyer here.

Question: J. Shaw, Philadelphia, Pa.—I ordered goods from a salesman of whom I had often bought the same goods before, invariably paying for them C. O. D. The next time he came he said he had a bill against me. When I looked up this particular bill I found that he had not receipted it, though I have every reason to believe I paid it. He now wants me to pay it again. I refuse to do so. All previous bills have been stamped paid. Can he make me pay the same by entering suit against me?

Answer.—This is a simple question of fact—did you pay or did you not? If you can prove that you did, or convince a jury that you did, the seller cannot make you pay again. If on the contrary he swears you did not, and you have nothing but a vague recollection as evidence that you did, the jury would probably render a verdict against you. The case would be decided in favor of the man that the jury believed.

M.



No. 1 Cuspidor.  
6½ Inch

## THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO

# PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



# MOTHER'S OATS

AND THE

## Mother's Kit

VERSUS

# COSTLY MEATS!



**NOW** is the time for you to boom **Mother's Oats, Mother's Cereals** and **the Kit** to your trade. Every customer you have is looking for a substitute for meat.

**Mother's Cereals, rich in red-blooded vegetable protein,** produce brain, brawn and bone at one-twentieth the cost of meat. No waste! 100 per cent. pure!

See our big, special **Mother's Oats** versus meats ads **now running** in the daily papers. Urge your customers to try a **Mother's Kit**, 18 packages assorted cereals, at \$1.95, instead of the same amount in a rib-roast, good for **one** meal only.

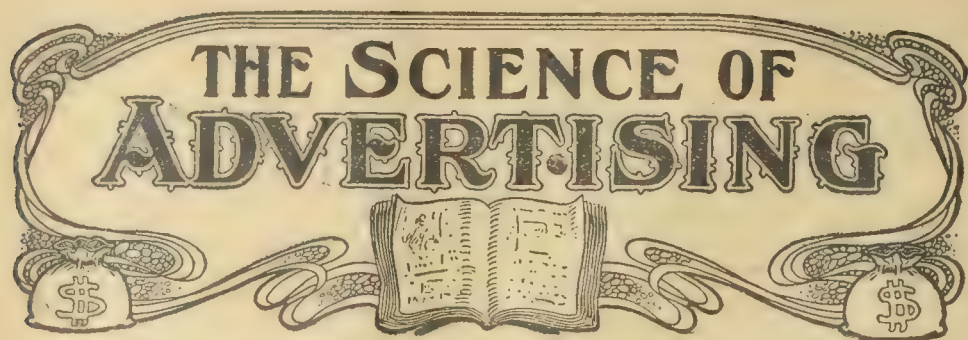
Remember, they get a free fireless cooker certificate in each and every Kit.

Our ads will bring many customers into your store ordering the Kit. Help your trade find relief from high-priced meats. Get the new profits that should be yours!

*The*  
**Great Western  
 Cereal Company**  
 CHICAGO







This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

New Brunswick, N. J., Feb. 26, 1910.  
Editor Science of Advertising.

Dear Sir:—I inclose a little ad. clipped from a souvenir programme of a parade of the Morris County Road Drivers' Association. As this ad. has snap and character, I have secured permission of Mr. Smith to have it criticized scientifically.

Yours truly,

A. W. JOHNSON.

Ordinarily an advertisement in the official programme of a county road drivers' association could get about as much results as an advertisement of crocheted ties printed in Icelandic in a Greek paper. Some merchants profess to think they get returns from such mediums, and they will religiously patronize them and leave alone legitimate mediums such as newspapers. But I have never known one case where advertising in mediums of that sort got even the faintest nibble. It sometimes pays to advertise in them, from some motive of local policy, but the man who expects any tangible results will be disappointed.

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The advertisement that Mr. Johnson sends in is not his own, but the advertisement of George C. Smith, grocer, of Morristown, N. J. Mr. Smith has done his best to present something in his space which will get attention, and I believe he has done it, if anything can. Here is his advertisement:—

My Dear Mr. Equerry:—

I note what you say about advertising, I guess you are about right. Take this advertisement, for example, it cost me \$2.50 cash. You notice I said cash, I had to put the money right down, and when I did I said good bye \$2.50 I never expect to see you again or even hear tell of you.

I have got the only Johnson Beef Shaver in town, consequently I shave beef better than any other grocer. Every one who buys once continues to buy. Now if enough new people who read this would try the beef once, perhaps that \$2.50 might yet be saved, but gracious what a lot of smoked beef I'll have to sell to make \$2.50 profit. I am going to watch the thing and I'll let you know how it comes out.

Very truly Yours,

GEO. C. SMITH, GROCER, 33 WASHINGTON ST.

This shows cleverness, and it is just possible that somebody might be attracted by it and be induced to buy. However, in a road drivers' programme the chance is against it because nobody spends any time reading such pro-

grammes. They are bought for the purpose of keeping tab on the parade entries and the fact that the name "Souvenir" is used doesn't persuade anybody to keep them. They belong to that type of ephemeral advertising mediums which are bought for a fleeting, temporary purpose, hastily scanned and thrown away. No merchant who confines himself to advertising in such things—and I have known some foolish enough to do so—ever got a dividend of even a tenth of one per cent. on his advertising expenditures. The readers of this department I feel sure would be interested to hear from Mr. Smith as to how his advertisement turned out.

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Columbus, Ohio, March 7, 1910.

Editor Science of Advertising.

Dear Sir:—I note your weekly talks with much interest. Will you please give me some information from which I can judge whether I am paying the right price for advertising in a country weekly newspaper.

Isn't there some rule by which a newspaper is supposed to charge so much a line per thousand of circulation? I am doing some advertising in several country papers, no two of which charges the same price for space, though most of them claim about the same circulation. Some charge nearly twice as much as the others.

Respectfully yours,

CHARLES STOKLER,

By E. M. S.

There is such a rule as you refer to, but it is not generally en-

can go into any average country newspaper office and find no two advertisers paying the same rate. Except possibly those who pay in trade. They may pay the same—the highest price charged any advertiser.

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As I say, there is no way of testing by any rule the price asked for advertising space for a country newspaper. In such a case the amount of circulation is a poor basis for judging a paper's value. I have known two papers published in the same country town. One might have 2,000 circulation, which is large for the average country weekly. The other might have less than 1,000, yet be by far the better advertising medium. A paper should be judged by the class of people who read it, not by the number. The way to appraise a country paper in which you are thinking of advertising is first to look at it. Is it cleanly printed, intelligently put together, and does it show on its face that it is a paper with which care is taken? Next, what is its standing in the country? Is it respected and read by the best people? Is its editor respected? If the answer to all these questions is yes, the paper should be, generally speaking, a good advertising medium.

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My file is getting low; let me have more matter for criticism.

### No Change in "Caracas Cocoa" Labeling.

Federal Food and Drug Board Decides to Require No Change. Cocoa Coming from Other Places Can Still be Called "Caracas."

The Federal Food and Drug Board issued the following ruling during the week regarding the labeling of "Caracas Cocoa":—

The Board of Food and Drug Inspection has had under consideration for some time the question of the propriety of the use of the term "Caracas" as applied to cocoa coming from South America. Valuable information has been obtained through the Department of State in the form of a dispatch from the American consul at La Guaira, Venezuela, under date of September 30, 1909. In reply to a request from the Secretary of State for a report on the cocoa of Venezuela and its proper designation, the American consul states as follows:—

In reply thereto I am informed that the term "Caracas cocoa" or "Caracas cacao" should properly, according to its original usage, be applied only to cacaos exported through the

port of La Guaira, but through the extension of the industry and similarity of product it has become corrupted so as to cover all "current" or "ordinary" cacaos of Venezuela, including those coming from Rio Chico, Rio Caribe, Guiria, Carupano, and Higuerote. This has come about because of the parallel quality of these cacaos with those of the so-called "Caracas" district.

There are three Venezuelan districts usually found in current quotations of cacaos: Angostura, being the cacaos coming out of the lower Orinoco basin through Ciudad, Bolivar; Caracas, those mentioned above; Maracaibo, those cacaos being exported through Maracaibo. Exports from La Guaira and Puerto Cabello, with the exception of perhaps 10,000 bags (mentioned below) cover only such cacaos as are generally known as "current," and therefore classified by importers in the United States as "Caracas."

There are some small districts lying between La Guaira and Puerto Cabello, known as Choroní, Ocumare, Cepe and Chuao, turning out about 10,000 bags annually of a very high grade of cocoa, but this virtually all goes to Europe, principally to Paris, and is therefore not quoted in the ordinary "brokers" cocoa reports.

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The cacaos from Carupano, Rio Caribe and Higuerote are said to be of the same grade as these two latter. The Angosturas may be more or less a cent better in grade than the samples of "Caracas" sent herewith.

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From what I can learn of the cacao situation I think the name "Caracas" has gotten to be more of a designation of the current class of Venezuelan cacao than to indicate the district of its production and under the circumstances it seems the term has taken on the broader meaning suggested in a letter of the Secretary of Agriculture of August 30, 1909. To further indicate that this is true I beg to inclose a "broker's cocoa report," from a New York commission house, wherein no other Venezuelan districts are named than Angostura, Caracas and Maracaibo.

In House Documents, volume 65, serial 4844, Fifty-eighth Congress, page 155, is the following:—

The cacao of Venezuela also finds a ready sale in the United States, in the markets of which it is known, like coffee, by the name of "Caracas" and "Maracaibo," the former embracing the cacao coming from Rio Caribe, Guiria, Carupano, Rio Chico, Higuerote, and other places on the eastern coast; the other grade comes from the States of Zulia, Merida, Trujillo, and Tachira.

This corresponds entirely with the views expressed by our consul at La Guaira.

After a consideration of this question, the Board is of the opinion that the term "Caracas" is properly applied to the area mentioned in the above quotation from House Documents, volume 65.

Florida beans range from \$2.50 to \$3 per basket and are in fair demand.



# *The Hamilton Corporation,*

*Charles E. Barker and E. Hamilton Barker*  
GENERAL MANAGERS

*Guaranteed Resources \$1,000,000.00*  
*Executive Offices: 29-35 West 32<sup>nd</sup> Street!*  
*New York,*

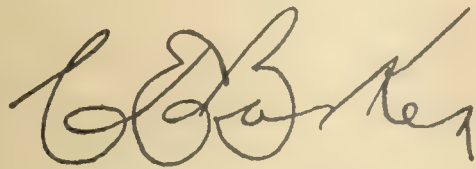
March 21, 1910.

Grocers;-

YOU ARE THE GREATEST ADVERTISING MEDIUM IN THE  
WORLD. We have a plan whereby manufacturers must recognize this  
advertising value of yours and will pay you for it. We want  
you to know what our proposition is and as soon as we hear  
from you, we will tell you - you write us with the understanding  
that you can't spend a penny with us even if you want to. We  
simply want your opinion of a plan which we believe will mater-  
ially increase your profits on staple goods. Write NOW.

Very truly yours,

THE HAMILTON CORPORATION,



General Manager.





There's a heap of waste in this old world, ain't there? D'ye know what's wasted more than anything else?

Talk. That's right, talk. More talk thrown out when it ain't wanted than anything else I know of.

Worse than that. It's not only thrown out when it ain't wanted, but when it does a lot of hurt.

If a fellow could train himself to talk only when it was up to him to do it, and then talk right, he could use the world as a medicine ball. He'd have it dead to rights.

Oh, I'm coming to the point, if you'll wait a minute. This is just the coughing up that an automobile gives before it gets to going.

The grocer who don't throw too much talk at his customer for good measure is a mighty wise man. When a woman comes into a grocery store she ain't looking for a conversation party. She comes in to buy goods and to talk about goods.

That's what the grocer ought to talk about—goods.

I know a grocer I get in to see once in a while right at home in Philadelphia. He's a Socialist—believes we all ought to divvy up what we've got with people that have more. Well, he has a right to be a Socialist. That ain't any of my business. Neither is it any of his customer's business. He can have four wives, so far as we're concerned, so long as he don't bring three of 'em in the store.

The trouble with him is he must be a Socialist while he's selling goods.

While I was in this man's store one day last week he was waiting on two women. One of 'em said a little something about high prices. That was enough for him.

"Of course prices are high!" he said, "and they'll keep on being

high until the American people wake up to the iniquity of their present system. This is a Government of the rich, for the rich, and by the rich!" And then some.

Well, so he went on for quite a time—couldn't let go. He was riding his little hobby and to thunder with the customers who wanted to be waited on quick.

In the midst of the funeral sermon—he was preaching at the funeral of some trade, though he didn't know it—I saw one of the women look at the other, and give her mouth a funny twist. What did that say? It said she had been bored that way often before, didn't it? The question is, how long will she stand it? If he keeps it up, you can bet your summer shirt she'll get so sick of it some time she'll leave him.

Talking Socialism to women, anyway, is as nutty as trying to sell me a straight front corset. I ain't got a straight front to begin with, and if I had I wouldn't lock it up.

That same day I heard another grocer going on to a customer to beat the band about the chain stores.

He had just told her the price of Lea & Perrin's sauce was a quarter. She said the chain stores sold it for nineteen. That was the button that opened the fair. He let out the best ad. for the chain stores I ever heard. How they were stealing the bread out of the mouths of the grocery trade by underselling him.

"Why I pay more than that for Lea & Perrin's sauce!" he said, as if that cut any ice with her. I didn't time him, but I'll bet he went on for five minutes that way. Understand, I don't blame him for feeling sore. Who don't feel sore over competition that he can't meet? But I do say that he was a plumb fool for showing up the chain stores to his own customers as

places that sold for less than he did.

If you ask me how I'd explain the fact that another store sold for 19 cents something I asked a quarter for, I say I wouldn't explain it at all. I'd talk about the weather. Or I might learn to have fits so as to divert the customer's attention at critical moments.

There's an English grocer I see once in a while that never has a good word for American goods. The English is always better. "Very good for American-make, ma'am," he says, "but of course it's not as good as the imported."

Well, what if it ain't—what's the good of telling people that? If he had an imported brand of everything, and it sold at a price people could pay, then all right. But that ain't so in his case—he had to keep a lot of American stuff, so he was simply talking down his own goods. Know anything more foolish than that?

All these people would have an excuse. The Socialist would say it was his duty to preach his gospel wherever he could. All right, but it's his first duty to make a living. Preaching Socialism to customers who don't want to hear it ain't a good ad.

The fellow that roasted the chain stores would say he was trying to keep his customers from patronizing evil places that disorganized business. The answer is that no woman cares a hang about that if she can save 6 cents.

The Englishman would say he was only telling the truth when he said the American goods were poorer than the English. Well, the truth is all right, admitting that what he said was the truth, which I don't, but there's a way of telling the truth and keeping your shirt on at the same time.

We'd all be better off if there was a fine for talking too much. I'm ready for that any time, but the married women must stand their own fines and not come on us for 'em.

THE STROLLER.

#### Meat Packers Must Show Their Books in New Jersey.

The National Packing Co. and other packing companies commonly all called the Beef Trust lost a decision in the New Jersey

Supreme Court during the week. Justice Swayze filed a statement that he would sign an order compelling the companies to produce their books before the Hudson County Grand Jury for use in the cold storage investigation now in progress.

#### A Novel and Drastic Trading Stamp Bill Passing Through Maryland Legislature.

Requires Making of Contract Every Time Stamp is Given Out. Object is to Regulate the Stamp Out of Existence. Maryland Appeal Court Recently Decided Trading Stamp Legitimate.

Special Correspondence of "Grocery World and General Merchant."

Annapolis, Md., March 16, 1910.

There has been a fierce conflict on here during the past week over perhaps the most radical trading stamp bill that has ever been presented to a State Legislature. The chief enemies of the bill were the large Baltimore department stores, who use the stamps in enormous quantities. In spite of their opposition, however, the bill passed one House and is expected to pass the other.

The bill seeks to establish such severe means of regulating the use of trading stamps as to drive them out of business. The Maryland Court of Appeals some time ago decided that the giving of trading stamps redeemable in merchandise was a legal business which could not be prohibited, and the framers of the present bill therefore went after the practice by regulation. Under its provisions no single stamp can be given without a full contract is made out and signed in every instance between the purchaser and seller. This, with a provision that compels the stamps to be redeemed with money as well as merchandise, and a limitation to a minimum to one cent valuation for every stamp and similar provisions it is claimed will effectually kill the issuance of the stamps.

GARMAN.

#### Why Not Write Your Own Show Cards?

At a very small cost you can learn to write signs and show cards and keep your store bright and attractive.

The Home Study Institute, of 934 Chestnut Street, Philadelphia, have a very attractive and interesting proposition that should appeal to live grocers and their clerks.



# "DON'T BE ODD"

# "KNOWUS"

So many up-to-date traders buy of FISCHER, don't you think you should find out why? Give your good judgment the chance to consider our offerings. Surely you are willing to buy

## COFFEES AND TEAS

that are guaranteed "trade improvers" and "customer holders," and are saving you dollars and cents at the same time. You are not in business for your health.

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
IMPORTERS AND TRADERS

Booklet—"Fifty Years' Progress"—tells you about us

### Ask Mr. Harris

Our Mr. William B. Harris is the coffee expert of the United States Department of Agriculture, from which it may be concluded that if anybody knows coffee he does.

We offer his expert services to you. If you aren't sure you are selling the coffees best suited to your neighborhood, or best suited to your prices; if you think you should make more money out of your coffee department than you do but aren't sure how, write him.

A letter to our Mr. Harris may be worth its weight in gold.

**WILLIAM B. HARRIS COMPANY**  
Coffees, Teas, Cocoas  
167 Front St., New York, N. Y.



### WOULDN'T IT BE MORE COMFORTABLE TO KNOW

If this advertisement has any force it should inspire you to go *now* and write us about our plan of selling teas and coffees by mail. Ask us to send you samples of such and such a grade and the price. You can easily compare it with your own. Then you'll know how much truth there is in our statement that when we sell you by mail we clip off all the price that covers salesmen's salaries.

An even better way is to send us your own samples and let us match them.

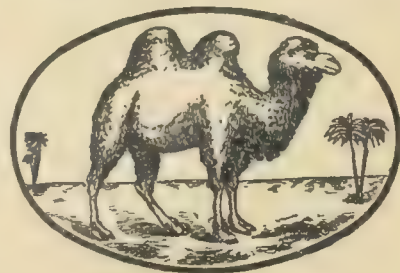
Just suppose you're paying two or three cents a pound more for coffee than you need to.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897

## Teas That Will Turn to \$ For You



When you start selling **Gold Camel Ceylon India Packet Teas**—first, you'll please your customers; second, the friends of your customers will come to you for tea because **Gold Camel** is better than any other they can get; third, you'll make good profits on your increased tea trade. **Gold Camel Ceylon India Packet Teas** are the choice selections of the best gardens, fragrant and delicious. They are packed in foil packages by clean American labor, and then you get them at such prices that **it will pay you to push them**. Grocers who handle these teas are increasing their sale everywhere.



**L. H. PARKE & COMPANY, 232-234 Market St., PHILA., PA.**



# THE GROCERY MARKETS

## Tea.

The tea market has shown some slight increased activity during the week, and the demand is somewhat improved, though nothing more than moderate at best. Prices are steadily maintained, and there is everywhere a steady to firm feeling on anything at all desirable. All grades of Ceylons and Indias are much above normal, the low grades showing 5 cents advance and the better grades around 2 cents. This affects the market for all other teas that can be used as substitutes.

## Coffee.

The coffee market has been quiet during the week. Spot Rio and Santos show no change and are in light demand. Mild coffees continue for the most part firm, but comparatively quiet. Java and Mocha quiet and unchanged.

## Sugar.

The sugar situation is somewhat stronger, due mainly to the increased demand from England for Cuban raw sugars. No change in price has occurred, but the outlook at this writing seems strong. Refined sugar has shown no change for the week and the demand is only fair.

## Syrup and Molasses.

Glucose shows no change in price and compound syrup is likewise unchanged. The demand for the latter product is moderate. Sugar syrup is active at maintained high prices. Molasses is in moderate demand at unchanged prices.

## Canned Goods.

Tomatoes are exceedingly dull, and here and there show sales at a reduction. The situation is by no means strong. Future tomatoes are likewise dull, buyers and sellers being apart. Spot corn is in moderate request at unchanged prices. Holders seem extremely strong in their ideas. Future corn is quiet, most orders having been booked. Spot peas are dull and not very strong. Futures are about done. Apples are not overly strong at \$2.50 for New York State gallons. Eastern peaches scarce, firm and dull.

California canned goods selling occasionally in spots at ruling prices. There is a fair demand for small Maryland canned goods at unchanged prices.

## Fish.

Mackerel have shown a fair demand during the week at maintained prices. Cod, hake and haddock are unchanged and in seasonable demand. Domestic sardines show no change. Prices are somewhat unsettled, some packers holding out for \$2.65 Eastport on quarter oils, while others will sell at \$2.50. Imported sardines are in moderate demand at unchanged prices. Salmon is still firm and scarce, there being no red Alaska obtainable from first hands.

## Dried Fruits.

Prunes are unchanged and dull. Peaches have shown a better demand during the week, at prices which rule higher on the coast than in secondary markets. Apricots are scarce, strong and quiet. Raisins are unchanged. There is much pressure to sell at varying prices. Currants are selling seasonably at unchanged prices. During the week the Government has released a large consignment of figs that had been held pending the disposition of some question which arose under the Federal food act. Since spot supplies were very low, an active demand awaited them at higher prices than were ruling when they were detained. Dates and citron are unchanged and dull.

## Beans and Peas.

The market for domestic pea beans is weaker and sales have been made during the week at 57½ cents decline. Imported remain unchanged. Domestic marrows are dull and can be bought at a shade off former prices. California limas are strong on the coast, and to come forward, but on spot holders are willing to sell on a lower basis and take profits. Green dried peas show a decline of about 10 cents; Scotch are in low supply. The demand is fair.

## Butter.

The supply of fancy butter continues light. The bulk of the re-

ceipts is showing seasonable defects and has to be sold at concessions. A good consumptive demand for extra creamery butter is reported, but only a fair demand for medium grades. The market is steady on the present basis, and no important change is looked for either in prints or solid packed.

## Eggs.

There is a good consumptive demand for eggs and the full receipts are readily sold each day. The market is about 2 cents per dozen below a week ago, and the receipts seem about normal for the season. The relatively high prices are due to the continued good demand, which in turn is caused by the high prices of other products. The quality of the current receipts of eggs is running exceptionally good. The demand should remain good on about the present basis for some little time, although varying receipts are bound to cause a more or less varying market. The egg market is ruling about 10 per cent. above a year ago.

## Cheese.

The cheese market remains steady and unchanged. The consumptive demand continues good considering the extreme high prices. Stocks are low. The present condition of the market will probably continue until new cheese is available, which will hardly be before ninety days.

## Provisions.

Everything in smoked meats is very firm. There has been a general advance of ½ cent per pound in all cuts of smoked meats, due to the extreme high prices of hogs. Considering the prices, the demand is good. Pure lard is firm at ½ cent advance, compound accompanying it with an advance of ¼ cent. Barrel pork, dried beef and canned meats are firm and unchanged.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

The trade in Holland herring has slackened quite considerably during the last week, but stocks here are not important and prices for good stocks are very firmly

held. Of late, some Holland shippers have shipped some very poor herring here and really there ought to be some concerted action taken by a combination of importers so as to prevent such poor stuff being shipped to the American markets. It not only gives general dissatisfaction, but it also is likely to cause unpleasantness with the Pure Food and Health Department. The importers of herring in the United States ought to really combine to a certain extent so as to prevent poor stuff being shipped here. This is merely a suggestion, which, if carried out, would show excellent results before long.

Imported oil sardines are moving quite freely; compared with the enormously high prices of most of the food products prices may be considered exceptionally low. Sardines are wholesome and excellent food and comparatively cheap.

The demand for Norway smoked sardines continues very good and trade in the same is getting larger every day.

New Stockfish.—Catch in Norway is going on fairly satisfactory, showing about the same results as last season at this time of the year, and prices paid for the fresh fish are about the same or just a trifle higher than at the beginning of last season.

STROHMEYER & ARPE CO.  
New York, N. Y.

### Baltimore Canned Goods.

No progress was made this week in the matter of making contracts for the coming season's crop of tomatoes for canning purpose, and the growers and canners are simply letting the question drift along. The don't care whether I pack any tomatoes this year or not spirit seems to be the prevailing feeling among the canners of this section, and the growers second the motion. It is to be hoped that they will get together before long so that some fair idea may be formed as to the extent of the acreage to be planted to that article. Up to this time nearly all the talk has been to the effect that the growers have about decided to put in other crops this year that will be more profitable than growing tomatoes for canners at last year's price. On the other hand the canners stoutly assert that it actually costs them more to pack the goods than the present selling price of spots, and that all the conditions as to the weather before and while the crop is ripening, etc., must be nearly 100 per cent. perfect to enable



them to make their cost not exceed to-day's quotations for futures. All the same and nevertheless there is not going to be a famine in canned tomatoes next fall.

There was an increase in the demand for spot tomatoes this week and the buying orders came from nearly all sections, showing again that this market is the base of supplies at the present low prices. The concession from the prices of the week previous caused the liberal buying since last Monday, and the outlook for next week is toward further activity. Alert buyers are ready to pick up any good trades offered. For future delivery, while the jobbers are not yet climbing for tomatoes, the business done this week was largely above that of the week before, and if the coming week shows a further increase it will be fair to assume that the buying season has commenced in earnest. It certainly has been slow enough up to this week in future tomatoes. They are worth attention from now on.

The corn market continues firm for spot goods and quite strong on futures. Several of our factories have notified us this week either to withdraw their brands or else to mark up their prices for future delivery because of larger sales than was intended. Spot corn was not active, but the prices are very firm, especially in view of the fact that the next canning season is six months off. Small jobbing orders was the rule during the week for the other articles in the list of vegetables and the prices are unchanged.

'Twas a dull and uninteresting market for fruits all the week, and the quotations have not changed since last week. The spring season for canning oysters practically closes in the last half of this month by limitation, and there is a chance of some improvement in the prices, with smaller stocks than usual to supply the trade until the fall canning season opens.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Spices.

The market continues very active with good demand. Prices are slightly higher. There has been some big business done during the week in Peppers, Cassias and Gingers.

Pepper.—Prices are very steady. There has been some big trading in Lampongs for future shipment. White peppers are unquestionably higher in price. Stocks of Singapore are very small.

Red peppers are much higher, and on account of the shortage in supply it is predicted that very high prices will rule during this year.

Cloves very active and some large sales have been reported.

Prices are advancing; in fact, higher by 1 cent per pound than during last two or three weeks.

Pimento (Allspice) very firm and in good demand. Prices, however, are unchanged.

Mace scarce at present. Prices steady, but unchanged.

Paprika.—Good demand continues; prices are unchanged.

Nutmegs.—It is expected that higher prices will rule this year. There has been a good demand and spot supplies are rapidly decreasing.

Cassias.—The demand has been good, but there has been little or no change in prices.

Seeds, herbs, etc., in good jobbing demand at practically unchanged prices. Caraway and Poppy are selling exceptionally well. Hemp is firm. Canary and Mustards unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Florida peas range from \$2.75 to \$3.25 and show very fair quality. The demand is slow.

California rhubarb is coming forward again and sells for \$1 per box. The demand is good. Michigan rhubarb ranges from 40 to 60 cents per bunch.

Florida tomatoes range from \$2.50 to \$3 for fancy and \$1.75 to \$2 for choice. The demand is good.

Florida cucumbers range from \$4 to \$5 per box, and hothouse cues 75 cents to \$1 per dozen. The demand for good cues is good.

California asparagus has declined. The price ranges from \$4 to \$9 per dozen. There is some Southern asparagus in New York, but none yet in Philadelphia. The demand is better.

New Bermuda potatoes are still high—\$7.50 to \$8 for No. 1s and \$6 to \$6.50 for No. 2s. The quality and the demand are both good.

Florida eggplants range from \$3 to \$5 and is selling well.

Florida beets range from \$3 to \$4 per 100 bunches. A few beets are in from Charleston and range about like Floridas. The demand is good.

The first South Carolina scallions range from \$1 to \$1.25 per 100 and are wanted.

## The Electric Motor in the Grocery Shop

There are a variety of purposes to which the small Electric Motor may be applied in the Grocery Shop. For meat chopping and coffee grinding these motors are invaluable. A refrigerator operated electrically is infinitely more sanitary, and at the same time more economical and convenient than natural ice. A Grocery Store is not up-to-date nowadays unless completely equipped Electrically.

For full details and rates consult

The Philadelphia Electric Company  
10th and Chestnut Sts.



IF one of your customers should ask you some day why

### MINUTE GELATINE (FLAVORED)

is the best, you will want to know. Then bear these points in mind:

It is absolutely pure.  
The flavors are TRUE FRUIT.  
The gelatine is the best to be had.  
When prepared for the table it is the clearest, firmest, and most NATURAL flavored gelatine on the market.

If a customer is dissatisfied, we will refund the purchase price. You are absolutely safe in recommending it.

Where do YOU come it? The 33 1-3 per cent ought to look good to you, especially when every package you sell makes a friend for you. Don't sell it for less than 10c STRAIGHT. It's not in the three for a quarter class.

Let us send you a package to try at home. Write us to-day, give your jobber's name and we'll prove our claims.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.

## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter 2 1/4 inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS—Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

R. E. TONGUE & BROS.

Allegheny Avenue and Amber Streets, Philadelphia, Penna.



## National Retail Grocers' Association Commits Itself to Oleo Cause

**President and Secretary Issue Letter Urging Reduction of Tax to Two Cents Per Pound. Freight Rate on Premiums Packed in Food Products Bobs Up Again. Mr. Newberry Says Consumers Must be Allowed to Buy for Less.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

March 17, 1910.

Following is a copy of a letter recently sent out bearing upon the subject of a lower tax on oleomargarine:—

Cleveland, Ohio, March 3, 1910.

Dear Sir:—Since the last annual convention of the National Association of Retail Grocers, we have been working towards the framing and passage by Congress of such an oleomargarine law, in lieu of the present oleomargarine law, as will establish a uniform rate of tax upon colored and uncolored oleomargarine, reducing the tax upon colored oleomargarine from ten cents to two cents per pound, with such protection in the sale thereof as will enable the consumer to purchase the best grade of colored oleomargarine at a price very little in excess of the present price of white oleomargarine, and will also protect the consumer, who desires to purchase genuine creamery butter, from the fraudulent sale to him of all kinds of spurious butter and illicitly colored cheap oleomargarine for the best butter, as is now being done by many dishonest dealers under the present laws.

We are glad to be able to say to you now that we believe that such a measure as we desire will soon be introduced in Congress; and that the merits of the bill, if closely studied, will enlist the support of all consumers as well as honest dealers. Copies of this bill which we desire to have passed by Congress will be sent to you at a later date. In the meantime, we request that you write a letter to your congressman and urge all of your customers to send petitions to all their congressmen urging the passage of such a measure as will either repeal the present ten-cent tax upon oleomargarine or reduce the tax thereon to one cent or two cents per pound. Such letters, telegrams and petitions at this time and henceforth will materially assist in the passage of such laws as we desire.

Kindly report to the secretary of the National Association of Retail Grocers such progress as you may be able to make along these lines. It is a matter of great importance to our association that this work should be pushed immediately.

Very truly yours,  
JOHN A. GREEN, Secretary.  
T. P. SULLIVAN, President.

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One of the questions discussed at the tenth annual meeting of the retail grocers, held in Dallas, Texas, January, 1907, was that of shipping premiums in packages of foodstuffs such as toys, china, glassware, etc., at the same freight rate as groceries, where

the freight rates on those goods alone, if not packed with groceries, were much higher. A resolution was passed calling on the railroads to abandon the practice. The railroads complied with our request at that time and have rigidly lived up to it, but recently there has been a complaint to the Interstate Commerce Commission seeking to compel the railroads to accept such freight and not to charge any more for transportation than the rate for foodstuffs, even though jewelry, toys and other goods were contained in the packages. Such complaint was heard in Louisville, Ky., on March 8th and at present time the commission have not rendered their decision.

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Mr. J. R. Newberry, of Los Angeles, Cal., sends a letter of which the following is a part:—

The great necessity of the hour to-day is a better understanding between the retailer and the consumer. The retailer should not hesitate to explain fully his relation to the trade by clearing away every parcel of deceit and deception from his entire business fabric. Our experience is this, that 98 per cent. of the people of this glorious country are honest, and honest men do not wish to be deceived. They do not want anything from a retailer below his cost if they are thoroughly apprised of and believe the situation.

It is of the greatest necessity that the principal factors in this provisioning department should place their ears close to the ground. There are distant rumblings and you cannot mistake the attitude nor the demand of a hungry and honest public. We should look well and earnestly into our methods. Is it reasonable, honest or just that we should augment the middlemen factors, that we shall push the producer so far from the consumer as to cost from 60 to 85 per cent. of the consumer's cost to do this legitimate and necessary work? It is a question that we must solve as middlemen. There is no question but what the consumer must have the goods for less.

How much farther can we force these two factors apart? Is not the strain and tension too heavy at present? We, as retailers, must remember that the life and success of our business depends entirely upon the success of the consumer. If he does not succeed we will not get our money. And it is absolutely necessary that we must take care of his interests, that the jobber must take

care of our interests, that the manufacturer must take care of the jobber's interests.

JOHN A. GREEN,  
National Secretary.

### All But Pacific Coast Apple Men Want Apple Grading Bill.

A hearing during the week before the House Committee on Agriculture upon Representative Lafean's bill to establish standard packages and grades for apples showed apparently that the fruit packers of the entire country are in favor of the measure, except those of the Pacific Coast States. Lafean's bill would compel the fruit men to furnish full quantity of fruit in barrels or boxes, so that the public would be safeguarded against short measure. It also requires that only apples of the same grade shall be packed

in any one package. This would prevent the packers from placing good fruit at the top of the package and inferior fruit below. In the course of the hearing it was brought out that owing to dishonest methods of the fruit packers the apple trade with Germany, amounting to \$22,000,000 annually, has been lost to this country and has been gained by Canada. The Canadians have a grading law similar to that proposed by Mr. Lafean, and its effect has been greatly to increase the apple business of that country.

Florida pineapple 26s oranges sold for \$6.15 at auction during the week, owing to scarcity. Ordinary fruit ranges from \$1.50 to \$2.75, and Indian Rivers at \$2.50 to \$3. The demand is quiet.

Written for the "Grocery World and General Merchant."

## Says Mr. Pratt Figured Profit Wrongly

**New York State Merchant Says He Should Have Divided the Profit by the Cost to Him, Instead of by the Cost to the Customer. Illustrates With Mr. Pratt's Own Case.**

While every merchant must fully agree with the article written by Mr. Pratt on the manner in which the per cent. of the merchant's profit is often misrepresented by salesmen, I am speculating as to whether every merchant will agree with his method of estimating the merchant's per cent. of profit.

The illustration he uses is briefly this:—

A merchant buys peanut butter at \$1.40 per dozen jars and sells it at 15 cents per jar, or at \$1.80 per dozen. His gain is 40 cents.

Mr. Pratt says his per cent. of gain is 22 2-9 per cent. While I can see that he gets this result by dividing his profit of 40 cents by the cost to the customer, yet I want to ask him as a brother merchant if that is the correct way to estimate the per cent. of the merchant's profit?

According to the day school authorities on arithmetic, in order to find the per cent. of gain when you have the gain and the cost given, divide the gain by the cost. That is, divide your gain by the cost of the goods to you and not by the cost of the goods to the customer.

He sold the goods to the customer for \$1.80. He made 40 cents, and in finding the merchant's per cent. of gain he finds what per cent. 40 cents is of \$1.80, or in other words, what the per cent. of his gain is to his customer's investment. Should he not find what the per cent. of gain is on his own investment? Or, as before stated, divide his gain by what the goods cost him and not by what they cost the customer?

Of course, I can see that dividing the merchant's gain by the customer's investment will give the per cent. the merchant's profit is of his receipts, but at the end of the year when he wishes to figure up his per cent. of gain on the goods he has sold, suppose the goods he bought during the year cost him \$300,000, and suppose he received for these same goods \$400,000, then his gain is \$100,000. Now, his gain per cent. on the cost of the goods is 33 1/3 per cent., and the per cent. his profit is of his receipts is 25 per cent.

Am I right, or is it the night school for me?

CHAS. L. GOETZMANN,  
West Webster, N. Y.,

March 15, 1910.



## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Concerning An Ideal.**—We read a lot in the papers about ideals and aspirations and affirmations. An ideal from a business standpoint is viewing yourself, filling a position that is the very height of your matured ambition. And you can't mentally fill that position too often in the day. Just because you're 17 or 20 or 40 and still working back of the counter doesn't mean that you're always going to be there. The thing depends largely upon your *ideal*—and the fight that is in you. If you can see yourself as the head of a big grocery concern, and you fight tooth and nail to get there, what's going to keep you back? It isn't in the power of man nor angels to do it. Master the thing you have in hand right now. Do it better. Do it quicker. Do it more originally than it was done before—even by yourself. That's stepping up. To win that "ideal" means roughing it. You'll have setbacks. Hard knocks. Criticisms. Sneers. Sometimes they'll call you a "sucker," sometimes a "knocker," sometimes a "sneak," and often a "fool." But in the end you're a *winner*. You're after something. And, gentlemen, the fellow that *isn't* after something—the fellow that has no "ideal"—eventually drops out of the game. He has no standing with you. So I say get an *ideal* and work for it. When Emerson advised us to "hitch our wagon to a star" he simply meant—Aim at the very highest and keep at it.

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**"He's A Good Salesman."**—That's a good reputation to have. Many a customer that balks and puts off and shops around will talk about you as a "good salesman." She admires your interest and your ability—and she'll give you a chance to sell her. A good salesman, you must always remember, is highly respected by a customer. Why? Because first of all he knows the goods. He knows what puffed berries are like. He

tells the difference between Oregon and California prunes. He tells the mixed tea drinker what she may expect when she switches off on Ceylon. He knows whom to sell imported oil to and whom to sell domestic oil to. He doesn't say, "Shall I send you renovated butter or creamery butter." He knows. "He's a good salesman." Be one.

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**Get Acquainted With The Cook.**—If your store handles the first-class trade my advice is, get acquainted with the cook. She's the power behind madam's dollars. I don't mean "standing in with her." I mean getting her confidence. When you do her favorite soap, her pet baking powder, her only flavoring extracts will be all up to you. You send your favorite. Nothing really deceptive about this. It's only a matter of education and profit. Of course, you understand that the goods must be "up and up." But don't hurry about it. Give her what she orders 'till confidence is established or you spoil the game.

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**Phone Orders.**—Before Prof. Bell dreamed of the telephone I used to solicit orders, and I found it comparatively easy to sell specials when madam appeared on the scene. The same applies to phone orders. You wouldn't think it, but distance in this case really seems to lend enchantment. Tell about the new things you've just received—especially fresh vegetables just now, and you'll be surprised how responsive people are over the wire. Some women get bewildered in a store. On the phone they're at ease. It happens to fall my duty in the early morning to attend to the phone calls before our regular operator arrives. So I'm speaking from actual experience as well as from former counter experience.

Florida celery ranges from \$1.25 to \$2 and is wanted.

## MANY GROCERS

Find it pays them to read the  
"good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

## HIGHEST IN HONORS

## Baker's Cocoa & CHOCOLATE



Registered,  
U. S. Pat. Off.

A perfect food, preserves  
health, prolongs life

**Walter Baker & Co. Ltd.**

Established 1780 DORCHESTER, MASS.

52

HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

## ONE DOZEN FREE

Here is a blueing with a new point for your customers and some good things for you.

**Sunshine Blue** is absolutely soluble, and is positively guaranteed neither to spot nor streak clothes. Any housewife will see the force of this instantly. Another point is the new box, which will sell the blue if you'll show it.

The point for you is the profit. Costs you 39c. a doz.; you make over 50%. If you order within 90 days you get **one dozen free** with five; bought that way you pay \$1.95 per case and get \$3.60. We also take back any that doesn't make good.

It will cost you only a little money to try this out. Why not look into it? Write for sample.

**Zonol Products Company**

116 John Street

**NEW YORK CITY**

## LEARN TO MAKE SIGNS & SHOW CARDS

Unless you have an unusual store there isn't a man in it who can write the clean, catchy show cards that every merchant knows draw trade.

Yet for \$10 we can fit you or the dullest man in your store so he can write show cards with a show card artist.

This through our Correspondence Course in Show Card and Sign Writing. Forty-five clean plates with lucid instructions. It has never been sold below \$25; now to you \$10. This covers everything necessary. Write.

**Home Study Institute**

934 Chestnut Street, Philadelphia, Pa.

## FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

## Archer's Bouillon Capsules



It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers

**ROYAL SPECIALTY CO.**

92 Reade St.

**NEW YORK**



## THE NEW FLAVOR

## MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

**SUTTER & HARDING, Brokers**  
5 S. Front St., Philadelphia, Pa.





In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

CONDUCTED BY IVAN P. THOMPSON

#### A Display of Sweet Things.

As a foil to the above window dressing design, the following might be used with advantage.

The first suggestion dealt with nothing sweet. This one will deal with nothing that is not sweet.

Get two (or as many as the size of the barrel necessitates) tins of little sweet cakes—the kind of tins that have glass in front—and place one upon the other. Then get a sugar barrel with the head off and place it beside the two tins and in the centre of the rear of the window. On the other side of the barrel place two more of the same kind of tins with cakes inside them.

Before going further you had better put some wrapping paper over the floor cloth so that you can use the sugar again.

From the tins to the left to those on the right place a board with crepe paper over it bridging the sugar barrel. On the left and right ends of this board place a glass-stemmed dish, with little cakes in it, say macaroons, ice cream cakes, Sweet Marie biscuits, sultana fruit biscuits, fig bars, lemon jumbles, or the like. Next place two 5-pound cocoa cans, one on top of the other, beside the dishes. Bridge these with another board and beneath the bridge place first a smaller board to raise the level of the platform and then three glass dishes (the centre one should have a stem) containing cakes. On bridge place a 5-pound can of cocoa, a pound cake in a dish and another 5-pound can of cocoa in the order mentioned. Place another board across the cans and at



each end of it place a cup and saucer. In centre place a cocoa pot.

Right and left of centre piece build a pyramid of cocoa cans of any brand—Baker's, Croft & Allen's, Wilbur's, Lowney's, or Hershey's—beginning at the bottom with 5-pound cans. Then, say at the fourth row, use 1/2-pound cans, then at the sixth row

store which has a window display such as is suggested in this cut.

Build a platform two boxes high and cover with light green cheesecloth, carrying the cloth forward to the front of the window. Dividing this into quarters, more or less, place four Swiss cheeses in centre half of the semi-circular platform and at intervals of not quite their own diameters.



use 1/4-pound cans, until the apex of pyramid is reached, as in sketch.

Put granulated sugar in the barrel and over remaining space of flooring. On the sugar thus spilled make a design—similar to the one in the sketch if you like—of unsweetened chocolate bars—Baker's if you have it, or anybody's—and your window is dressed.

#### A Light Lunch Window.

There are many occasions when one feels that a "bite" would go to the spot, and yet has not the time to wait for nor the inclination to provide a heavy lunch. In such cases, it seems to me, that "crackers and cheese" pretty nearly fill the bill. Of course "crackers and cheese" unqualified do not appeal to one's imagination, but if you see before you the variety at the disposal of a grocer and realize what those three words can mean, the thought of a lunch of "crackers and cheese" and its possibilities will immediately react upon your appetite and you will make a determined break for the inside of a

Then place three more of same, or any other large cheese, such as the large cream or store cheeses, etc., as in picture. On these again place two more and on these a board or slab of glass.

In the three spaces between the four lower cheeses on the platform place, from left to right, a pineapple cheese, a pyramid of Philadelphia cream cheeses in their silver wrapper, and a pineapple cheese. On the top of the left hand lower cheese place two pots of club cheese or Royal cream cheese in jars, then one on them, and on it place a Philadelphia cream cheese on end. Do the same with the last cheese on the other side. In the two spaces left place a pyramid of Philadelphia cream cheeses.

On second row of cheeses place in following order a pyramid of Neufchatel cheeses with a pot of club or jar of Royal cream cheese upon it, and on this place a package of Philadelphia cream cheese. On centre cheese place a pineapple cheese and treat the third cheese as you did the first.

On slab on the two last cheeses place, left and right, a pyramid of



Neufchatel cheeses, topped by a jar or pot bearing a pineapple cheese, and in centre pile two Neufchatel cheeses, two packages of Philadelphia cream cheese, the small end in front, one package more lengthways across them, then, lastly, another package on end.

On the right and left platforms place cartons of crackers like bricks, as in design, and pick out those that have the most color in their wrappers; but you need not confine your choice to them entirely, only do not use any sweet crackers, as they do not go well with cheese. Along the base of your platform place a row of Pilot biscuits on end, and at their feet, so to speak, place another row of same flat. You might then put some small baskets of tomatoes in the positions suggested in the drawing. In the centre, as a spur to appetite and to titillate the palate, place a large glass dish of lettuce and sliced tomato salad, flanked on each side by a bottle of Mayonnaise dressing. Place a fine head of lettuce each side of the bottles as in drawing.

Along the front of the window put a border of "cheese sandwich" crackers on account of the color of the wrapper, and border these again with red radishes, backed by heads of lettuce, and beyond these place some bunches of white radishes.

I would also add some signs containing the names and prices of the crackers and the names and prices of the cheeses and put

them in about the same places as in the sketch.

As most crackers have pretty boxes and the cheeses have an attraction all their own, they and the salad, lettuce, tomatoes and radishes should make a very appetizing and decorative window.

### ASSOCIATION NEWS.

#### New Hampshire.

At the State convention of the New Hampshire Grocers' and General Merchants' Association, which was held at Concord last week, one of the most important features was a paper on cost and profit read by Hon. Edwin C. Bean, of Belmont. An extract from Mr. Bean's address is as follows:—

We hear of some merchants who claim to run their business on an expense of 10 per cent., while others claim it costs them 25 per cent. These are extreme figures, and probably from 15 to 20 per cent. is the average. If it costs a man 20 per cent. of his sales to run his business, if, for every five dollars he receives over his counter, he is obliged to pay out \$1 to get that \$5, then the goods must not have cost him four dollars if he is to come out right. If they cost him \$4.05, he loses five cents each time he makes this transaction. If he sells \$2,000 worth a year, he has run behind \$200 in a year, which in five years means that in that time he has run behind \$1,000. On the other hand, if the goods only cost him \$3.95 and the expense of doing business is the same, at the end of the year, he is \$200 ahead, and at the end of five years, he has \$1,000 to his credit.

Even if we are on the profit side and fail to collect our accounts and lose ten cents on every five dollars' worth of trade in bad debts, we would still lose the same amount of money. This illustrates the necessity of looking out for the collec-

tions. Some men lose very little, others none. During the last fifteen years, as near as I can figure it, I have lost one-half of 1 per cent. of my total business in bad debts. This is too much, and is because I am not a good collector.

In selling 15-cent and 10-cent goods at two and three for a quarter, the profit is practically given over to the customer, for it costs 15 per cent. to run a store. This is a very bad practice.

#### Bradford, Pa.

The Bradford Business Men's Association has decided to hold its annual banquet at the Hotel Holley on Tuesday evening, March 29th. John Kirby, Jr., of Dayton, Ohio, president of the National Association of Manufacturers, and State Secretary Howes, of Erie, Pa., have promised to attend and will be the principal speakers. The editor of the "Grocery World and General Merchant" regrets his inability to accept an invitation to be present.

Officers were elected Monday evening to serve during the ensuing year as follows: President, M. F. Flaherty; first vice-president, J. J. Freeman; second vice-president, C. M. Luttrell; third vice-president, C. R. Smith; fourth vice-president, Izy Ertz; treasurer, Geo. A. Bodine; secretary, Geo. L. Dobie.

A remarkable statement of the work done by the collection department was contained in the annual report of the secretary, rendered at this meeting. A portion of it was as follows:—

About 1350 accounts were reported to the Association for collection since January 1, 1909. In relation to these, as well as many other accounts previously reported, credit ratings and general corre-

spondence, over six thousand letters were written. The results obtained by our collection department, particularly during the last four months, have been very gratifying. On the accounts reported to the Association, we have collected during the past fourteen months \$4,079.52. In addition to this many accounts were adjusted by the delinquents upon receipt of the No. 1 letter sent out by the creditor. Since most of the accounts reported to the Association are, as a rule, bad ones, the showing made in the collection department is quite satisfactory.

### Pennsylvania News Items.

As the "Grocery World and General Merchant" goes to press the case of the Pennsylvania Dairy and Food Department against John Hoffman, a grocer of Altoona, who sold cornstarch that the department says contains nitrates, is on trial. The case is being defended by the National Starch Co., the manufacturers, who contend that they did not put the nitrate in the cornstarch, but that it got there by action of the atmosphere, and further that the bacteria therein is beneficial to health and the nitrates non-injurious. The evidence is wholly by experts, including a score of the most prominent chemists of the country. Thousands of dollars are being expended in the trial, and it will take a decree of the Supreme Court before the case is finally determined, no difference what result is reached in the Blair County Court.

Florida squash ranges from \$2 to \$2.50 per crate and shows fair demand.



## Still on the Firing Line



This week we again call your attention to our fine line of Table Syrups and incidentally call your attention to a few seasonable items.

**SYRUPS**—The demand for Syrups keeps up, most of our leading brands now made heavy body for Spring and Summer trade. Our **Royal Table Syrup** is our best seller. This last ten days we have had a good run on **Golden Sugar Loaf Syrup** at 32c., it is strictly fancy and pure sugar goods. Also leading brands include **Quaker City Syrup**, **Gilt Edge Table Syrup**, **Ex. Amber Drips**, **King B Drips**, **White Clover Brand Syrup**, etc. A full line of New Orleans Molasses.

**DRIED FRUITS**—A nice lot of **Ex. Choice Apricots** 25-lb. boxes, per lb. 13c.; **Choice Slab Apricots**, full rich flavor, 50-lb. boxes at 11¼c.; 25-lb. boxes at 11¾c.; **White Nectarine**, 50-lb. boxes at 7½c.; **Pitted Plums**, 25-lb. boxes at 8½c.; **Silver Prunes** 20s in 25-lb. boxes at 10¾c.; **Evaporated Apples** 1-lb. cartons, per lb. 8¾c.

**EASTER EGG DYES**—Chic-chic or Paas Dyes, making brilliant colors, 40 packages in handsome display box, per box \$1.00.

**CRUISER STRINGLESS BEANS**—Young and tender, small slender stringless beans **Ex. Choice** quality, fine flavor, and a good seller at this season of the year, per doz. \$1.40.

**KIRK, FOSTER & CO.**

WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## FOR SALE.

**FOR SALE.**—In Cape May County, N. J., general store doing business of about \$15,000 yearly. Located within sixty feet of West Jersey & Seashore Railroad. In town which is bound to improve on account of the number of small summer sections opening. This is an exceptionally fine opening for any one desiring a general store business that will take only about \$3,000 for stock and fixtures. Extremely low rental and property can be bought if desired. Will give full particulars by addressing "W. C. 2," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**FOR SALE.**—Complete coffee roasting plant, cheap, consisting of a one bag Hausman Gas Roaster, cooling box, 5 h.p. direct motor, piping, etc. In operation now. Installing larger plant. The H. G. Tombler Grocery Company, Easton, Pa. 12

**FOR SALE.**—Cheap, one No. 104 (4 drawer) double tier cabinet, latest National Cash Register. Just the same as new and everything complete that a cash register can do. Will sell for cash or on easy terms to suit purchaser. For particulars address W. A. Bosserman, York, Pa. 13

**FOR SALE.**—Delicatessen store in southwestern part of Philadelphia, doing cash business of about \$200 weekly. Will sell on account of sickness. E. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**FOR SALE.**—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

**FOR SALE.**—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

**FOR SALE.**—Old-established meat, grocery and provision store, horse, wagon, pushcart and cash register. Has good, steady ship trade. If sold at once will take \$1,150. Rent, \$30 per month, store and ten rooms. Owner retiring from business. 752 S. Front St., Philadelphia, Pa. 14

**FOR SALE.**—Wholesale confectionery business, located in a growing town of about 12,000, and easy access to surrounding territory, doing a good business, which is paying. Will sell dwelling and storeroom, stock and fixtures, candy making tools, horse, wagons, etc., at right price to quick buyer. This is a rare opportunity for some one thinking about entering into business. Reason for selling, am interested in other business interests. H. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**FOR SALE.**—One cheese cutter and one Moneyweight Computing Scale. Will sell the two for \$35, or will sell separately. Used one year. Can be seen at Cash Grocery Co., 1801 Venango St., Philadelphia, Pa. 14

**FOR SALE.**—On account of ill health. A rare business opportunity. Established twenty-three years in nicest town of the Lehigh Valley. If you would like a business of \$50,000 to \$75,000 here is the chance of a lifetime. Have population of 10,000 to 12,000 people to draw from. Best location in town. No old stock and buildings in finest condition. It will pay big to investigate. K. K., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12

**FOR SALE.**—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

## HELP WANTED.

**WEST PHILADELPHIA DEALER IN** meats, vegetables and groceries wants good butcher. Will pay good wages to competent man. E 8, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**YOUNG MAN BETWEEN TWENTY-**two and thirty for clerking in store. One who understands thoroughly how to wait on trade and look after things in general. To act as assistant manager. Good salary and plenty of chance for advancement. E 9, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 12

## SITUATION WANTED.

**WANTED.**—Young man, aged twenty-eight, married, with a college education and well versed in groceries and manufacturers' hardware, wishes position as salesman, preferably in the vicinity of Allentown or Reading. Is also a thorough office man, but would prefer a traveling position. C 33, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

**WANTED.**—Experienced manager wants position with retail grocer. Country or suburbs preferred. Hobson, Eleventh and Green Lane, Philadelphia, Pa. 12

**WANTED.**—Sales manager or resident salesman. Young man, thirty-two, ten years experience as a salesman and manager. Familiar with all methods of selling and organizing selling force, advertising, etc. An expert in the premium plan of selling. H 515 B. O., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**WANTED.**—Young man, thirty-three, possessing tact, energy and executive ability of a high order, backed up with twelve years active experience as a salesman, organizer, buyer and advertiser, at present employed, seeks position in the vicinity of Philadelphia. C 32, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PENNSYLVANIA MAN OF THIRTY-**four years, single, wants position on road for general merchandise, such as dry goods, shoes, rubbers or groceries. Has had over fourteen years selling experience. Wants guarantee of at least \$12 weekly or commission. Knows stenography and bookkeeping. Good references. C 31, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

**MAN OF FIFTY-FIVE, WITH TWENTY-**four years experience in grocery business for himself, wants position as grocery clerk or meat cutter. Or will take position as watchman. Absolutely competent in every phase of the business. Thoroughly active and responsible. Good references. C 30, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

**WANTED.**—Situation as salesman for a large meat or grocery house. Can furnish reference. Meat Cutter, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**WANTED.**—Young man, aged twenty-one, excellent education, thoroughly experienced in retail grocery business, desires position with established house, either as road salesman or in a position where he can work into that. Excellent references as to character and ability. Will go anywhere. G. F. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PHILADELPHIA GROCERY CLERK** wants position in Philadelphia as manager. Has had extensive experience in England, notably with Bodford Co-operative Society, where he spent five years. Good window dresser and all round manager. Sixteen

years experience, all told. At present manager for branch store. Splendid references. Age thirty, married. Salary to start, \$15. C 28, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**EASTERN PENNSYLVANIA CLERK,** aged thirty-six, wants position as general clerk. Has had four years general experience, including special experience in order work. Married, one child. Understands fruits and vegetables and can buy successfully. Will begin in congenial position for \$11-\$12 weekly. C 29, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PENNSYLVANIA MAN WANTS TO** travel for wholesale beef company. Has had ten years experience and can make good. Wants \$20 weekly and expenses. Aged twenty-nine, married. C 27, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PENNSYLVANIA GROCERY CLERK** and manager, aged twenty-five, single, wants position anywhere as manager for general store or shoe store. Experience, six years with present employer. Good bookkeeper and buyer of all kinds of general merchandise. Wants \$85 monthly to start. C 26, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**NEW JERSEY MAN WANTS POSITION.** Aged fifty-four, married. Can fill floor-walker's position or any position, within his knowledge, of trust or responsibility. Has had his own store for five years and has had thirty years experience as general storekeeper. Wants position where absolute honesty and faithfulness will be appreciated. Wants \$15 weekly to start. C 25, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

**PHILADELPHIA CLERK, CASHIER** and bookkeeper wants position as assistant bookkeeper in a large wholesale or retail house, with chance to rise. Can also fill cashier's or bookkeeper's position. Aged twenty-two, single. Will go anywhere within fifteen miles of Philadelphia or Camden. Has had three years experience as order and delivery clerk, bookkeeper and cashier. Has taken night school course in bookkeeping. Good references. C 24, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 12

## BUSINESS OPPORTUNITIES.

## GROCERY, MEAT AND PROVISION STORES.

## EVERY ONE A GOOD CHANCE.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large gro-

cery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, grocery, meat and canned goods business doing \$300 to \$350 weekly, all cash. Rent low. About \$700 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for for years. Open to the fullest investigation.

## GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

## WARNER &amp; CO.,

927 Arch Street, Philadelphia, Pa.

## MISCELLANEOUS.



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 12



**CORRECTED WEEKLY. MARCH 21, 1910.**

## ADVANCES.

Column.

Column.

## Column.

Marrow Beans.....	60	
Medium Beans.....	60	11
Pea Beans.....	60	11
Red Kidney Beans.....	58	11
Hominy.....	60	11
Pease.....	60	11
Barley.....	60	11
Potatoes.....	60	11
Flaxseed.....	58	11
Onions.....	61	11
Shellbarks.....	61	11

—I—  
SUGAR.

—2—

—3—  
HARMONIA.

<b>Bumford Baking Powder :—</b>		
5c. tins, 4 doz.....	per doz.	.45
roc. can, 2 doz. in box.....	per doz.	.90
¼-lb. cans, a doz in case.....	per doz.	1.25
1-lb. cans, 1 doz. in case.....	per doz.	1.50
Royal, roc. size, 4 doz.....		.45
1 lb., 4 doz.....		1.30
1 lb., 2 doz.....		2.40
1 lb., 1 doz.....		4.65

TEA.

## PACKAGE TEAS.

## AXLE GREASE.

## BAKING POWDER.

<b>Sea Foam Baking Powder—</b>	
$\frac{1}{2}$ lb., 4 doz. in case.....	.95
$\frac{1}{2}$ lb., 3 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., $\frac{1}{2}$ -lb., 4 doz.....	per doz. .45
Davis' O. K., $\frac{1}{2}$ -lb., 3 doz.....	per doz. .90
Davis' O. K., 1-lb., 3 doz.....	per doz. 1.65
Davis' O. K., 5-lb., $\frac{1}{4}$ doz.....	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.....	per doz. .84
Cleveland's $\frac{1}{2}$ -lb., 4 doz.....	per doz. 1.23
Leslie's, nickel.....	4 doz. cases .45
Leslie's, $\frac{1}{2}$ -lb. cans, 3 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
<b>Rumford's Yeast Powder:—</b>	
4 oz. glass, 2 doz.....	.82 $\frac{1}{2}$
6 oz. glass, 3 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz. 1 gross, in bbl.....	2.03

Mason's—	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75

Acme, 1 doz.....	1.25
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's, Army and Navy, 1 doz.....	.85
Boyer's French Dressing.....	.85
"    Oil Polish.....	.85
Easy Bright, ladies'.....	.85
"    waterproof.....	1.25
Admiral Russet Combination.....	.75
Admiral Shoe Dressing.....	.75
Whittemore Bros. & Co:—	
Gilt Edge Polish, black.....	1.00
Boston Waterproof, black.....	1.00
Boston Jr. Waterproof, black, 10-cent size.....	.85
Elite Combination, Baby, black.....	.85
Elite Combination, large, black.....	2.00
Superb Patent Leather Paste, large.....	.75
Champion, black, friction polish.....	2.00
Champion Jr., black, friction polish.....	.85
French Gloss, black, self-polishing.....	.75
Royal Gloss, black, self-polishing.....	.75
Dandy Combination, russet.....	1.00
Star Combination, russet.....	.75
Dandy Russet Paste, large.....	.75
Boscia Waterproof Paste Polish, large.....	.75
Boscia Waterproof Paste Polish, small.....	.40
Quick White, cleans dirty canvas shoes.....	.75
Quick White, cleans dirty canvas shoes.....	1.75
Oil Paste black, never dries up, large tin.....	.75



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## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25 1/2 .27
Java, Interior.....	.21 .23
Bogatos.....	.14 .17
Washed, Caracas.....	.14 .16 1/2
Washed, Mexican.....	.14 1/4 .15 1/4
Bucarmango.....	.13 .13 1/2
Guatemala.....	.12 1/2 .14 1/2
Maracaibo.....	.14 .18
Washed Santos.....	.14 .18
Mocha Seed Santos.....	.19 .13 1/2
Santos.....	.11 .12 1/2
Rio.....	.11 1/2

## ROASTED COFFEE IN BULK.

Private Estate.....	.33
Fancy East India.....	.28
Fancy Blend.....	.27
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.26
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	.13 1/2	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kesy".....	per box	3.90
30 tins in box.....	per carton	.95
12 lb. tins.....	per doz.	5.75
George Fleto's Bone.....	Per gross	
Coffee Essence, 1/4 gross improved cans.....		2.25
" " 1/4 gross cans, tin ends.....		2.75
" " 1/4 gross cans, all tin.....		2.90
Vienna Coffee Essence, Manila, 1/2 gross.....		2.25
Package Chicory, 65-lb. cases.....	per lb.	.04 1/2
Mummel's Essence, tin can, 1/2 gross, per gross.....		2.90
" " tin ends.....		2.75
" " improved ".....		2.25
Chicory, Bells' 65's.....		.06 1/2
" English, ground, bags about 160 lbs.....		.05 1/2
" Franks', stick, 65 lbs.....		.06 1/2
" Muller's, Columbus brand, 5 sticks to lb., 65 lbs.....		.06

## AMMUNITION.

Blasting, A, kegs, 25 lbs.....	2.35
" B, kegs, 25 lbs.....	1.30

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Duck, kegs, 12 1/2 lbs.....	4.75
kegs, 6 1/2 lbs.....	2.65
FG, FFG, FFFG, kegs, 25 lbs.....	4.75
" " kegs, 12 1/2 lbs.....	2.65
" " kegs, 6 1/2 lbs.....	1.50
Drop Shot, Nos. 2, 3, 5, 8, 9, kegs, 25 lbs.....	1.85

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" No. 3, 3 doz.....	2.65
" A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 50. and 100. asst., 8 lbs.....	Per lb. .30

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/4 gross.....	5.10
Army and Navy, No. 8, 3 doz.....	3.00
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 3, 6 doz. barrel.....	5.50
French Laundry, large, 1/4 gross in barrel.....	2.45
Tibbals Cream Indigo, 5c. size, 1/4 gross case.....	4.80
" " 10c. size, 1/4 gross case.....	9.00

Free goods with 1/2 gross 5-cent size and 1/4 gross 10-cent size.

## BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.35
" first, ".....	.34
" second, ".....	.33
" third, ".....	.31-.32
" dairy, extra, bakers' use, 30-60 lbs.....	.25-.28
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.32-.36
Print Butter—	
Star or S. D. brands, 1 lb., 50-60-lb. bxs.....	.39
B. B., E. D. brands, 30-40-lb. boxes.....	.38
J. J. C. V., Gilt Edge, Gold Medal, 30-40-lb. boxes.....	.37
Sheaf ("400") Elgin, 30-40-lb. boxes.....	.36
Sheaf ("400") Elgin, 30-40-lb. boxes.....	.32-.35
Milken Farm, lbs. and 1/2 lbs.....	.40
Gurnee, lbs. and 1/2 lbs.....	.38
Belle Spring.....	.34

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Neverout, 8's.....	per box 1.75
" 16's.....	per box 1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons.....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	1.18

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## COOKING HERBS.

Colburn's "A," Small—	
Sweet Marjoram.....	per doz. .85
Sage.....	" .85
Thyme.....	" .85
Savory.....	" .85
Special case assortment, 2 doz. Sweet Marjoram, 1 doz. Sage, 1/2 doz. Thyme, 1/2 doz. Savory.....	per case 1.00
Colburn's "A" brand, Sweet Marjoram, Thyme, Sage, Savory—	
1/4-lb. cartons, 1 doz.....	per doz. .40
1/4-lb. " ".....	" .75
1/4-lb. " ".....	" 1.25
1/4-lb. screw cap bottles, 2 doz.....	" .90
1/4-lb. square cans, 2 doz.....	" .85

## CANNED GOODS.

	Per doz.
Tomatoes—	
Fancy Jersey.....	.87 1/2
New Jersey, No. 10, 1 doz.....	2.20
" standard No. 3.....	.80
" 5 1/2 inch.....	1.20
Maryland, No. 10, 1 doz.....	1.95
Mrs. Lippincott's, frying.....	1.15
Our Best, 50 oz.....	1.00
Fancy Maryland.....	.75
Luncheon, fancy Maryland.....	.80

Lima Beans—	
New Jersey, No. 2.....	.90
" " 10.....	4.50

	Per doz.
String Beans—	
Fancy cut Refugee.....	1.05
" Refugee.....	1.20
Small.....	1.35
Fancy small Refugee.....	1.60
Smallest Refugee.....	1.80
New York, No. 10.....	4.25

Wax Beans—	
Small.....	1.35
Fancy, small.....	1.60
Cut wax.....	1.05

Baked Beans—	
Fancy Maine, No. 3, sauce.....	1.60
" " 3, plain.....	1.45
" " 2, sauce.....	1.25
" " 2, plain.....	1.15
" " Picnic sauce.....	.70
" " Individual sauce.....	.50
Maryland, No. 3, sauce.....	1.20 - 1.25
" " 3, plain.....	1.20 - 1.25
Good, No. 3, plain or sauce.....	.95
Campbell's, No. 2, sauce.....	.95

Red Kidney Bean—	
New York, fancy, No. 2.....	.95
Maryland, Standard, No. 2.....	.80

Corn—	
Fancy Maine.....	1.25
" New York, cream crushed.....	1.00
" " Country Gentleman.....	1.15
Fancy Shoe Peg.....	1.00
Maryland, crushed.....	.85 - .95

Peas—	
Fancy New York, sweet.....	1.05
" " sifted, sweet.....	1.20
" " extra sifted, sweet.....	1.35
" " fancy sifted, sweet.....	1.65
" " June.....	1.05
" " sifted June.....	1.20
" " extra sifted June.....	1.35
" " fancy sifted June.....	1.65
" " No. 10 cans.....	5.00
Extra sifted, E. J.....	1.25
Sifted, E. J.....	1.05
Sweet Dimpled.....	1.00
Maryland, sifted E. J.....	.85
" June.....	.80

Beets—	
New Jersey fancy, No. 3.....	1.10
" " 10.....	3.25

Succotash—	
New York, fancy, No. 2.....	1.20
" standard, No. 2.....	1.05
Maryland Slavery, No. 2.....	.95

Spinach—	
Maryland, standard, No. 3.....	.95
New York, fancy, No. 3.....	1.50

Sweet Potatoes—	
New York, fancy, No. 3.....	1.25
New Jersey, standard, No. 3.....	.90

Pumpkin—	
New York, extra fancy, No. 3.....	1.15
" " 2.....	.90
" fancy, No. 3.....	1.00
New Jersey, fancy, No. 3.....	.85
" standard, No. 3.....	.75
Maryland, standard, No. 3.....	.65

Asparagus—	
Mammoth, 2 1/2's.....	3.00
Large, 2 1/2's.....	2.75
Oak, large, 2 1/2's.....	2.65
Standard, 2 1/2's.....	2.45
Fancy tips, No. 1, square.....	2.65
Extra standard, No. 1, square.....	2.45

## California Canned Fruit.

	Per doz.
Apricots—	
Extra quality.....	2.50
Extra standard.....	2.60
Standard.....	1.40

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Pears—	
Bartlett, extra quality, 2 1/2's.....	2.60
" extra standard, 2 1/2's.....	2.15
" standard, 2 1/2's.....	1.80

Cherries—	
Extra quality, 2 1/2's.....	2.90
" standard, 2 1/2's.....	2.35
Standard, 2 1/2's.....	1.80

Peaches—	
Extra quality, lemon cling.....	2.50
Standard, lemon cling.....	1.90
Extra standard, No. 8.....	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.05

Plums—	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples—	
Extra standard, No. 3, 2 doz.....	.90
Standard, No. 3, 2 doz.....	.85
New York State, No. 10.....	2.85

Blackberries—	
New Jersey, syrup, No. 2.....	1.30
Standard, No. 2.....	1.02 1/2

Blueberries—	
Maine, Eagle No. 2.....	1.25
Loggies, No. 10.....	6.00

Cherries—	
Maryland, No. 2, white, extra.....	1.35
New York, white, No. 2.....	2.65
Flour City, red, No. 2.....	

Peaches—	
Extra standard, yellow, No. 3.....	1.25
Standard, white, No. 3.....	1.05
Standard, pie, No. 3.....	.95

Pears—	
New Jersey, No. 10.....	3.75
Delaware, standard, No. 3.....	1.00

Raspberries—	
New York, extra preserved, No. 2.....	2.45

Strawberries—	
Anchor, No. 2, water.....	.75
New Jersey, standard, No. 2.....	1.50

Pineapple—	
Hawaiian, No. 2 1/2, sliced.....	2.50
" " 2.....	2.20
" " 2, grated.....	1.75
" " 2, crushed.....	1.80
" " extra, grated in juice.....	5.75
" " crushed in juice.....	5.75
Baltimore, extra, grated, No. 2.....	1.80
" " sliced.....	2.00
Singapore, heavy syrup, No. 1 1/2, cubes.....	1.10
" " " 1 1/2, chunks.....	1.20
" " " 1 1/4, sliced.....	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

	Per doz.
Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
" No. 2, 2 doz., McMenamin's.....	3.25

Clams—	
Star, No. 1, 4 doz.....	.85

Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.35
" " flat, 4 doz.....	4.35

B. & M., No. 1/2, flat, 4 doz.....	1.40
" No. 1/2, flat, 4 doz.....	1.35
Star brand, No. 1/2, flat, 4 doz.....	2.25

Shrimps—	
Dunbar, No. 1, pickle, 4 doz.....	1.30

Mackerel—	
Pickert's, soured, No. 1, 4 doz.....	
" " No. 2, 2 doz.....	
" " No. 3, 2 doz.....	
Underwood, soured, No. 1, 50 cans.....	
" " No. 1, 4 doz.....	

Oysters—	
Boyer's, No. 1, 2 doz.....	.75
" No. 2, 2 doz.....	1.45

Stewart's, No. 2, 2 doz.....	1.35
" No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75

Kipperd Herring—	
Maconache's, 2 doz., plain.....	1.60
Bonaccard, 6 doz.....	1.60

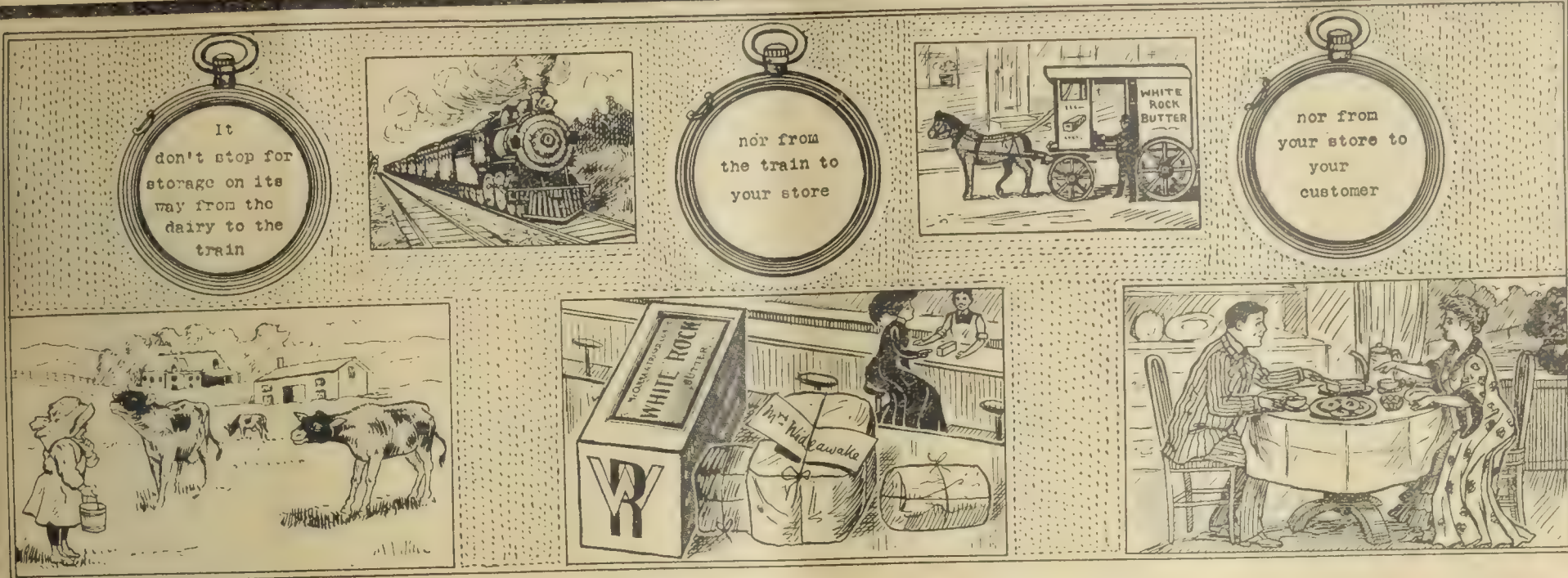
Salmon—	
Happgood's, No. 1, tall.....	2.05
" " 1, flat.....	2.15

Horseshoe, No. 1.....	1.65
Alaska, red.....	1.55
White Raven, red, 1/2's.....	
Red, No. 1/2, flat, 4 doz.....	.90
Pink, No. 1/2, 4 doz.....	.80

## SARDINES—Imported.

Boneless and peeled, 1/2's.....	28.00
" D. & G., 1/2's.....	26.50
" Ispa, 1/2's.....	28.00
" Gondolier, 1/2's.....	100 17.00
" Landell, 1/2's.....	100 8.50
" Martel, 1/2's.....	100 10.50
" " 1/2's.....	100 14.00
" Loyal, 1/2's.....	100 9.50
Argonauts, 1/2's.....	100 14.00
Orion, smoked, 1/2's, key.....	100 8.00
Tomato sauce, 1/2's.....	100 15.00
Truffled, 1/2's, key.....	100 12.50
Spiced, 1/2's.....	100 10.00
Skipper, 1/2's.....	100 11.50
" tomato sauce, 1/2's.....	100 11.50
Royanette, oval, 1/2's.....	100 9.50





## White Rock Butter's quick trip from our dairy to your customers

You can supply WHITE ROCK BUTTER to your customers "dairy fresh" because it's only a few hours from the time it leaves our creamery until it reaches you. It does not stop in a storage house on the way. People *want* pure, sweet, fresh butter to-day more than ever and it will pay you to push WHITE ROCK BUTTER because it will not only please your customers and give you a reputation that will bring new customers to your store, but you can depend on its uniformity to *hold* this trade and—above all—the price is right. While you're thinking about it, write us for particulars.

**MCCANNA & FRASER CO., 44-46 S. Water St., Philadelphia**



## What's The Dinner Table Talk About Your Butter?

Blessed is the grocer who can get one person to say at the dinner table:—"That's good butter, Mary, where did you get that?"

He even has much to be thankful for if he can get them to refrain from saying the other thing.

A grocery store is as good as its butter and no better. By that standard the stores that sell **Gurnsey** are good stores because **Gurnsey** butter is always superfine. A fancy dairy butter produced by us outright; that comes to you the same this month as last, the same next month as this. A perfectly uniform and always high-grade print butter.

Feature it as the only money-back butter on the market.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—38 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.**

39-41-43 S. Front St., = Philadelphia, Pa.

## Could You Sell More Fresh Eggs?

Would you like to get in direct touch with a nearby poultry man who seeks a year around market for his full size, white, clean and fresh eggs?

I am in correspondence with high class poultry men in all parts of the United States and Canada—who seek a market for their eggs through the medium of my "Farmsealed" Carrier.

I am advocating the distribution of these eggs through the Grocers.

These Poultry men agree to pack only full size, white, clean fresh eggs into "Farmsealed" Carriers, and seal same under their own guarantee. As they buy these Carriers from me I furnish them with the name and address of substantial Grocers supplying high class trade.

"Farmsealed" Carriers hold one dozen eggs each, and 30 of them just fill the common case. They are attractive. Your customers would gladly pay more for eggs packed in them than for eggs in the bulk. The poultryman's name and address is printed on each, and yours too if you wish it.

If you would like to examine a "Farmsealed" Carrier send 6c. in stamps to the manufacturers—Central Egg Carrier Co., McGraw, N. Y.

Under my contract with the manufacturers, I cannot sell this Carrier to any but Poultrymen.

No dealer can purchase this package except filled with "Farmsealed" Eggs.

Would your customers like eggs of this description? Wouldn't you like to handle eggs in this way? No packing, no repacking, no handling. Handle them just the same as other package goods—receiving a fresh supply regularly.

Write me how many dozen you can handle daily, give three references as to your responsibility and within a very few days I will supply the name of a Poultryman whose supply will fill your demand.

Then you can take up the matter with him. You will have my assurance that he is responsible. He will likewise have confidence in you. You can then fix the matter of prices and terms direct.

**Address F. H. FREEMAN**

**Farmsealed Eggs - - - Box 741**  
**BINGHAMTON, N. Y.**









## CHILDREN DEARLY LOVE PENN MAR SYRUP

And unlike most things that children are fond of, it's good for them. Their mothers and fathers like it too, because it is the only absolutely pure sugar cane syrup made in this market. You ought to tell this to every customer you have because you make 33 $\frac{1}{3}$ % profit on every can you sell.

**J. STROMEYER & COMPANY**

33 S. Water Street, Philadelphia



## We've Got the Newspaper Men Working for You

With the most thorough advertising campaign you ever saw—big, convincing advertisements that make your customers hungry for Beardsley's "SHREDDED" Codfish—are being published continually in the newspapers your customers read.

All you've got to do is to lay in a good stock, put it where people can see it and you'll have a big sale right away.

"Push the Package with the Red Band"

**J. W. Beardsley's Sons, New York**









## "If I Only Had the Training I Could Take That Position"

How often have *you* had that very thought upon seeing an advertisement for a traveling salesman—a chance to make a good salary and see the world. Such positions are always open to the *trained man* and *you can get the training!* The Sheldon Course in Scientific Salesmanship has given many a \$10-a-week grocery clerk his *real* start in life.

### SHELDON SCHOOL

502 Republic Building - - Chicago, Ill.



## COFFEE AND TEA BINS THAT PROVE THEIR "METAL"

Picture your store fitted out with Tea Canisters and Coffee Bins like these. They are trade winners. Effective store decoration brings the people in—your sales force do the rest.

When installing Coffee Bins, get the kind that will stand the racket—you'll never have to replace

them. Our bins are constructed of the heaviest tin.

**And for Over Fifty Years They Have Proven Their "Metal"**

Write for catalogue showing variety of designs

### Henry Troemner

No. 911 ARCH STREET

PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams St., CHICAGO, ILL., General Agents for United States





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## FARINACEOUS GOODS.

Corn Meal—	
Western, granulated, yellow, 100 lbs.	1.90
“ “ white, 100 lbs.	2.10
“ “ table, yellow, 100 lbs.	1.75
“ “ white, 100 lbs.	1.95
Unbolted, white, Old Virginia, 125 lbs.	2.25
Mother's, white, 24 packages	1.80
“ yellow, 24 packages	1.80
Farina—	
Hecker's, 24 18.....per case	1.56
Hecker's Cream (silver spoon) 36 cartons	4.50
Schumacker's Farina.....	1.40
Beans—	Per bushel.
California Lima, about 80 lbs.	.05 1/2
Marrows, fancy, N. Y. State, grain bags	3.35
Michigan Pea, bags 160 lbs.	2.65
Red Kidney.....	3.20
Peas—	
Green.....	2.42
Scotch.....	2.60
Split, yellow.....	2.35
“ green.....	
Lentile—	Per lb.
ooooo, 120-lb. bags.....	.03
Less quantity.....	.03 1/2
Shaker Corn—	
Fancy, barrels.....	
Less quantity.....	
Hominy—	
Lea's Breakfast, 10 packages.....per case	1.60
“ Pearl, 100 lbs.....per bag	2.20
Schumacker's Breakfast, 10 pkgs. to case	1.45
Western Pearl, 100-lb. bags.....	1.95
“ Grits, 100-lb. bags.....	1.95
Mother's, Grits, 36 packages.....	2.35
“ Pearl, coarse, 36 packages.....	2.35
Barley—	
OO.....	
No. 3, 100 lb. bags.....	2.65
Noodles—	Per case.
Smith's, 30 10-e. packages.....	2.00
“ assorted, 5 and 10-e.....	2.10
Golden Egg, 5 and 10-e.....	1.80
“ 5-e.....	1.80
“ 10-e.....	1.80
Oatmeal—	
B, 100 lbs.....per bbl.	6.85
B, less than bbl.....per lb.	.04
Mother's, steel cut, 24 packages.....	2.65
Oaten Goods—	Per case.
Mother's Crushed Oats, 18 packages.....	1.47 1/2
“ 30 packages, large.....	3.90
Quaker Oats, 18s.....	1.45
Quaker Oats, 20s Family (with China).....	4.00
Quaker Oats, 36s Tins.....	4.25
Roll Oats—	
Avena, 180 lbs.....per bbl.	5.25
“ 90 lbs.....per keg	2.75
“ 90 lbs.....per sack	2.45
Standard, 180-lb. bbls.....	5.10
“ 90-lb. bags, fresh.....	2.65
Mother's, compressed, 18 tins.....	2.12 1/2
Sago—	
Colburn's, 36 1-e.....per lb.	.06 1/2
Flour—	
Tapoca—	
Instantaneous, 50 18.....	.07 1/2
Colburn's Hasty, 36 packages.....	.06 3/4
Minute, 1/2 gross.....per box	2.75
Flake, about 125 lbs.....per lb.	.04 3/4
Pearl, 120 lbs.....	.03 3/4
“ less quantity.....	.04 1/2

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 28.....per case	4.50
Egg-O-Seo, 36 packages.....	2.50
Corn Flakes, 36 packages.....	2.50
Maple Flakes, 36 packages.....	4.05
5-case lots.....	3.85
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages.....	2.50
1 doz. 20-oz. packages.....	2.25
2 doz. 10-oz. packages.....	2.70
3 doz. 20-oz. packages.....	6.75
Grape Nuts—	
2 doz. 1-lb. packages.....	2.70
3 doz. 1-lb. packages.....	4.05
Post Toasties—	
2 doz. family size.....	2.80
3 doz. popular size.....	2.80
Shredded Whole Wheat, 36 packages.....	3.60
Mother's Corn Flakes, 36 packages.....	2.55
“ Wheat Hearts, 18 packages.....	1.90
Cream Wheat, 36 packages.....	4.50
Wheatlet, 30 packages.....	3.75
Wheatena, 30 packages.....	4.50
Grape Nuts, 24 packages.....	2.70
Triamit, 30 packages.....	2.50
Vitas, 30 8-lb. packages.....	4.25
Kellogg's Toasted Corn Flakes, 36 packages.....	2.80
A-O Company—	Per case
Force, 20s.....	2.00
Korn-Kinks, 36s.....	1.45
Presto, small, 18s.....	1.60
Presto, large, 10s.....	2.25
Flour, self-raising, small, 18s.....	1.60
Flour, self-raising, large, 10s.....	1.10
Buckwheat, compound, small, 18s.....	1.50
Buckwheat, compound, large, 12s.....	1.50
Pancake, 18s.....	1.50
H-O (steam cooked oatmeal), 12s.....	1.55
Pawnee Oats, regular size, 18s.....	1.50
Pawnee Oats, family size, 20s, without chinaware.....	3.00
Pawnee Oats, family size, 10s, with china.....	3.40
O-C, family size, china, 20s.....	1.50
O-C, family size, no china, 20s.....	3.40
O-C, family size, 10s.....	3.00
DE-FI, barrels, 180 pounds.....	5.00
DE-FI, sacks, 90 pounds.....	2.35

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Quaker Oats Co., The—	Per case.
Apitexo Biscuit, 24s.....	3.00
Avena, 18 packages.....	1.45
Banner Oats, 20 packages.....	4.00
Quaker Breakfast Biscuit, 24s.....	1.85
Old Fashioned Scotch Brand Oat Meal, 24s.....	2.60
Silver Brand Farina, with spoon, 24s.....	2.80
Saxon Wheat Food, 24s.....	3.00
Parched Farinose, 24s.....	2.70
Quaker Cracked Wheat, 24s.....	2.40
Quaker Oats, round, 36s.....	4.25
Quaker Whole Wheat Flour, 10s.....	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 24s.....	1.85
Scotch Brand Pearl Barley, 24s.....	1.40
Pettijohn's Breakfast Food, 18s.....	1.85
Quaker Puffed Wheat, 36s.....	2.85
Quaker Puffed Rice, 36s.....	4.25

## GELATINE AND PREPARED DESSERTS.

Knox's Crystal.....	Per doz.
“ Acidulated.....	1.22
Cox's, large.....	1.22
“ small.....	1.65
Plymouth Rock, pink or white.....	.97 1/2
Nelson's.....	1.25
Bromangelon, assorted, 3 doz.....	1.50
Jell-O, assorted flavors, 3 doz.....	.90
Jell-O Ice Cream Powder, 2 doz.....	.96
Jellycon, assorted flavors, 3 1/2 doz.....	1.00
Chalmer's.....	.87 1/2
Mother's, small, 1 doz.....	.95
“ large, 1 doz.....	.45
Cooper's.....	.90
Tryphosa.....	.85
Gelatine, McKinley's.....	.85
Wetmore's, double refined, 36 10-e. packages.....	.80
Pudding, assorted, 3 doz.....per case	1.70
Minute Gelatine, plain.....per gross	12.75
Minute Gelatine, plain.....per doz.	1.10
Minute Gelatine, flavored.....per gross	10.80
Minute Gelatine, flavored.....per doz.	.90
Seven flavors, packed solid or assorted.	

## MACARONI.

## Imported Best Bordeaux.

Long, 25 1s.....	Per lb.
Short, 25 1s.....	.09 1/2
Cubes or Elbows, 24 1s.....	.09 1/2
Spaghettini, 25 1s.....	.09 1/2
Vermicelli, 25 1s.....	.09 1/2
Alphabet, 25 1s.....	.09 1/2
Fancy, long, 25 1s.....	.07 3/4
Cubes or Elbows, 24 1s.....	.07 3/4
Spaghettini, 25 1s.....	.07 3/4
Vermicelli, 25 1s.....	.07 3/4
Woodcock, long, 24 pkg.....	.10 1/2

## Domestic.

Macaroni, short, 25 1s.....	.07
“ 50 1/2 lb. pkgs.....	.04
Cubes or Elbows, 24 1s.....	.07
Spaghettini, 25 1s.....	.07
Vermicelli, 25 1s.....	.07

## CHOICE GRADES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 30 per cent. discount.	
600-lb. Platform Scale.....	15.00
Tea Caddies, Red, No. 53.....	14.00
Tea Caddies, Red, No. 53.....	10.00
Tea Caddies, Red, No. 54.....	8.00
Tea Caddies, Red, No. 55.....	5.00
Scoops, Galvanized, Flour.....	.30
Scoops, Galvanized, Sugar.....	.25
Scoops, Galvanized, Starch.....	.15
Tobacco Cutters.....	1.25
Alarm Money Drawers.....	1.50
Bag and Twine Holders.....	.75
Barrel Covers, 21 in.....	3.50
Barrel Covers, 19 in.....	3.00
Cheese Cutters.....	15.00
Bung Bore, No. 2, 1 1/2 to 2 in.....	1.50
Coffee Mills, No. 7.....	10.00
Coffee Mills, No. 9.....	16.00
Coffee Mills, No. 12.....	45.00
Less 25 per cent. discount.	

## Counters.

Sherer's Eclipse Counters—	
No. Length. No. of Drawers Each.	
6 1/2..... 3 feet, 8 inches..... 9.....	18.00
8 1/2..... 4 feet, 10 inches..... 12.....	22.00
10 1/2..... 6 feet..... 15.....	28.00
12 1/2..... 7 feet, 3 inches..... 18.....	32.00
14 1/2..... 8 feet, 6 inches..... 21.....	36.00
16 1/2..... 9 feet, 8 inches..... 24.....	40.00
18 1/2..... 10 feet, 10 inches..... 27.....	45.00
20 1/2..... 12 feet..... 30.....	50.00
Capacity of Drawers, 40 to 60 lbs. each.	

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## Scoops.

Indestructible, No. 4.....per doz.	9.00
“ No. 5.....	18.00
“ No. 6.....	15.00
Ex. Galvanized Steel Blades, No. 3.....per doz.	4.20
“ “ No. 4.....	5.40
“ “ No. 5.....	7.20
X Quality, No. 3.....	2.60
“ No. 4.....	3.00
“ No. 5.....	3.40

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case.....per doz.	.90
Tins, Keyed (Jewel), 2 doz. in case.....	.90
Large cartons or tins, 2 doz. in case.....	2.00
Dime Tumblers, 2 doz. in case.....	.90
Bulk, 15 lbs.....per lb.	.15

## Thredded Fish.

Thistle, 24 packages.....	.65
Swansdown, 2 doz.....per doz.	
Osprey, 2 doz.....	
Swift & Co.—	
Talisman brand, 20-lb. boxes.....per lb.	.10 1/2
cartons.....per case	1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins.....per case	3.80

## New Mackerel.

New.	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	35.00	18.10	9.25	2.00	
Ex. Norway, No. 2.....230-260	25.00	13.10	6.65	1.50	
Ex. Norway, No. 3.....320-360	19.00	10.10	5.25	1.20	
Ex. Norway, No. 4.....420-460	17.00	9.10	4.75	1.10	
Summer					
Ex. Bloaters, XX.....100-110	35.00	18.10	9.25	2.00	
Fancy Shore, No. 1.....130-150	28.00	14.60	7.50	1.65	
Ex. Shore, No. 1.....130-150	26.00	13.10	6.65	1.50	
Shore, No. 1.....130-150	24.00	12.60	6.50	1.40	
Extra Irish, No. 2.....325-375	16.00	8.60	4.30	1.05	
Medium Irish, No. 2.....350-400	15.00	8.10	4.25	1.00	
Small Irish, No. 2.....410-450	14.00	7.60	3.90	.95	
Small Irish, No. 3.....475-525	13.00	7.10	3.65	.91	
New Medium Shore.....160-180					
Large, No. 2.....210-220					
Cape Shore.....110-120	16.00	8.60	4.50	1.05	
Holland.....400-450	11.00	6.10			

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1.....	7.00	4.60			
Lab. Split, Lg. No. 2.....	6.00	3.60			
Shore, Round, Large.....					
Shore, Round, Med.....	7.00	4.10			
Ocean Fish.....	5.00	3.10			
Shad, No. 1, Mess.....	11.00	6.10	3.25	.75	
Shad, No. 2, Mess.....					
Haddock, Pickled.....					
Red Salmon.....	12.00	6.60			

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.....	.07
Our Choice, 40 lbs.....	.06 1/2
Gilt Edge, 40 lbs.....	.06
Favorite Middles, 60 lbs.....	.12
Swift & Co., Talisman brand Codfish—	Per lb.
12 3/4, wood boxes.....	.15 1/2
12 3/4, “.....	.15 1/2
24 1/2, “.....	.16
10-lb. boxes.....	.15
5-lb. “.....	.15
Cakes, 24 in fancy box.....per case	2.80
“ 10-lb. cartons.....per carton	1.20
24 jars, fancy box.....	3.10
12 “.....	1.65
Strips, 40 size, boxes.....	.10
“ “.....	.10 1/2
Middles, 40 size, boxes.....	.12
“ “.....	.12 1/2

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.....	.06 1/2
Snow White, 1-lb. bricks, 20 lbs.....	.07
Favorite Cod, 2-lb. bricks, 40 lbs.....	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case.....	1.50
“ small size, 2 doz. in case.....	.90
Small Tumblers, 2 doz. in case.....	.90
Large Jars, sealed, 2 doz. in case.....	1.50

## Loose Codfish.

Extra Large Georges Cod.....	.08
Large Bank.....	.07 1/2
Medium Bank.....	.06 1/2
Pollock.....	
Hake.....	
In original cases, 450 lbs., 1/2 c. less.	

## Smoked Fish.

New Extra Scaled Herring.....per box	.16
Boneless Herring, fancy 10-lb. boxes.....per lb.	.13
Smoked Salmon, whole fish.....	.27
Cromarty Bloaters, 50s.....per box	1.10
“ 100s.....	2.10

Swift & Co.—	Per case.
Talisman brand Boneless Herring, in glass, 10c. size, 24 vacuum jars.....	2.95
Talisman brand Boneless Herring, in glass, 10c. size, 24 screw-top jars.....	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars.....	3.10
“ 24 cartons.....	2.10

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## FRESH FISH.

	Per lb.
Cisco.....	.10
Halibut.....	.15
Salmon, fresh.....	.25
Codfish.....	
Large Hake.....	.05
Haddock.....	.05
Spanish Mackerel.....	.18
Sheepshead.....	
Smeits.....	.10
Cat Fish.....	.14
Butterfish, frozen.....	
Ells.....	.10
Sea Bass, frozen.....	
Weak.....	
Blue, frozen.....	
White Perch.....	.13
Spotted Trout.....	
Whitings.....	.05
Frozen Herring.....	.05
Steak Fish 1/2 cent per lb. additional	

## OYSTERS.

Cove, Primes.....per M.	-10.00
Cove, Culls.....	-6.00
Blue Points.....	-5.00
Blue Points.....per bbl.	-6.50
Absecon, Primes.....per M.	-9.00
Absecon, Culls.....	-4.50
Rockaways.....per bbl.	-5.50

## CLAMS.

Clams.....per M.	7.00
Necks.....	6.00

## DRIED FRUITS.

	Per box	Per lb.
Raisins—		
Extra Dessert Clusters, 22-lb. boxes.....	2.95	
Connoisseur Clusters, 22-lb. boxes.....	2.05	
California Clusters, 20 No. 1 pks.....	2.25	</



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

# Millbourne Flour

GOOD OLD MILLBOURNE

Good for 150 Years

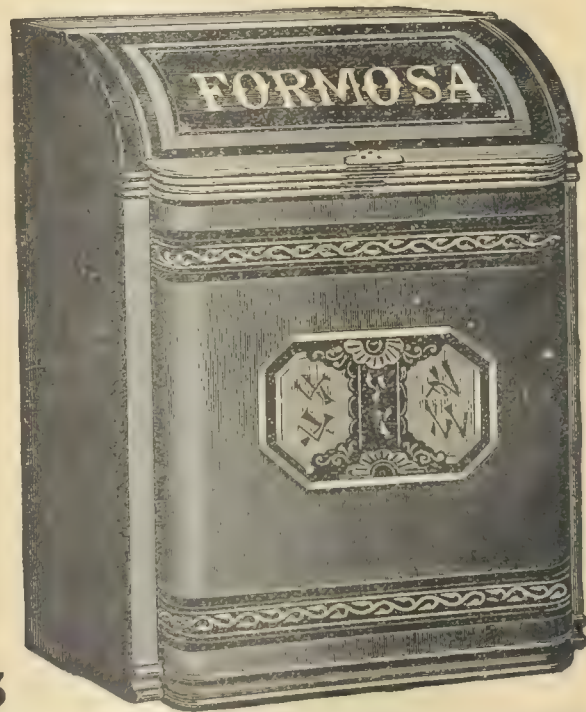
GOOD TO-DAY

Millbourne Mills, 63d &amp; Market Sts., Phila., Pa.

## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel  
and sheet iron. Elegant and dura-  
ble. Tea and Coffee Bins a speci-  
alty. Base Delivery Canisters  
with revolving doors are the best.

We import Chinese  
Scenery Paper for  
Tea-store Decoration



TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills

WRITE FOR CATALOGUE

## MORGAN & CORNELL

211 DUANE ST.  
NEW YORK



## HORSERADISH.

INK.

LAMP GOODS.

## LIME.

## LYE AND POTASH.

## MATCHES.

—22—

### MINCE MEAT.

## OILS.

## OLIVES.

—23—

PURE OLIVE OIL.

## American Oil

## PAPER.

### Wrapping.

### Toilet Paper.

### Paper Bags.

## PICKLED MEATS AND FISH.

—24—

## PEANUT BUTTER.

## PICKLES.

## VINEGAR.

## PROVISIONS.

Hams, skinback, 18-20 lbs.	18 1/4
" 14-16 lbs.	17 1/4
" 12-14 lbs.	17 1/4
Picnics, 6-8 lbs.	14
N. Y. Shoulders, 10-12 lbs.	13 1/4
Dried Beef, sets, city smoked.	17
" tenders and knucks.	16
" flats.	18
" air dried, sets.	19
" " tenders and knucks.	21
Jersey Pork, butt.	per bbl. 26.00
" family.	28.00
Breakfast Bacon, rib in.	18
" boneless.	19
S. P. Bellies, 14-15 lbs.	15
Bologna, 25-lb. boxes.	18 1/4
Boiled Boneless Ham.	20
Beef Tongues, smoked, 5-6 lbs.	10.00
Cooked Compressed Ham, 25-lb. boxes.	25
Covered Hams, 1/2-cent extra; Covered Shoulders,	
Picnics and Bacon, 1/4-cent extra.	
Armour & Co.—	
Star Hams, regular, 12 to 12 lbs.	20
" " 12 to 14 lbs.	20
" " 14 to 16 lbs.	20
" skinbacks.	21
Shield Hams, 10 lb. average.	19
" 12 "	19
" 14 "	19
" 16 "	19
" 18 "	19
" skinbacks.	20
Picnic Hams, 5 to 6 lbs.	13 1/4
" 6 to 8 lbs.	13 1/4
Star Smoked Ox Tongues, long cut.	17 1/4
" " short cut.	18
Beef Bologna.	13
Shield Parafined Bologna.	13
Berliner Ham.	13
New Orleans Luncheon Meat.	13 1/4
Star Cooked Ox Tongue.	10



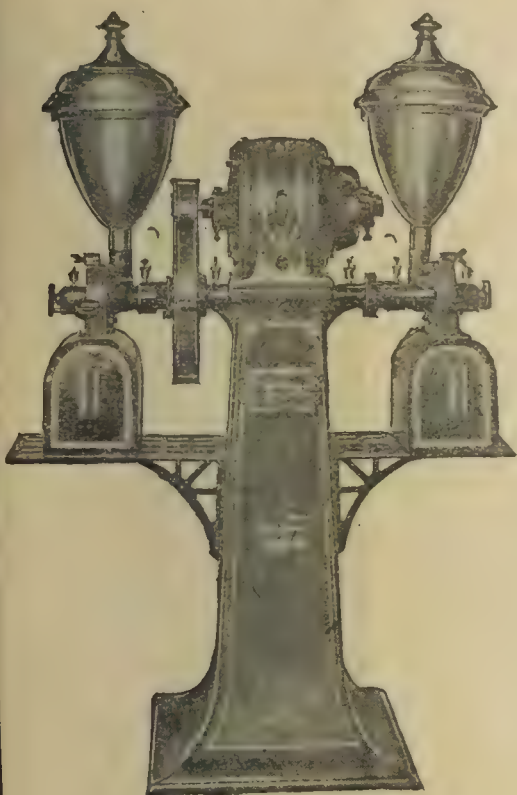
# Electric Coffee Mills

## Tea and Coffee Bins

*"Experience in buying is as  
necessary as experience  
in making"*

Mr. Grocer, you wouldn't try to *make* a Coffee Mill because your lack of knowledge on the subject would prevent you making it *right*. Well, why *buy* one without knowledge of the subject when you can use *our experience*? We have handled all makes in planning and equipping grocery stores all over this country, and we'll get you the *right* one at the *right* price.

*Write us for catalogue.*

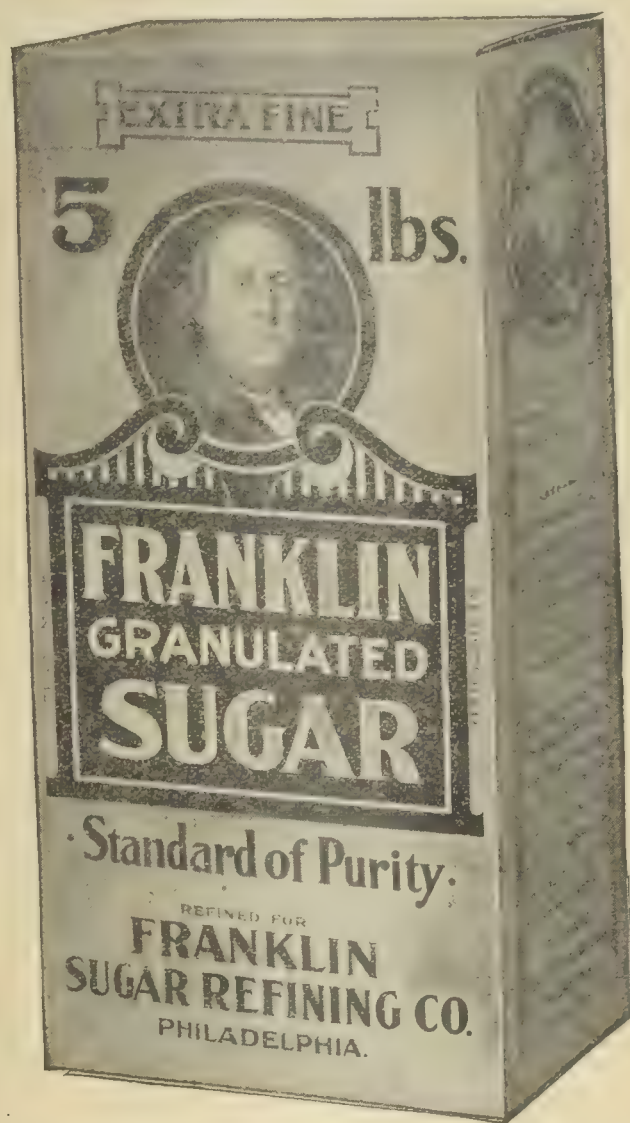


**J. A. FLESCH & SON**

SPECIAL AGENTS FOR HENRY TROEMNER

Suite 1945—115 Adams Street, CHICAGO

Designers of Modern Fixtures for Grocery Stores



PACKED ALSO IN 2-POUND CARTONS

# RETAILERS

## Should Sell the Genuine No. 2 Norway Mackerel


Count 220 to 250 to the barrel.

### Fat and Appetizing

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

## "Say Aye"

Suppose a chairman of a grocers' convention were to say: "All in favor of a plan to increase the retail profit on sugar say-aye," would there be any noes?

And yet there are some grocers who neglect to take on **Franklin Carton Sugar**. Isn't that inconsistency for you?

You know every rule is supposed to have some exceptions, but we have never known of one to the rule that the grocer that once starts to sell **Franklin Carton Sugar** will always sell it.

As a matter of fact, wouldn't a man be pretty nearly crazy to go back to the old laborious unprofitable plan of digging sugar out of a barrel and giving away most of the profit in good measure, after he has escaped all of it by selling **Franklin Carton Sugar**?

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**

PHILADELPHIA, PENNA.



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## Swift &amp; Co.—

Premium brand Hams, 8 to 10 lbs.	19 1/2
" " 12 lb.	19 1/2
" " 14 to 16 lbs.	19 1/2
" " 18 lb.	19 1/2
" " skinned, 18-20 lbs.	20 1/2
" " boiled, skinned, fatless	30
" Bacon	24 1/2
" Dried Beef, inside	20
" Beef Tongues, short cut	20
Winchester brand Hams, skinned, all over	19 1/2
" " 8 to 10 lbs. aver.	
" " 12 lbs. aver.	
" " 14 to 16 lbs. aver.	
" " 16 to 18 lbs. aver.	
" Picnic	13 1/2

above average loose, if packed 1/4 cent a lb. advance.

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs.	15 1/2	10 3/4
Plain tubs, 50 and 60-lb. cans	10	10 3/4
5-lb. tin pails, 60 lbs.	16 1/2	11 1/2
3-lb. " 60 lbs.	16 1/2	11 1/2
Armour's—		
Shield Pure, 60-lb. tubs	16 3/4	
Simon Pure Leaf, 38, 58 and 108	19	
White Cloud Compound, tubs	11	
Vegetole, tierces	10 3/4	
" tubs	11 1/2	
Swift & Co.—		
Premium brand, tierces	17 1/2	
Silver Leaf brand, tierces	16 1/2	
Jewel, compound, tierces	10 3/4	
Cotosuet, tierces	11	

## DRESSED MEATS.

	Per lb.
City Dressed Beef—	
Choice, native	10 - 11 1/2
Common	9 - 10 1/2
Western Dressed Beef—	
Choice, native cattle	10 - 11 1/2
Common to fair	9 - 10
City Dressed Veal—	
Prime	14 - 15 1/2
Good to choice	11 - 14
Dressed Hogs—	
Pigs	15
Hogs, heavy	15
" 180 lbs.	15
" 160 lbs.	15
" 140 lbs.	15
Dressed Sheep and Lambs—	
Lamb, western, good	17
" culls	15
Sheep, choice	14
" medium	13

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues, each	75
Cow Tongues	50 - 70
Calf Heads, scalded	50 - 75
Sweetbreads, veal	40 - 50
" beef	1-00
Calf Livers	20 - 25
Beef Kidneys	1-00
Beef Livers	1-00
Ox Tails	50 - 65
Hearts, beef	10 - 15
Rolls, beef	10 - 15
Tenderloin, beef, western	17 - 19
Fresh Pork, loins, city	17 - 19
" western	17 - 19

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.	
Turkeys—	
Western, young hens, 8 to 10 lbs.	23 - 25
" young toms, 15 to 17 lbs.	23 - 25
Old hens and toms	23 - 25
Common to good	18 - 20
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy	32 - 38
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair	30 - 35
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy	30 - 35
Western, 4 to 4 1/2 lbs. to pair, fancy	20 - 22
" 3 to 3 1/2 lbs. to pair, fancy	20 - 22
" fair to good	18 - 20
Fowls—	
Western, fancy	20 - 21
Heavy Roasters, 4 to 5 lbs.	20 - 22
Fair to good	18 - 20
Old cocks	14 1/2 - 15 1/2
Squabs—	
Prime, large, fancy	4.50 - 5.50
Mixed	3.00 - 4.00
Dark	1.75 - 2.50

## LIVE POULTRY.

Spring Chickens, nearby, 1 1/2 to 2 lbs.	25 - 28
Large Springers	19 - 21
Fowls	19 - 20
Roosters	14 - 15
Ducks	20 - 22

## POULTRY SEASONING.

Bell's Spiced Seasoning—	
Small, or 10c. size, 2 doz.	90
" 1 doz.	90
Large, or 50c. size, 1 doz.	1.80
1-lb. cans, 1 doz.	per case
5-lb. cans, 1/2 doz.	10.00

## SAUER KRAUT.

Barrels, 45 gals., Oakdale	6.75
Half barrels	
Kegs, 14 gals.	2.70
3 lb. tins, cases, 2 doz. each	85

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## PLUM PUDDING.

Richardson & Robins—	Per doz.
Individual size, 1/2 lb.	95
Round conical, with key, No. 1, 1 doz.	2.30
" " No. 2, 1 doz.	4.10
" " No. 3, 1/2 doz.	6.30
" " No. 4, 1/2 doz.	8.15
P. P. Sauce, No. 1, 2 doz.	1.50
Atmore's Genuine English, seedless—	Per case
Individual, 2 doz.	2.10
No. 1, cans, 1 doz.	2.30
No. 2, cans, 1 doz.	4.10
No. 3, cans, 1/2 doz.	3.35
No. 4, cans, 1/2 doz.	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	Per doz.
No. 32, jars	97 1/2
No. 4 1/2, toy pails	2.55
American, pure apple, tumblers, assorted	88
Slices	83
Schimmel's, No. 10, tumblers	72 1/2
National, No. 10, tumblers	49
No. 6, tumblers	49
Preserves—	Per lb.
Schimmel's, pure, 30-lb. pails	13 1/2
National, 30-lb. pails	10
Southwark, 30-lb. pails	10
4 1/2-lb. toy pails, 1/2 doz.	4.15
Fruit Butters—	Per doz.
Apple, No. 32, jars	98
" Southwark, No. 3, tins	1.00
" No. 5, toy pails	2.70
30-lb. pails	1.08
20 lb. crocks	1.07 1/2
Schimmel's, 30-lb. pails	1.06
Prune, 30-lb. pails	1.07 1/2
Peach, 30-lb. pails	1.07
Jams—	
Schimmel's, pure, jars, 2 doz.	1.70
Southwark, assorted, jars, 2 doz.	93
Orange Marmalade—	
Hartley's, imported	1.80
Schimmel's, pure	1.65
Warrock's Guava Jelly—	
1-lb. tumblers	4.00
1/2-lb.	2.25

## FRESH FRUIT JAMS.

	In No. 1	In No. 1 glass
Curtice Bros.—	tins, per doz.	jars, per doz.
Strawberry Jam	\$1.25	\$1.65
Raspberry Jam	1.25	1.65
Raspberry and Currant Jam	1.25	1.65
Cherry Jam	1.25	1.65
Apricot Jam	1.25	1.65
Red Currant Jam	1.25	1.65
Quince (sliced) Jam	1.25	1.65
Peach Jam	1.25	1.65
Pear Jam	1.25	1.65
Blackberry Jam	1.25	1.65
Gooseberry Jam	1.25	1.65
Green Gage Jam	1.25	1.65
Damson Jam	1.25	1.65
Grape Jam	1.25	1.65
Orange Marmalade	1.25	1.65
Pineapple Marmalade	1.25	1.65
Red Cherry	1.65	1.65
White Cherry	1.65	1.65
Black Currant	1.65	1.65
Egg Plum	1.65	1.65

Tins packed in cases of four dozen each. Glass jars packed in cases of two dozen each.

## DRUGS.

## Family Medicines.

Guaranteed Full U. S. P. Strength.

	5c. sz.	10c. sz.	25c. sz.
Castor Oil	45	83	1.85
Sweet Oil	45	73	
Spirits Nitro	45	85	1.95
Spirits Camphor	45	85	1.95
Spirits Peppermint	45	85	1.95
Paregoric	45	85	1.95
Glycerine	45	85	1.95
Syrup Squills	45	85	1.95
Syrup Rhubarb	45	85	1.95
Syrup Ipecac	45	85	1.95
Turkey Balm	45	85	1.95
Golden Tincture	45	85	1.95
Tincture Arnica	45	85	1.95
Balsam of Malta	45	85	1.95
Bateman Drops, rd. bot.	45	85	1.95
Godfrey's Cordial, rd. bot.	45	85	1.95
Turpentine	45	85	1.95
Laudanum, 10c. size	per doz.		88
" 5c. size	per doz.		1.95
5 per cent. discount in gross lots assorted.			
Alum, powdered, bulk	per lb.		93
Borax, powdered, bulk	per lb.		97
" lump, bulk	per lb.		96
Butter Color, W. & R.	per doz.		8.00
Bluestone, bulk	per lb.		98
Copperas	per lb.		91 1/2
Camphor, gum, 1-oz. blocks	"		95
" flakes, 250-lb. bbls.	"		92 1/2
" less quantity	"		93 1/2
" Tar Balls, 250-lb. bbls.	"		92 1/2
" less quantity	"		93 1/2
Castoria, Fletcher's	per doz.		8.80
" Pitcher's	per doz.		7.75
Carbonate of Ammonia	per lb.		11
Epsom Salts	"		98
Glauber Salts	"		91 1/2
Glue, ordinary	"		99 1/2
" white	"		90
Gum Arabic	"		90
Haarlem Oil	"		90
Husband's Magnesia	per doz.		8.80
Jamaica Ginger, Hires', flasks	"		90
Leicoria, P. & S., 5c. stick, imported, per doz.			36
" M. & R., 5-lb. boxes	per lb.		93
" 48, 60, 80, 120, 160, 5-lb. boxes	"		97
" root	"		11
Patty, 25-lb. cans	per 100 lbs.		1.60
30-lb. cans	"		1.55
Petroleum Jelly, screw top, 5c. size	per doz.		15
10c. size	"		75

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Paris Green, 100-125-lb. kegs	per lb.	24 1/2
" 1/2-lb. packages	"	29
" 1-lb. packages	"	27
Rosin	"	27
Roach Powder, Omega, 4-oz. cans	"	80
Roachsalt, 10c. size	per gross	9.00
Saltpetre, crystal, about 350-lb. bbls.	per lb.	96 1/2
granulated, about 100-lb. kegs	"	96 1/2
Sulphur, flour, 175-lb. bbls.	per 100 lbs.	2.55
" 100-lb. bags	"	2.35
" less quantity	per lb.	93 1/2
Venetian Red	"	91
Whiting	"	92
Goff's—	Per doz.	
Cough Syrup, 25c. size		1.75
Herb Bitters, 25c. size		1.75
Oil Liniment, 25c. size		1.75
Sarsaparilla, 50c. size		3.50
Worm Syrup, 15c. size		1.20
Horse and Cattle Powder, 15c. size		1.20
Dyspepsia Tablets, 10c. size		75
Iron Glue, McCormick & Co.—		
No. 5		40
No. 10		75
Tube V		75
McCormick & Co., Bee Brand—		
Insect Powder		85
Root Beer		80
Talcum Powder		75
Triangular Quinine		80
Quinine Capsules		80

## Druggists' Sundries.

Acid Phosphate, Horsford's	per doz.	4.15
Bath Brick, box 25 bricks	per box	60
Sealing Wax	"	93
Silver Band	per bbl.	1.25
Tar, pints	per doz.	75
" quarts	"	1.00
" gallons	each	30
" 1/2 bbls.	"	3.50
" bbls.	"	6.00
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. packages		3.75
and premiums	per case	8.00
U. S. Nerve and Bone Liniment, 25c. size		2.00
McCord's Magic Medicine, 25c. size		4.00
50c. size		2.00
McCormick's Tasteless Chili Tonic, 25c. size		4.00
50c. size		4.00
McCormick's Watermelon Syrup, 50c. size		4.00
Reliable Brand Headache Powders, 10c. size		75

## Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, Rose, Pistachio, No. 2 size	90
No. 3 size	90
No. 4 size	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size	85
No. 3 size	1.75
No. 4 size	2.00
Lemon, No. 2 size	90
Orange, No. 2 size	90



Sauer's Flavoring Extracts—	
No. 1, Lemon and Vanilla	45
No. 2, Vanilla and Rose	90
No. 3, Lemon and assorted	85
No. 4, " "	2.00
No. 4, Vanilla	85
Assorted cases, Nos. 1 and 2	10.80
" Nos. 3, 2 and 4	11.80
Bulk	
XXX Vanilla	1.50 3.00 6.00 12.00
XX Vanilla	1.25 2.50 5.00 10.00
X Vanilla	1.00 2.00 4.00 8.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery	1.00 1.60 3.00 5.00
Peach, Rose, Apricot, Violet	1.50 2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit	1.25 2.25 4.00 7.50
Tea	7.00
Kitchen Queen—	Per doz.
Extract Vanilla, No. 25	2.00
" No. 2X	2.00
" No. X	45
Extract Lemon, No. 25	1.75
" No. 2X	80
" No. X	45
Ingersoll's Flavoring Extracts—	
High Grade Vanilla	1.75
" Lemon	1.75
Select Vanilla	85
" Lemon	85
" assorted	85
" small size	45

## Mapleine.

Crescent Brand—	Per doz.
2 oz. bottle	35 3.00
4 oz. bottle	60 5.25
8 oz. bottle	1.15 9.50
16 oz. bottle	2.25 18.00
32 oz. bottle	4.00 35.00

## Liquid Rennet and Tablets.

Blair's Liquid Rennet	Per doz.
" Rennet Tablets, 3 doz.	1.10
Shian & Kirk's Liquid Rennet	1.50
Hanson's Junket Tablets, 3 doz.	80

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## CIDER.

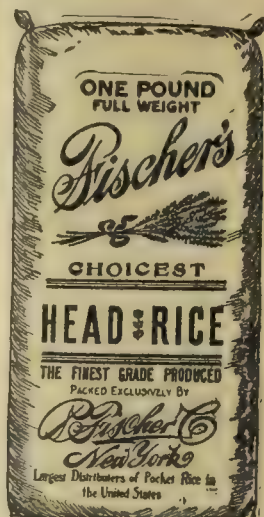
Corson's—	
Barrels, 28 gals.	per gal. 16
Kegs, 14 gals.	per bbl. 5.00
Bottled Cider—	Per case
Duffy's 184s Apple Juice, 1 doz. qts.	3.90
" 2 doz. pts.	4.00
Anchor brand Golden Russet, 1 doz. qts.	3.75
" 2 doz. pts.	4.25
Mott's brand Golden Russet, 1 doz. qts.	3.75
" 2 doz. pts.	4.25

## CHEWING GUM.

Adams', counter jars, 100 5c. packages	2.75
" boxes, 20 packages	55
Gee Whizz, 72 packages	47
Fleur's Chiclets, 3 lbs., bulk	1.25
Spearmint, 20 packs, 100 pieces	35

## RICE.

Extra Fancy Head, XXXX, 100-lb. bags	Per lb. 07 1/2
Fancy Head, 100-lb. bags	06 1/2
Extra choice, 100-lb. bags	05 1/2
Prime, 100-lb. bags	05 1/2
Japan style, fancy, 100-lb. bags	04 1/2
" choice, 100-lb. bags	03 1/2
Java, fancy, polished, 100-lb. bags	03 1/2
B. Fischer & Co.—	



Fischer's, choicest head, 1-lb. bags	07
--------------------------------------	----



In buying Coffee it is important to know that you get what you buy.

We give you a positive guarantee that each and every order must be exactly like the sample shown.

Our guarantee is backed by our reputation secured through nearly one hundred years of honest business dealings.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

Positively  
The Best  
Wagon  
Ever Built  
For the  
Grocery  
Trade

Strong,  
Easy-  
Running,  
Finest  
Steel Tires,  
Wheels  
Second-  
Growth  
Hickory

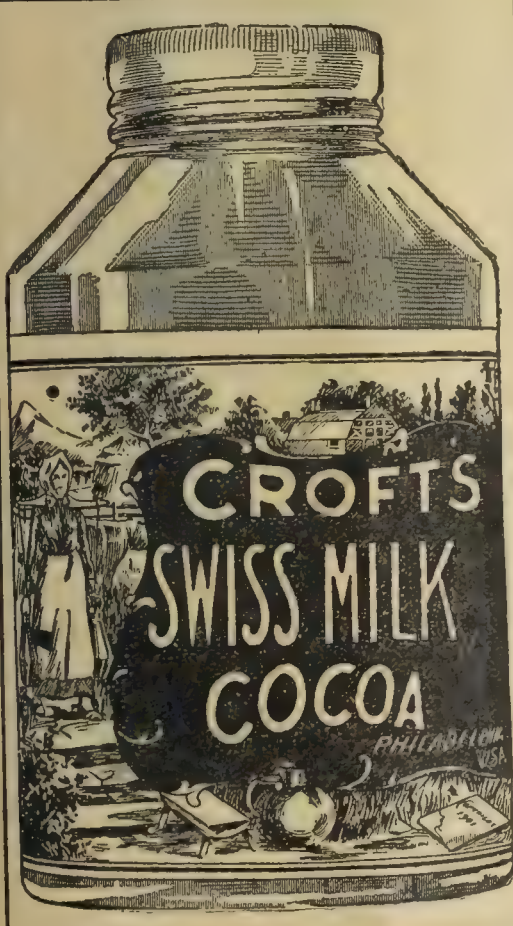


This wagon is exceedingly handsome and almost everlasting. There are more "J. M." wagons in use in Philadelphia than all other makes combined. We have a number of them ready for your name and colors.

Tell us your ideas of a wagon, we will send you a catalogue in which you will find something very much like it. If it isn't there, we will build it for you.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

## Bought Simply. Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

**Croft's Swiss Milk Cocoa**, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

**CROFT & ALLEN CO.** PHILADELPHIA  
Pennsylvania . .

## A Most Familiar Trademark

is that associated with the Famous Exton Crackers. This Diamond with the "EXTON" Cracker enclosed is known from Maine to California by grocers who are looking after their best interests. It stands for goods which have a value all their own. This "something" about the Exton Crackers makes permanent customers, and they advertise your store.



**A. EXTON & CO.,** = **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.







# She Always Went Back

"I occasionally try some of these much-advertised soaps," said a lady to one of our customers the other day, "but I always came back to Babbitt's Best. In many years I've never found anything that suited me so well."

Think of the grocer who filled all that lady's orders for Babbitt's Best. No talk—no persuasion—no explaining—no work. Simply filling orders that the soap itself gets.

And at a profit, too—don't forget that.

MADE BY  
**B. T. BABBITT**  
NEW YORK

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Sells Because It Satisfies

Many times  
imitated but  
never equaled



One of  
the famous  
Three Leaders

**CHAS. W. YOUNG & CO**

Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

## Dried Beef and Bacon Slicer

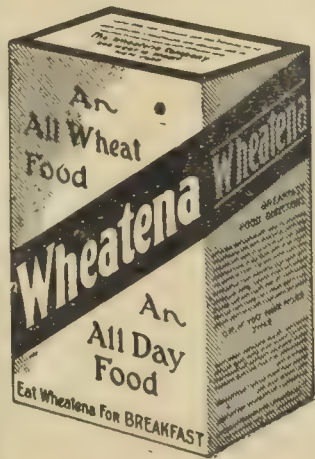


This machine will do the work of any \$100 machine  
SCALES, MILLS, CADDIES, STORE FIXTURES  
WRITE FOR CATALOGUE

**H. F. HEACOCK**

51 North Second Street

PHILADELPHIA, PA.



## Better Than Miraculous

We mainly claim for **Wheatena** that it is a repeater; that it is so carefully devised and so carefully and expertly made, that the family that use it once will usually adopt it as a permanent household fixture.

This is not because there is anything miraculous about **Wheatena**, but because the greatest care has been taken to make it a perfect food and because its peculiar make-up makes it immensely superior to the great mass of popular cereals exploited by heavy advertising.

**THE WHEATENA CO., Rahway, N. J.**

# Everybody Knows Them



Knight's Flavoring Extracts have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

**KNIGHT**  
**Cooking Extract Co.**

No. 211 ARCH STREET  
PHILADELPHIA, PA.



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## Glucose.

Best, for confectionary ..... 2.60

## HONEY.

Light Honolulu, 5 gal. cans.....per gal. .07½  
 Domestic, barrels.....per gal. .75  
 Selber's, lunch bottles, 2 doz.....per doz. .95  
 Selber's, medium bottles, 2 doz....." 1.35  
 Schimmel's, 10-oz. bottles, 2 doz. in case.....1.45  
 " 6-oz. " " "......95  
 New England Maple Syrup Company.  
 "Golden Tree" Pure Honey—  
 No. 1 jar, 1 doz. in case.....2.40  
 No. 2 jar, 2 doz. in case.....1.50  
 No. 3 jar, 3 doz. in case......95

## REFINED MOLASSES AND SYRUPS.

Jeckey Club, Mason's Quart Jars— Per doz.  
 4 doz. in barrel......95½  
 1 doz. in case......95  
 Lyle's Imported, No. 2 cans, 2 doz.....1.00  
 Globe, No. 2 tins, 2 doz......85  
 Globe, No. 2½ tins, 2 doz.....1.00  
 Globe, No. 5 tins, 1 doz.....1.00  
 Globe, No. 10 tins, ½ doz.....1.80  
 Banner, in jars, compound......95½  
 White Clover, in jars, compound......90  
 Purina Pancake Syrup, 36 pts.....2.30  
 " " 24 qts.....4.00  
 " " 12½ gals.....7.00  
 " " 6 gals.....12.00  
 \*Karo, 10-cent size, 2 doz.....per case 1.85  
 Karo, 25-cent size, 1 doz....." 2.35  
 Duff's Molasses— Per doz.  
 Gal. cans, screw cap, ½ doz. to case.....6.60  
 ½-gal. cans, screw cap, 1 doz. to case.....3.50  
 Qt. cans, screw cap, 2 doz. to case.....1.85  
 Palmetto—  
 No. 10 cans, short gal., screw cap, ½ doz. to case.....5.30  
 No. 5 cans, short ½-gal., screw cap, 1 doz. to case.....2.80  
 Full qt. cans, plain top, 2 doz. to case.....1.40  
 No. 8 cans, 2 lb. size, plain top, 3 doz. to case......97½  
 Red River—  
 No. 2½ cans, 2½ lb. size, plain top, 2 doz. to case.....1.00  
 Stromeyer's—  
 Penn Mar Table Syrup, 15.....4.20  
 Penn Mar Table Syrup, 25.....3.60

## MAPLE SYRUP.

Towle's Log Cabin Cane and Maple Syrup— Per doz.  
 Gal. cans, 6 in case.....13.50  
 ½-gal. cans, 12 in case.....7.25  
 Qt. cans, 24 in case.....4.12½  
 Pt. cans, 24 in case.....2.50

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Qt. bottles, 12 in case.....4.50  
 Pt. bottles, 24 in case.....3.50  
 Fives bottles, 24 in case.....3.75  
 Jacket cans.....per gal. 1.00  
 Vermont, gal. tins.....per gal. 1.25  
 " ½-gal. tins.....7.75  
 Hazen's, qt. bottles.....4.00  
 " pt. bottles.....2.40  
 New England Maple Syrup Company.  
 "Golden Tree" Pure Syrup— Per doz.  
 Square bottles, 2 doz. in case.....2.40  
 Fruit jar, 2 doz. in case.....2.40  
 Medium, 2 doz. in case.....1.50  
 Small, 2 doz. in case......90  
 Square full gals., ½ doz. in case.....10.80  
 Square full ½ gals., 1 doz. in case.....6.00  
 5-gal. jacketed cans.....4.30

## WOOD AND WILLOW WARE.

## Brooms.

Little Gem, parlor, 2 string.....Per doz. 4.15  
 N U, No. 6, split handles.....3.50  
 Leader, No. 6, 3 string, red handles.....3.65  
 Princess, No. 4, fancy handles.....4.50  
 Whisks, 2 sewed.....1.10  
 Factory, heavy.....4.75

## Washboards.

No. Per doz.  
 69, Good Enough, double, spring protector... 3.65  
 57, Peerless, double.....3.50  
 110, " single, spring protector.....3.30  
 80, Seal Globe, double, swing protector.....3.10  
 100, Northern Queen, single, protector.....3.00  
 126, Ruby, single.....1.90  
 130, Little Gem, pail board.....1.35  
 148, Celery City.....2.75

## Buckets.

O. G., 2 wire hoops.....Per doz. 1.60  
 " 3 wire hoops.....1.75  
 Pine, 2 hoops, flat.....1.50  
 " 3 hoops, flat.....1.65  
 Galvanized, 12 qt.....1.75  
 " 14 qt.....1.90  
 Indurated Fibre.....2.40

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## Butter Dishes.

No. Per M  
 1, Solid oval.....1.00  
 2, " ".....1.20  
 3, " ".....1.50  
 5, " ".....2.15  
 1, Wire ends......95  
 2, " ".....1.20  
 3, " ".....1.40  
 5, " ".....2.00  
 Picnic Plates, 8 in.....2.20  
 " 9 in.....2.50  
 Crates contain 250 each.  
 The Hanlon-Sharps Co., No-Leak Paper—  
 No. 1.....1.40  
 No. 2.....1.60  
 No. 3.....1.80  
 No. 5.....2.20

## Clothes Pins.

5 gross.....Per box. .45  
 Tibbals Clothesline Hooks.....per doz. .35

## Egg Crates.

Perfection.....1.00  
 " 10 sets fillers.....2.35  
 Standard, 12 sets fillers.....1.30  
 Star Egg Carriers, No. 1, 2 doz.....per doz. 2.25  
 " No. 2....." 3.50  
 Star Egg Trays, No. 1, 1 M.....per M. 3.00  
 " No. 2.....per doz. 4.50  
 Divisions.....doz. sets .35

BRUSHES.  
Scrub Brushes.

No. Per doz.  
 22, White corner......75  
 23, Medium size......85  
 27, Large.....1.10  
 13, Marble, medium size......90  
 00, White, Snap......45  
 Handy House......48  
 Jersey Milk Can.....2.00

## Stove Brushes.

No. Per doz.  
 3, Straight Block, wood handle......90  
 21, X, crescent shape.....1.75  
 1, Grey fibre, strap handle.....1.20  
 2, " ".....1.65  
 6, Extra quality, all hair.....2.75

## Shoe Brushes.

No. Per doz.  
 0, Mexidan Fibre......90  
 1, " large.....1.30  
 4, Bristle outside.....1.65  
 5, All bristle.....1.75  
 16X, All bristle, extra value.....2.15  
 18, All bristle, spotted white.....2.80

-36-

## Whitewash Brushes.

No. Per doz.  
 6, 6 in., White tampero......40  
 7, 7 in., "......42½  
 8, 8 in., "......47½  
 6, 5 in., Family, extra heavy......80  
 8, 6 in., "......95  
 10, 7 in., ".....1.10  
 12, 8 in., ".....1.25  
 6, 5 in., A., hair bristle.....1.40  
 8, 6 in., ".....1.65  
 10, 7 in., ".....2.00  
 12, 8 in., ".....2.35  
 6, 5 in., Ideal, all bristle, 3 row.....1.90  
 8, 6 in., " 3 row.....2.25

## Dust Brushes.

No. Per doz.  
 7X, Fibre, wire drawn......90  
 21, All hair, wire drawn.....2.25  
 28, White, wire drawn.....2.90  
 1, 7 in., All hair, flat end.....2.05  
 22, 7 in., Mixed, round end.....2.10  
 11X, 7 in., All hair, round end.....2.25

## TOBACCOS—PLUG.

Deer Skin, 9 and 16 lb.....Per lb. .37  
 Jolly Tar, 5, 10, 15 and 25 lbs......39  
 Newsboy......39  
 Old Honesty......43  
 Piper Heldsick......44  
 Spear Head......44  
 Standard Navy......37  
 Toddy......35  
 Vinco......38  
 Town Talk......29

## SMOKING TOBACCO.

Duke's Mixture.....Per lb. .30  
 Greenback......39  
 Green Turtle......48  
 Honest......30  
 Polar Bear......29  
 Sensation......39  
 Wild Rose......39  
 Omega......31  
 Union Leader......39  
 Fashion......39  
 G. & A. Navy......35  
 Hot Ball......27  
 Miner's Extra......35  
 Pipe Smoking......36  
 Red Man......23

## YEAST CAKES.

Compressed.....per doz. 1.18  
 Magic, 1½ doz. packages.....per box .38  
 Yeast Foam, 1½ doz. "......38

UP TO  
YOU,  
FRIEND

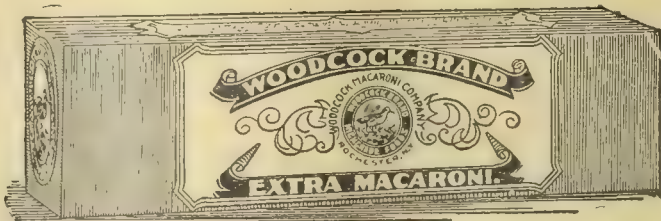
Here briefly are our claims  
for Gluten Cereal:

It is surpassed by no wheat  
cereal made and equalled by  
very few if any.

It pays a far better profit  
than any other cereal of its  
class made—40 per cent. gross;  
costs \$1.20, brings back \$1.80.

If these things are true—  
and you can easily test them  
—what is your reason, as  
man to man, for not handling  
Gluten Cereal?

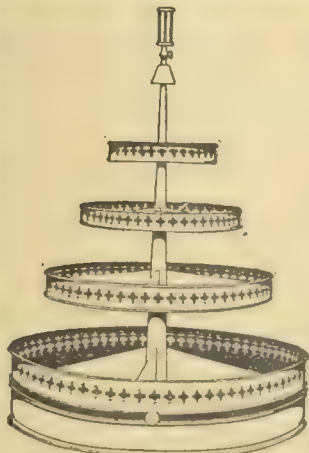
**A. C. Godshall & Co.**  
 INCORPORATED  
 LANSDALE, PA.



## You Can Sell More Macaroni

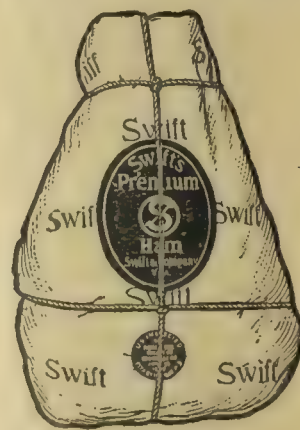
All you have to do is get your customers to try Woodcock Macaroni. It's so much better than any other Macaroni they'll buy it oftener. When we say "better than any other," we mean it is better than the best imported—cleaner, made under ideal sanitary conditions, and of finer flavor.

WOODCOCK MACARONI COMPANY - Rochester, N. Y.

Sells More Vegetables at  
Better Prices

We figure that's what you want  
to do so we'd like to tell you how  
you can do it by using our Vege-  
table Display Stand. When writ-  
ing state whether you have a  
city water supply.

**GALESBURG CORNICE WORKS** 81 COX STREET  
 GALESBURG : ILLINOIS

VALUE OF  
MAGAZINE  
Advertising

Magazine advertising makes  
people familiar with the name and  
quality of Swift's Premium Ham  
and persuades them to try it.

When they see a display, a show  
card or sign in your store the ad-  
vertisement is recalled. The re-  
sult is a sale.

Therefore it will pay you to dis-  
play Swift's Premium Ham con-  
stantly. Keep a sign in plain  
sight all the time.

"WE SELL  
SWIFT'S PREMIUM HAMS"

The increase in sales will be  
large and steady for Swift's Prem-  
ium Ham holds trade by its uni-  
form quality.

Swift & Company, U. S. A.



Published every  
Monday.

# Grocery World

AND

# General Merchant

Circulates in every  
State of the Union  
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, March 28, 1910.

No. 13.

## Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

ELTON J. BUCKLEY,  
Editor.

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## National Retail Grocers' Association Protests to "Ladies' Home Journal" for Publishing Fakes

Secretary Green Writes Vigorous Letter to Article in March Number on "How Housewives Are Cheated." Contends Most of Charges Made are Palpably Ridiculous. Correspondence and the Objectionable Article.

The following correspondence is self-explanatory:—

Mr. John A. Green, Secretary  
National Retail Grocers' Association,  
Cleveland, Ohio.

Dear Sir:—I desire to call your attention to the March number of the "Ladies' Home Journal," page fifty-six, on which appears an article on "How Housewives Are Cheated." The article purports to expose a number of methods which are used by retail dealers to defraud their customers and is on a par with a large number of articles which have cropped up in the public press since the investigation into high food prices.

It seems to me that the tone of these articles, particularly of this one in the "Ladies' Home Journal," is apt to be so injurious to the reputation of the general trade that the National body would be justified in taking some action upon it. Of course, there are cheats and frauds in the retail grocery business just as there are in any other, but it goes without saying that by far the large majority of retail grocers are as honest as they can be.

My suggestion here is that you write a letter to the editor of the "Ladies' Home Journal" protesting officially against the publication of such matter, and that a copy of your letter, together with a recital of the circumstances, be issued in your regular correspondence for general publication throughout the country.

Yours very truly,

ELTON J. BUCKLEY,  
Editor "Grocery World and General Merchant."

Cleveland, Ohio, March 19, 1910.

E. J. Buckley, Esq.,  
Editor "Grocery World and General Merchant,"  
Philadelphia, Pa.

Dear Mr. Buckley:—Your esteemed favor March 18 just received. Have bought the paper referred to and will write a letter at once. Will also publish this in the Bulletin. Unfortunately, will not have the time to give this matter that I would like to have, being compelled to testify before the Senate Committee, Washington, on high prices, Monday morning, March 21. I thank you very much for calling my attention to the matter and assure you it shall have the consideration which it deserves.

Yours very truly,

JOHN A. GREEN,  
Secretary.

Cleveland, Ohio, March 19, 1910.  
The Editor "Ladies' Home Journal,"  
Curtis Publishing Company,  
Philadelphia, Pa.

My Dear Sir:—It is with a keen sense of duty to the men whom I have the honor to represent, that I take exception to your article on "How Housewives Are Cheated,"

page 56, "Ladies' Home Journal," for March.

One of the first statements, "That a man saw twelve absent customers overcharged an average of seven cents each and three cash customers swindled out of five cents each," makes me believe that either the man who made the statement uttered an absolute falsehood, or that he was a coward when he did not confront the dealer after the first or at least second instance of overcharge.

That any grocer would cheat any customer out of six cans of salmon is absurd on the face of it and no woman would trade with a grocer, who, she believed had cheated her on more than one occasion to the extent of not delivering six cans of salmon and being charged for the same.

As to the assertion that, "in an exposed part of a New York market was found a big scale so hung that the wind depressed the pan two pounds when empty and more when loaded," I do not hesitate to say that I believe it to be absolutely impossible.

The average grocer of to-day is one of the most influential men in the community in which he lives. He is trying to serve the public to the best of his ability. On his success depends honesty of purpose, integrity and a character above reproach. The National Association of Retail Grocers of the United States, whose members are located in every city and town almost, have worked faithfully and honestly for the passage of the pure food law and are using every influence at their command to carry out its provisions, having in mind at all times the welfare of consumers and seeking to serve them to the best of his ability—to give them the best the market offers at the most reasonable price.

The article in question has a tendency to cast reflection, distrust and bad intent on the entire trade. It is uncalled for and insults the intelligence of the consumer when it intimates that he would trade with a person of the kind you represent the grocer to be. It is well known that anyone who commits fraud with intent cannot escape discovery. In thousands of grocery stores have been seen the following: "We are members of the Retail Grocers' Association. Goods here are guaranteed to conform to the National pure food law. Our association stands for full weights, good service and courteous treatment by our employees."

A very different standard than that placed on him by the article in question.

There is at the present time an agitation going on in Retail Grocers' Associations in the country, to do away with all measures and to sell all goods usually sold by measure, by weight. What others do outside of our own business, is not for me to say, but I do want to impress on the mind of the women of this country that business men are more hon-

est to-day than ever in the history of this republic. That ideals in business are being sought after and lived up to. That better business methods, better consideration of the consumer, are the topics brought often before the association members. The result is that the very best citizens of the United States are engaged in the retail grocery business. Men who are above reproach; men whose word and whose character are above question under these circumstances; when any one writes the article referred to, which has a tendency to create distrust and to discredit men of that kind, it is time that we should take notice and refute the accusation.

Yours very respectfully,

JOHN A. GREEN,

Secretary

National Retail Grocers' Association.

The article objected to, so far as it relates to the grocer, is reproduced below. It was written by some mean little insect named Lewis E. Theiss:—

In the kitchen of a home I know there is a pair of scales upon which household purchases are weighed. The establishment of these scales as watch-dog of the kitchen treasury came about thus: a nearby grocer always undersold his competitors. His butter was twenty-seven cents a pound when theirs was thirty-two. The butter itself was good, and the grocer ran his business no more economically than did his rivals; as an explanation there remained only the weight. Accordingly, the scales were bought and the butter weighed. A "pound" weighed twelve ounces. Instead of twenty-seven cents that butter really cost thirty-six cents. Subsequent scale-tests have shown what every woman ought to know, that although, of course, there are thousands of honest dealers, the dishonest one is all too common.

One of the most popular means of robbery is the charge account. While waiting to make a purchase in a butcher shop a man saw twelve absent customers overcharged an average of seven cents each, and three cash customers swindled out of five cents apiece. In fifteen minutes this butcher had cheated his customers out of ninety-nine cents—a rate of robbery of four dollars an hour. Another friend of mine got a new "iceman." The three "fifty-pound" pieces of ice that he delivered during his first week totaled seventy-nine pounds, but the bill was for one hundred and fifty pounds.

Frequently the dishonest dealer does not deliver everything ordered. A woman bought six cans of salmon and ordered some to be prepared for dinner, when she found that none had been delivered. The grocer immediately rectified the "mistake" with apologies. The occurrence, however, showed the woman that similar "mistakes" were too frequent to be accidental.

Probably the commonest form of cheating is giving short weight. Fat or putty has been found stuck to the bottom of the scale pans to weigh them down, and "tea lead" was wrapped around the scoop arm of a pair of balances; one dealer had seven ounces of lead in a bag on his scale pan; another with a pretense of lighting the dial, hung a two-ounce electric light globe on his scales. Weights for balance-scales are sometimes bored out or sawed off by the dishonest dealers; and indicators on spring-scales are often bent ahead so as to register a pound before a pound is in the pan.

By fixing the internal mechanism scales can be made so sensitive that they jump up and down at a touch. These scales are used in shops where clerks earn their pay by cheating. Complaints against a number of such places in New York were investigated by officials and found to be true. The clerk throws the purchase on the scales heavily and reads the weight when the pan is at the lowest point. A record is kept of all sales, and at the end of the week each salesman gets as salary, the amount out of which he has cheated his customers.

In an exposed part of a New York market was found a big scale so hung that the wind depressed the pan two pounds when empty and more when loaded. A druggist had an electric fan focused on one pan of his balances so as to blow it down two ounces, and other balances have been found with a magnet under the scoop which at the touch of a button became electrified and pulled down on the metal above it.

Wooden measures often have false bottoms; metal ones, deep dents; and liquid measure is often given for dry. In some kinds of peas and beans there is a difference of two ounces between a dry and a liquid quart. Bottles are no less fraudulent. They are marked "small," "medium" or "large," but a medium-sized bottle of grape juice contains as much as a large bottle of olive oil; thus these terms mean nothing.

Milk bottles are almost invariably of short capacity. It has been estimated that there are in daily use in New York State at least ten million bottles with an average shortage of five drachms each. With milk at six cents a quart the people of New York are thus annually defrauded of \$4,500,000. Yardsticks, too, are untrustworthy, and in the dishonest shops, yards marked on counters are equally false.

In the sale of butter the public is mulcted of another enormous sum. "To keep the butter from sticking to the wood" some dealers weigh it in wet plates. There is an ounce of water in the wood of such plates. The Massachusetts Sealer, upon inspecting creamery butter, found only one print that weighed sixteen ounces, while out of twenty-four pounds of bulk butter bought by the New York Sealer only three pounds weighed sixteen ounces.

This habit of shrinking is observable in package articles. In a report on cereals the New York deputy chief says that many cereal packages are made to resemble one or two-pound packages, but their gross weights average respectively fifteen and thirty ounces. Out of a large number of so-called twenty-four-and-a-half-pound sacks of flour not one was full weight. The sacks of one brand showed an average shortage of four ounces; of another, eight ounces.

Short in weight also are many meat products. A small piece of the highest-priced bacon had four ounces of covering. Two hams had a total of one pound nine ounces of wrappers, all of which sold at ham prices. An expert chemist testified

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

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Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

**Corporation Practice, Cases Under Food Laws**

**Trade-Mark Registration**

**General Practice**



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the **Employment Bureau**. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

## The Grocery World and General Merchant Employment Bureau

927 Arch Street, Philadelphia, Pa.



that a two-hundred-pound case of poultry lost two pounds in two weeks by evaporation, yet the retail dealer pays for the weight of the poultry when it was packed. Of course, he passes the charge along to the consumer.

Another cause of loss is lack of uniformity in measures. A bushel of apples weighs fifty pounds in Arkansas, forty-eight in Iowa and forty-five in Montana. Dried apples vary in weight from twenty-two pounds in Michigan, to twenty-eight in Idaho; broom corn from thirty pounds in Iowa to forty-two in Tennessee. In New York State the law regulating the size of barrels is not enforced, and all sized barrels are used for shipping vegetables. Thus, in buying fruit or vegetables one consumer may get a full-sized barrel, while another for the same price may get a barrel half a bushel smaller. Again, sweet potatoes are shipped by Southern farmers to Boston in barrels smaller than the Massachusetts barrel. Nevertheless, the Boston consumer pays barrel prices for his potatoes.

### Tariff on French Food Products Remains Unchanged.

President Announces that Maximum Tariff Will Not be Imposed on French Imports. Many Food Products Affected by the Decision.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 24, 1910.

During the week official announcement was made that an arrangement had been concluded between the United States Government and France, by which the maximum tariff would not be enforced against the products of that country. We import so many food products from France, all of which would have been seriously affected had the tariff been increased, that much uneasiness has been experienced among the importers.

The arrangement just now entered into makes concessions on both sides. The principal concession in a commercial way which is thus received by the United States is seen in the acceptance of our certificates of inspection for pork and canned meats wherever the latter are necessary under French law or regulations. In addition, we have succeeded in inducing the French Government to raise its rates on edible oils other than cottonseed. This was in lieu of a reduction on cottonseed oil for which we asked, but failing in getting this, the French rate on the other oils was raised to an equality with that on cottonseed.

The import duties on all French food products, therefore, remain unchanged.

HOLT.

## Government Says One Way to Reduce Cost of Meats is for Consumers to Buy at Wholesale

Both Interesting and Revolutionary Matter in the Widely-announced Book on "Economical Use of Meat in the Home." Some Good Stuff on Net Amount of Meats on Different Cuts. Thinks Consumers Should Shop About from Dealer to Dealer.

Considerable interest and discussion has been elicited in various parts of the country by the United States Government's contribution to the general campaign to reduce the cost of food. The Government's contribution takes the form of a book on "Economical Use of Meat in the Home," a copy of which has been sent to this journal.

The work is quite elaborate, and contains both scientific and practical matter. Some of the matter in it should give consumers badly needed information as to how the prices of the various cuts of meats are fixed. Upon this point what the book says is interesting:—

The price which the producer receives for the animal he has fattened for market must of necessity be a determining factor in fixing the price of meat which the consumer pays. The producer's price varies with a variety of conditions, including the cost of grain, used in feeding animals, the rates of transportation, and other factors. The animal is usually marketed by the producer at so much a pound on the basis of live weight or of dressed weight. From the results of a large number of experimental tests at the agricultural experiment stations and data recorded by abattoirs and packing houses, the relation of dressed to live weight has been ascertained, the dressed weight in the case of beef animals being on an average 62 to 67 per cent. of the live weight. The number and kind of cuts into which the dressed carcass is divided vary somewhat in different markets, though there is a greater tendency to uniformity in the United States than was once the case.

On the basis of investigations like those referred to, it has been found that on an average in the case of beef animals the ribs constitute 9 per cent. of the total dressed weight, the loins 19 per cent., the chucks (with shoulder, neck and brisket) 27 per cent., the plates 13 per cent., the shanks 3 per cent., the rounds (including rump) 23 per cent., the flanks 3 per cent., and the suet 3 per cent.

In commercial transactions some percentage of advance in the selling over and the buying price must be expected if the dealer is to be successful, and such factors as the cost of handling, storing, marketing and possible deterioration during storage must be taken into account. The relation of such factors to particular cases is of fundamental importance

in understanding commercial transactions.

The simplest method of fixing market prices would doubtless be to determine upon a reasonable percentage of increase which would be the same for all cuts. Such a custom has been followed in many localities. For instance, it was at one time the common practice in markets in Cuba and Mexico, particularly in small towns, to sell the whole carcass at a uniform price per pound, a custom still followed, but which does not long survive in a locality much influenced by outside conditions. In the United States, as every one knows, the price varies with the kind of meat and with the cut.

When the wholesale dealer buys meat from the producer he pays a certain uniform price per pound for the carcass on the basis of either live or dressed weight. In determining upon the advance over cost price which is to be his selling price, it is customary to take into account the fact that the carcass is made up of a number of cuts and that some of them are considered more desirable than others and will therefore sell for a higher price. So it is a common custom to assume that the more desirable cuts have cost a higher price and that the less sought after cuts have cost a lower price than the uniform price which was actually paid per pound for the carcass. In other words, the wholesaler distributes his original total cost in a manner convenient from a commercial standpoint for making selling prices. Thus, as an illustration, if the carcass which was purchased at a uniform price of 10 cents per pound be assumed to supply 10 pounds of some choice cut and 10 pounds of some cheaper cut, the assumption might be made that the choice cut cost 15 cents per pound and the cheaper cut 5 cents per pound, without changing the total sum paid for both at the assumed uniform purchase price.

The relative retail prices of the various cuts usually bear a direct relation to the favor with which they are regarded by the majority of persons, the juicy tender cuts of good flavor selling for the higher prices. When porterhouse steak sells for 25 cents a pound, it may be assumed that in town or village markets round steak would ordinarily sell for about 15 cents, and chuck ribs, one of the best cuts of the forequarter, for 10 cents. This makes it appear that the chuck ribs are less than half as expensive as porterhouse steak and two-thirds as expensive as the round. But apparent economy is not always real economy, and in this case the bones in the three cuts should be taken into account. Of the chuck ribs, more than one-half is bone or other materials usually classed under the head of "waste" or "refuse." Of the round, one-twelfth is waste, and of the porterhouse one-eighth. In

buying the chuck, then, the housewife gets, at the prices assumed, less than one-half pound of food for 10 cents, making the net price of the edible portion 22 cents a pound; in buying round, she gets eleven-twelfths of a pound for 15 cents, making the net value about 16½ cents; in buying porterhouse, she gets seven-eighths of a pound for 25 cents, making the net value about 28½ cents a pound. The relative prices, therefore, of the edible portions are 22, 16½, and 28½ cents, or to put it in a different way, a dollar at the prices assumed will buy 4½ pounds of solid meat from the cut, known as the chuck, 6 pounds of such meat from the round, and only 3½ pounds of such meat from the porterhouse. To this should be added the fact that because of the way in which porterhouse is usually cooked no nutriment is obtained from the bone, while by the long slow process by which the cheaper cuts, except when they are broiled or fried, are prepared the gelatin fat and flavoring material of the bone are extracted. The bones of meats that are cooked in water, therefore, are in a sense not all refuse, for they contain some food which may be secured by proper cookery.

It is true, of course, that the bones of the steaks may be used for soup making, and that the nourishment may thus be utilized, but this must be done by a separate process from that of cooking the steak itself.

The facts discussed above are shown for a large number of kinds of meats in the following table, which gives the proportion of bone and edible material in a number of cuts, together with the net price as compared with an assumed original price. As the cost of meat varies in different regions, in different markets, and at different times, it is impossible to give values which will represent a fair average market price. Those included in the table are simply selected to illustrate the point under consideration.

NET COST OF EDIBLE PORTION OF DIFFERENT CUTS AS COMPARED WITH ASSUMED MARKET PRICE PER POUND.

KIND OF MEAT.	Proportion of bone or waste, in cut.		Proportion of edible material in cut.		Assumed market price per pound.	Net price of edible portion.
	%		%		Cts.	Cts.
Beef:						
Brisket .....	23.3	76.7	7.0	9.0		
Rump .....	19.0	81.0	10.0	12.5		
Flank .....	5.5	99.5	7.0	7.5		
Chuck rib .....	53.8	46.2	10.0	22.0		
Porterhouse .....	12.7	87.3	20.0	23.0		
Neck .....	31.2	68.8	7.0	10.0		
Ribs .....	20.1	79.9	15.0	20.0		
Round .....	8.5	91.5	15.0	16.0		
Shin .....	38.3	61.7	3.0	5.0		
Heart .....	5.9	94.1	5.0	5.3		
Tongue .....	26.5	73.5	22.0	29.8		
Veal:						
Cutlets .....	3.4	96.6	20.0	21.0		
Breast .....	24.5	75.5	12.5	17.0		
Mutton:						
Leg .....	17.7	82.3	15.0	18.0		
Chops .....	14.8	85.2	15.0	17.5		
Forequarter cut for stewing ...	21.2	78.8	12.5	20.0		
Pork:						
Loin .....	19.3	80.7	15.0	20.0		
Salt pork .....	8.1	91.9	12.5	13.0		
Bacon .....	8.7	91.3	20.0	22.0		
Ham .....	12.2	87.8	20.0	23.0		

Much of the above matter regarding the net amount of meat on the different cuts is not generally known, even to the trade, and constitutes very valuable information.

A good part of the book is devoted to the use of meat in the



home, particularly the availability of the cheaper cuts, which usually nobody wants. A large number of recipes for the working up of these cuts are presented.

The general question of reducing the cost of meats to the consumer is summarized thus:—

The expense for meat in the home may be reduced in several ways, and each housekeeper can best judge which to use in her own case. From a careful consideration of the subject it appears that the various suggestions which have been made on the subject may be grouped under the following general heads: Economy in selection and purchase so as to take advantage of varying market conditions; purchasing meat in wholesale quantities for home use; serving smaller portions of meat than usual or using meat less frequently; careful attention to the use of meat, bone, fat, and small portions commonly trimmed off and thrown away and the utilization of left-over portions of cooked meat; and the use of the less expensive kinds.

The suggestions as to how to buy meats will be found very interesting especially that one which comprehends shopping about from one dealer to another:

In towns where there is opportunity for choice, it may sometimes be found more satisfactory not to give all the family trade to one butcher; by going to various markets before buying the housekeeper is in a better position to hear of variations in prices and so be in a position to get the best values. Ordering by telephone or from the butchers' boy at the door may be less economical than going to market in person as the range of choice and prices is of course more obvious when the purchaser sees the goods and has a chance to observe market conditions. Each housekeeper must decide for herself whether or not the greater convenience compensates for the smaller range of choice which such ordering from description entails.

That many families could buy meat at wholesale and save money is also suggested, and these views will also be of intense interest to the retail dealers who would be affected if any consumer took the advice:—

By buying in large quantities under certain conditions it may be possible to procure meat at better prices than those which ordinarily prevail in the retail market. The whole side or quarter of an animal can be frequently be obtained at noticeably less cost per pound than when it is bought cut by cut, and can be used to advantage when the housekeeper understands the art and has proper storage facilities and a good-sized family. When a hind quarter of mutton, for example, comes from the market the flank (on which the meat is thin and, as good housekeepers believe, likely to spoil more easily than some other cuts) should be cooked immediately, or if preferred it may be covered with a thin layer of fat (rendered suet) which can be easily removed when the time for cooking comes. The flank, together with the rib bone, ordinarily makes a gallon of

good Scotch broth. The remainder of the hind quarter may be used for roast or chops. The whole pig carcass has always been used by families living on the farms where the animals are slaughtered, and in village homes; town housekeepers not infrequently buy pigs whole and "put down" the meat. An animal 6 months old and weighing about 100 pounds would be suitable for this purpose. The hams and thin pieces of belly meat may be pickled and smoked. The thick pieces of belly meat, packed in a two-gallon jar and covered with salt or brine, will make a supply of fat pork to cook with beans and other vegetables. The tenderloin makes good roasts, the head and feet may go into head cheese or scrapole, and the trimmings and other scraps of lean meat serve for a few pounds of home-made sausage. In some large families it is found profitable to "corn" a front quarter of beef for spring and summer use. Formerly it was a common farm practice to dry beef, but now it seems to be more usual to purchase beef which has been dried in large establishments. The general use of refrigerators and ice chests in homes at the present time has had a great influence on the length of time meat may be kept and so upon the amount a housewife may buy at a time with advantage.

Of course the above is largely impracticable. Almost all families who would have "proper storage facilities" would be of a type that wouldn't need to go to any such length as buying a whole side of meat in order to save a few cents a pound.

## Here's One Exception

When you go on about cereals paying nothing, don't forget that they're not all that way. Our **Gluten Cereal** pays about 40%. Don't jump at the conclusion that it must be a pretty poor cereal to pay that much—we probably take more care and pains with **Gluten Cereal** than any other manufacturer in the country.

A rich, satisfactory food that stays in people's affections.

**A. C. Godshall & Co.**  
Incorporated  
LANSDALE, PA.



## Push It Now

You haven't a customer who won't buy

**Duff's  
Molasses**

if you remind them of it. It is molasses season. The only reason you don't sell ten times as much is because you don't talk about it.

**Duff's  
Molasses**

is known all over the country as the brand that everybody keeps buying. The kind that children love—and it's good for them.





# WITH THE EDITOR

The bane of the retail grocer's life is house-to-house canvassing as done by *some* specialty manufacturers. Not by all, for some of the concerns who solicit orders from consumers to be turned in through retailers are careful of the latter's interests at every stage. More than that, they create an amount of good business which in the aggregate is enormous and in large part permanent. An intelligent opinion of the practice is contained in a personal letter to the writer from a large Philadelphia specialty manufacturer:—

**A Marvel.**

I realize that a great deal of harm is done through the regular method of handling house-to-house canvass; that some canvassers have attempted to coerce the grocers. I think that this is not only unfair, but poor business policy. I do not believe that any canvass can succeed with this policy. We feel that if we cannot get the co-operation of the great majority of grocers these canvasses do not pay us. Fortunately we do succeed in working with the grocers and for the grocers and we very rarely find opposition.

There is really nothing in this that is very debatable, and yet some specialty manufacturers undertake house-to-house canvassing in a wholly different fashion. The goal which they set before their eyes is to force the grocer to handle their goods, and they spend twice the time and labor in their efforts to force him that it would take to persuade him.

The fact that so many men ignore the elementary truth that it pays to be fair and friendly with the man on whom you *must* depend to distribute your goods is a never-waning marvel.

The letter written by the secretary of the National Retail Grocers' Association to the Curtis Publishing Co., producers of the

**A Well Deserved Letter.**

"Ladies' Home Journal," protesting against an article in the March number on "How Housewives Are Cheated," is strong, but it might have been stronger without violating the proprieties. The article so far as it refers to the general trade is a lie and a

libel from the first word to the last. Grocers generally are not thieves; they do not cheat their customers. Most of the practices set forth in the article are doubtless committed by perhaps one grocer out of ten thousand. But some of them have never been committed by anybody, and never could be committed by anybody unless he had supernatural powers. Witness the case of the New York scale hung so that the wind blew on it and depressed it two pounds!

The "Ladies' Home Journal" doubtless bought this tissue of falsehoods believing it true. Probably all the publications that print such stuff print it believing it true. Some don't care particularly whether it is true or not—the public is keenly interested and wants it. But meanwhile consumers are being systematically set against one of the oldest and most honorable trades extant. Of course there are dishonest grocers, and they should be hunted out and driven down the nearest steep place into the sea. But to compel the 99 9-10 honest percentage of the trade to appear in public every day or week tarred with the same stick is a crying shame and ought to be fought hard in every way it can be.

One of the series of articles on "The Legal Phases of the Retail Business," of which the writer is the author, was on the subject:

**The Intelligence of the Courts' Views of Trade Lotteries.**

"How to Tell When a Scheme is a Lottery." These articles are being published in about fifty trade journals throughout the country, of which one of the most prominent is the "National Druggist," of St. Louis. Following the publication of the lottery article in the "National Druggist" a correspondent wrote that paper as follows:—

To the Editor of the "National Druggist":—

I read with considerable interest the article by Mr. Buckley in the February issue of the "National Druggist," upon the subject of lotteries. I was especially interested in that part of his article relating to

the element of money consideration for the chance which he illustrated by the instance of the merchant who distributed cards to his customers bearing different hours and minutes, the customer who held the card corresponding to the stopping time of a handsome clock, placed in the show window, to receive the clock. Mr. Buckley points out that the scheme was a lottery, under the law, because only persons buying goods at the store could compete, and they were thus paying out money for the privilege in spite of the fact that each person received full value for his money outside of the chance.

It is, of course, easy to see that in reality, whether the customer paid for the chance or not, he certainly helped pay for the clock; for so far as this part of the transaction is concerned, the merchant was not making anyone a present of the clock, but was simply accepting a smaller margin of profit on the goods that he sold, and making the difference pay for the clock. Whether this constitutes paying for the chance to compete for it or not, is a question too subtle for any but a lawyer to determine. To me, as a "man in the street," it would seem that this feature of the transaction would save it from one of the objectionable elements of a lottery, namely, that of everybody but the winner receiving no value for his money, and would render it a harmless and legitimate method of creating interest, and incidentally of increasing a man's trade to a volume which would warrant his voluntarily presenting a gift to his customers. At all events, it removes the money payment from any contingent relation with the lottery.

In other words, the essence of such a transaction would look to the outsider to be something as follows: The merchant substantially agrees to rebate to those who buy at his store a percentage of his profits on the purchases, and the customers on their part agree to pool these rebates, put them in the form of an article of value, and then engage in a friendly drawing contest to see who gets the pool.

As stated, this would seem to the disinterested man to be sound sense, and, therefore, good law, and Mr. Buckley's statement of the law only goes to show that law is not by any means always based on sound common sense. Indeed, we all know the inconsistencies and inequalities of statutory law, so that what may be honorable conduct in one section may be heinous crime a few miles away—all of which makes very precarious walking for the man who is trying to do a law-abiding business; and Mr. Buckley's excellent article is valuable, if only to emphasize the care we should exercise in every move we make that is even remotely likely to bring us in conflict with the law of the land.

**A SUBSCRIBER.**

The writer agrees that it would seem logical to hold no scheme a lottery in which the holder of the chance simply bought merchandise at the regular price and received the chance as an extra inducement. For instance, a rolled

oats manufacturer gives a prize to the holder who accumulates the letters spelling a certain word. Here the oats are sold at the price they always bear and the chance is clearly a gift. Yet the courts are uniform in holding that all such plans are illegal lotteries, but the writer believes they strain a point to reach their conclusion, for they hold that the holder of the chance does pay for it by the purchase of goods.

The writer ventures the opinion that this is not good law, but the courts are hopelessly against him.

**Porto Rico Pineapple Packers Going After Singapore Business.**

**Will Introduce a Grade of Chunks to Get the Business Singapore Chunks Lost Through Increased Tariff.**

The Porto Rico packers of pineapple are preparing to gather in the business which the Singapore packers have been compelled to lose by reason of the increased American tariff. The increase in the tariff has been several times referred to in this journal. It has been important enough to practically destroy the American business in canned Singapore pineapple. Prior to the advance in duty there was a large sale in this country for Singapore brands, particularly chunks. They constituted the lowest-priced pineapple packed and sold at popular prices. Since the new duty went on there has been none brought in at all.

The Porto Rico packers are now preparing to put on the market a grade of pineapple in chunks, which they have practically not packed before. They started to introduce it last year, but it had no success, partly because the Singapore chunks were here then, and partly because the price was too high—\$1.42½ cents per dozen in a large way.

This year the campaign will be pursued on different lines. The price has been reduced to \$1.10, which is only about 10 cents above the price of Singapore chunks, and the intention is to get, if possible, all the business



which the Singapore brands had formerly, and which the increased tariff took away from them.

### Pennsylvania News Items.

John Hoffman, the Altoona grocer, charged with selling cornstarch which was alleged to have contained nitrates, said to be deleterious to health, was acquitted by the direction of the court. Representatives of the State Dairy and Food Department declined to ask for a conviction, because it had been demonstrated to their satisfaction that nature, and not man, had violated the State food laws. Chemists testified for the defendant that after the cornstarch had been exposed to the air, the nitrates had multiplied from 1,500 to 2,000-fold. Dr. Starler and Dr. John Marshall, of Philadelphia, told of the absorption of nitrates from the air by cornstarch with which they had experimented, and their observations were corroborated by Dr. J. A. Woessner, of Chicago. It was shown that no nitrate had been used in the manufacture.

## The New York Letter

**Brooklyn Grocers Disapprove New Cold Storage Ordinance. Means Tags on All Cold Storage Foods. "American Grocers' Association" Latest New Enterprise. Cannery Soliciting Money to Advertise Canned Goods. Poultry Combine Indicted. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, March 24, 1910.

The new cold storage ordinance, which was passed last week by the Board of Aldermen and is now before Mayor Gaynor for his signature or veto, was discussed and disapproved Tuesday night at the meeting of the Brooklyn Retail Grocers' Association. L. J. Callanan, of the New York Association, was present and gave the ordinance a warm roasting. He said that he believed the ordinance to be an idiotic one; he had put a sign in his window calling the attention of passersby to the proposed municipal law and characterising it as both "jackass" and "damn fool."

If this ordinance is approved by the Mayor, Mr. Callanan said tags will have to be placed on all poultry

and meats sold, and these tags must be shown to the consumer. "If a woman comes into the store on Saturday evening," he said, "and you have a barrel of chickens, she will probably make you show her the tags on every chicken in that barrel before she will buy one."

Other members of the association expressed their disapproval of the bill and a resolution was adopted, to be sent to the Mayor asking him to veto it.

Sunday closing was brought up again and both sides of the question discussed. Mr. Callanan was strongly opposed to the bill now before the Legislature, which would make it compulsory for a grocer to close his store on Sunday, and he asked the members of the association to place themselves on

record as against it. He said that he did not like to have his personal liberty interfered with and that if he were forced to close his store when he did not wish to do so, that would be an infringement of his rights.

Other members talked of the disadvantages of the bill. They said that it would be better to have the present laws enforced than to add new ones, which they had no reason to believe would be enforced any more strictly than those now on the books. They said that if the law which compels grocers to close at 10 o'clock Sunday morning were enforced, that would be sufficient without further legislation.

Secretary Elwood Hanson said that as the question had been discussed so many times before and the association had always decided in favor of such a law as is now proposed and had passed resolutions so stating, he thought that the members should stand by their convictions and show their loyalty to the State Association, which has been fighting for the measure.

The members finally agreed with Mr. Hanson and passed a resolution

# WHY ?

Why is it that when a first-class trader buys from us once, just out of curiosity, he invariably buys again and again, becoming an active trader without any inducements other than

**QUALITY AND PRICE**

# BECAUSE !

Because he understands his business and knows a good trade when he gets it—customers made and held—no complaints—quite the reverse. He wants more of the same kind, and gets it here.

**WE WORK ON STANDARDS**

# COFFEES, TEAS, SPICES

**GOODS THAT MAKE TRADE and HOLD IT WHEN MADE**

*IS THAT THE KIND YOU WANT?*

WRITE THE RIGHT HOUSE

# B. FISCHER & CO., 190 Franklin St., New York

**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us



tion formally approving the bill now pending.

\*\*\*

A proposed organization among the grocers, somewhat similar in plan to the American Drug Syndicate, was discussed at the meeting of the New York Retail Grocers' Association Monday night. It was stated that a corporation called the American Grocers' Association, with a capital stock of \$1,000,000, had filed papers in the State of Maine.

The stockholders of the organization are to be grocers throughout the country. Each grocer is to be given a certain number of shares, according to the business done in his store, and in return for this he is to boom certain lines of goods, on the sale of which the company gets a premium. The members discussed the project, but decided not to take any action on the matter until they receive further particulars.

Your correspondent found that little was known of such a company in the trade. W. F. Hamblin, an advertising agent, with offices in the Fifth Avenue Building, is said to be connected with the project. When seen by your correspondent, Mr. Hamblin said that he had been engaged to advertise certain lines of goods, but that as yet he had nothing to say about the new company. He promised, however, to give out the details in the next week, and says that they will be interesting.

\*\*\*

Officers of the Hudson Butterine Co. were arrested last Friday at the company's plant in Hoboken, N. J., on the charge of defrauding the Government by selling colored oleomargarine and paying only the tax that would be proper if the product were uncolored. The deception was aided, it is said, by marking the butterine "uncolored," although it had received a rich yellow tint from the addition of the coloring material.

The company's output was about 5,000 pounds a day and it has been paying a tax, it is alleged, of  $\frac{1}{4}$  cent a pound, instead of 10 cents, thereby holding back from the Government  $9\frac{3}{4}$  cents on each pound that was sold. No charge is made that the retailers who bought the colored oleomargarine, or any of them, afterward sold it as butter, as this phase of the subject would not be made a part of

the present proceeding; and, of course, there is no way of finding out the ultimate disposition of the product.

Internal Revenue officers from Philadelphia and Washington assisted Deputy Collector Strauss, of Hoboken, in raiding the plant. The party entered the plant at 5 o'clock A. M., and as the seventeen employees came to work, locked them all in one room. Then, when the company's officers arrived, they were requested to go before United States Commissioner Rowe in Jersey City. Frank J. Pierson, the president, and Harry J. Brown, the treasurer, were paroled in the custody of their counsel. Henry Larsen, the vice-president, and Adam Tinburn, a chemist employed by the company, were each held in \$1,000 bail.

It is claimed that the butterine was colored by one or two men at night after everybody else had gone home, and that the packages containing the colored oleomargarine were then sealed so that the employees were not likely to suspect what was being done.

\*\*\*

Frank Gorrell, the secretary of the National Canners' Association, and several Southern canners were in the city during the week. It was at first reported that their visit had something to do with an effort to put up the prices of canned tomatoes, but this was authoritatively denied and it was explained that the canners are raising a fund to be expended in a publicity campaign and in trying to offset the effect of adverse reports as to the merits of canned food.

\*\*\*

Lemon importers are predicting higher prices for the Sicilian lemons as a result of the partial failure of the California crop. It is said that the shippers in Sicily are beginning to realize the possibilities of getting more money in the spring and summer months for the fruit, and are inclined to hold back supplies.

\*\*\*

Announcement has been made here of the sale of the Western portion of the properties and business of the International Salt Co., of New Jersey, to the Morton Salt Co., of Chicago. The latter company is said to have cut prices in the West slightly, but Eastern companies say that there is no cutting here.

The Spanish Products Imports Co. was incorporated this week with a capital stock of \$100,000. The company, which is to have its headquarters in New York, will import and deal in food products from Spain, South America and other Spanish countries. The incorporators are Lucretia L. Andujar, New York; Frederick J. G. Hardy and William Baumgarten, Jr., Brooklyn.

\*\*\*

The American Druggists' Syndicate took another step in its proposed fight against the two corporations which control chains of cut rate stores throughout the country, when the stockholders at a meeting in Long Island City this week voted to increase the capital stock from \$200,000 to \$250,000.

Papers have been filed in Albany for a subsidiary company, to be known as the American Drug Stores. While the nominal capital of this company is small, it is understood that it will be financed by the syndicate. The subsidiary company is to buy up independent stores when deemed advisable and operate them as members of the American Druggists' Syndicate.

The syndicate is said to embrace more than 1,200 retail drug stores in New York and other cities throughout the country. The members are each to keep control of his own business, as a rule, and to buy supplies from the syndicate. Protection is to be given against the competition of the chain stores, even to the extent, when necessary, of taking over the members' stores and conducting them under the direct management of the syndicate.

\*\*\*

Henry Freiershausen, financial secretary of the Manhattan and Bronx Retail Grocers' Association, died March 15th at the German Hospital. Mr. Freiershausen had been ill for a long time, although he had been able to attend to his business until a few days before his death. He was formerly a member of the New York Retail Grocers' Union, but on the formation of the Manhattan and Bronx Association he left the older body. The funeral was held on Friday from the St. Peter's Lutheran Church. Delegations from the grocers' associations were present.

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The Southern trip of Secretary J. T. Austin, of the American

Specialty Manufacturers' Association, is proceeding most satisfactorily, as shown by a report given out at the New York office of the association. In his letters Mr. Austin says that he is getting encouragement from the retailers, wholesalers and manufacturers of the South. Conditions in that section, he said, are very bad, the manufacturers and jobbers losing heavily through fictitious orders.

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Eighty-eight poultry dealers, members of three associations, were indicted on Wednesday for conspiracy to fix prices.

#### SUMMARIZED MARKET CONDITIONS.

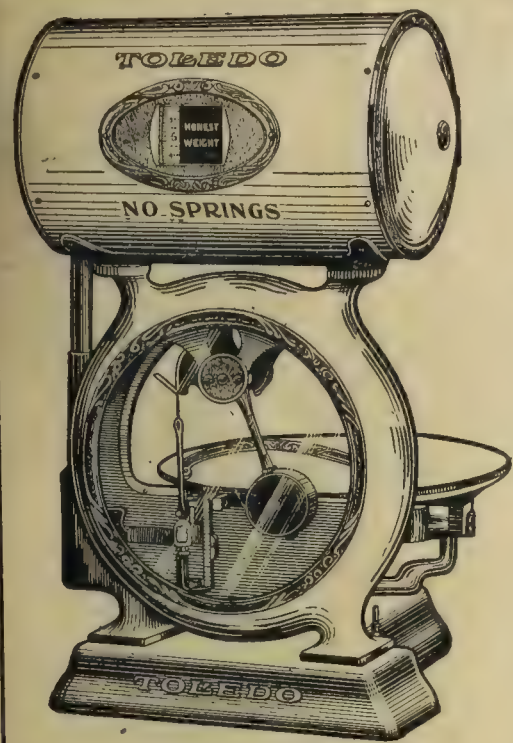
The coffee market is still dull, roasters buying only enough to supply their needs. A few of the holders of Santos are beginning to lose their confidence in their position, fearing that the roasters will continue buying in a hand-to-mouth way until July, when fresh shipments from Brazil may be expected. Prices, however, are still firm, especially in the lower grades, which roasters use in making their cheap blends. Mild coffees are firm, but are not in any great demand, sales being made usually in small quantities and after considerable dickering over the prices.

There is a brisk jobbing demand for teas, all grades being firmly maintained. Buyers are not stocking up for future needs, but the consumption continues heavy. Holders of teas say that there is not as large a supply on hand as is generally expected, as much of the teas in warehouses are Congous and will be shipped to England.

The refiners have been buying heavily of raw sugar this week. The prices are firm at last week's level and the supplies are being pretty thoroughly cleaned up.

The refiners are trying to force out the sugar on overdue contracts, so that there is a good business in withdrawals. The jobbers throughout the country are already well supplied, so that it is felt that if the sugar which is being pressed on them does not go into immediate consumption, the market will be dull for some time. The refiners believe that they have a strong position, however, as the supply of beets is al-





CUSTOMER'S SIDE

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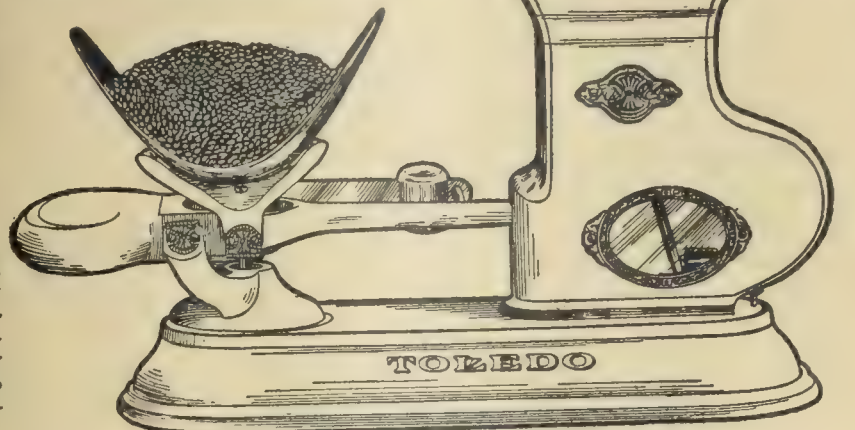
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Honest Weight Guaranteed

**105 STYLES AND SIZES**  
—ADAPTED TO ALL KINDS OF STORES—  
**PRICES, \$37.50 UP**

#### THE HIGH PRICES OF EATABLES

Have caused the consuming public more closely than ever to observe the scales used by the grocer and butcher. People lack confidence in Spring Scales, Beam and Even-Balance Scales. But they like to buy over Toledo Scales, because they can see the beautiful Toledo Springless Mechanism which automatically does the weighing; the scales show them the exact weight of their purchase; they see on the scales the signs. "No Springs," "Honest Weight," and have full confidence that their purchases are weighed correctly.



CUSTOMER'S SIDE

#### NO WAITING—NO ERRORS

There is no waiting for a salesman to find a balance or to figure what to charge. The Toledo itself does the weighing and calculates the exact value mechanically, instantly and accurately. Thus time is saved, errors avoided, profits assured, customers pleased. Any customer prefers to trade where his purchases are weighed by the most modern, automatic, reliable weighing machine than to buy supplies over old-style scales.

#### You Can Get These Advantages

Write us and learn how profitable it would be to you to get a profit-increasing and trade-bringing TOLEDO SCALE. We make allowances for some scales in part payment for Toledos. Tell us what you have. We guarantee a better computing scale for less money than you can get from any other source.

Write for our Book 4, showing scales and prices.

**TOLEDO COMPUTING SCALE CO.**  
Makers of Honest Scales  
TOLEDO, OHIO, U. S. A.

OFFICES IN ALL LARGE CITIES  
Philadelphia, - - 1219 Filbert Street  
New York, - - 251 West 42nd Street

## Mr. Grocer

This is not an Ad.

It is

No. 2

of an Important  
Series of Letters to

YOU

In last week's issue of the "Grocery World" we spoke rather earnestly of the chief competition which you as an independent grocer are obliged to face.

The grocery departments of the department stores, the

CHEAP chain store systems and the QUALITY chain store systems are making a systematic and concerted appeal to all classes, and you as an independent grocer are permitted to control "what you happen to get."

The Premier campaign is calling attention to a brand of food products which in QUALITY cannot be duplicated as a complete line in America or Europe.

These Premier products cannot be purchased through the stores referred to above.

By allying with such a campaign and supporting it do you

not see advantages to yourself if for no other reason than that the consumer in not being able to purchase Premier goods from such stores sooner or later will be obliged to come to you?

A window display of Premier goods cannot help attracting an occasional new customer into your store, and such an accomplishment alone would justify your co-operation with our efforts.

Send for catalogue "A."

**Francis H. Leggett  
& Company**

NEW YORK, N. Y.



most exhausted; so, prices are firm.

There is a good demand for spices from distributors, but the heavy buying by grinders has subsided. Prices are firm.

The egg market is being maintained better than was expected. The receipts are large, but the heavy buying for the Easter trade keeps the price up to last week's level. Buyers are discriminating a little closer as to qualities and eggs a little under size or lots containing many dirties have to be shaded. Duck eggs are more plentiful, but the demand is increasing daily. The best grades of Baltimore duck eggs sell at 42 to 43 cents. Other grades bring from 32 to 40 cents.

Delay in delivering butter keeps the market lightly supplied, the higher grades being rather scarce. Prices have not changed, the best grades selling at 33½ cents, but unless the receipts increase dealers will have to advance prices. At present the dealers are trying to keep prices at the present level, as they believe an advance would mean a decrease in the demand.

In canned tomatoes many packers and brokers are still offering a concession of 2½ cents on the opening price. Even at this figure the trade does not seem inclined to buy heavily. Corn is steady and in good demand. Packers who a short time ago were willing to grant concessions are now holding off for full prices. Peas of fancy grades are much sought, but buyers are critical and refuse many lots, claiming that the goods are not strictly fancy. Although they are willing to pay the price, the jobbers are having considerable trouble in getting enough of these fancy grades.

California fruits are not in much demand, but packers are unwilling to make concessions and are not trying to press sales. Southern fruits are in fair demand, but the market is rather easy. State gallon apples are held firmly, the holders having confidence in an early increased consumption. The supply is small.

FRED. A. MCGILL.

Florida cucumbers range from \$4 to \$4.50 per crate and are wanted. Hothouse cues are about out of market, but would bring up to \$2.



We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Wanted—Canning Recipes.

Belair, Md., March 23, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—The Executive Committee of the National Canners' Association is about to compile a book on the canning industry and also publish recipes for canned fruits and vegetables.

It is desired to make this publication cover as broad a field as possible, and we therefore invite your readers to send us any literature that they think ought to appear in the proposed publications. Ask them to send us all the suggestions, recipes and photographs of anything pertaining to the industry, including factories in operation.

Of course no names will appear because it is being published for the benefit of the entire industry. Will you please give local notice to this, asking that the literature, etc., be mailed to the office of the Secretary, Bel Air, Md.

Yours very truly,  
FRANK E. GORRELL,  
Secretary.

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#### Supports the Attitude on Taking Unearned Discounts.

Baltimore, Md.,  
March 23, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—The letter of March 17th, signed "A General Sales Manager," published in your issue of March 21st, has attracted our notice and been read with exceeding interest.

As this company in every case refuses to allow its customers unearned cash discount, and as we are consistent by discounting our own purchases in every case strictly within the ten-day limit, we are curious to know if "A General Sales Manager" can say that the house with which he is associated discounts its own purchases in every case strictly within the ten-day limit. If not, he should, without criticism, submit to the reprehensible practice of that unfair class of retailers to which he refers.

We enclose a copy of our form of letter which, in every case, accompanies our refusal to allow unearned cash discount. Our business has been established through the enforcement of this inviolable rule in every case, and we are happy to say that we have been remarkably successful.

Yours truly,  
THE SEA GULL SPECIALTY  
COMPANY,  
Hooper Coyne,  
Treasurer-Manager.

The copy of the letter enclosed with the above is worth reproducing. Apparently it is sent to every customer who deducts a discount after the term has expired:—

The money of our customers is worth more to us than our products; our products are worth more to our customers than their money; therefore the exchange of one for the other is for mutual profit.

We offer a larger cash discount than other concerns; to wit: 3% for cash within ten days. Would you rather have us offer a smaller cash discount and be lenient, or would you prefer that we continue to offer 3% for strict contract payments?

If the latter, do not expect us to assume the responsibility for errors and omission occurring in your office, over which we have no control, unless you are willing to assume a like responsibility for like occurrences in our office, over which you have no control.

If you don't say that 3% for cash is too much for you to make when you earn it, please don't consider it too much for you to lose when you don't earn it.

We offer you 3% for the use of your money; do not expect us to give it to you when we don't get the use of it. In other words, when we offer you 3% for paying within ten days, do not expect us to give it to you for not paying within ten days.

Discount deducted after the tenth day constitutes a short payment. Do not expect us to accept a short payment in full, unless you are willing to pay us in full for a short shipment.

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#### As to a New Premium Plan.

Canadensis, Pa.,  
March 12, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—In answer to my inquiry as to the plan of the

I. O. U. Co. of New York, who advertised in the "Grocery World and General Merchant" in a recent issue, I received the inclosed answer.

I would like to see your comments on their plan in an early issue of the "Grocery World and General Merchant."

Yours truly,  
G. H. BUSH.

There isn't a great deal of data at hand about this plan, but from what is available it appears in a nutshell to be this: I. O. U. notes are packed by certain manufacturers in package goods, nationally sold. These notes entitle the consumer to a discount from the purchase price of the product varying from 2½ to 15 per cent. The consumer is supposed to save the coupons until a number have been accumulated, and he then has the choice of several ways of disposing of them: 1, he can exchange them for a subscription to his local paper, on an arrangement made by the I. O. U. Co.; or 2, he can trade them for merchandise at the local store; or 3, he can get—if another newspaper plan goes through and he exchanges them for a newspaper subscription—a premium from the paper in the form of an order on a local store for merchandise. The backers of the plan hope for much from the co-operative relations which the plan will create between the local merchants and their newspapers.

There is certainly one good point about the proposition—it seems to keep premium money at home.

**FLEISCHMANN'S  
COMPRESSED YEAST  
HAS NO EQUAL**

**PATENTS**

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**



IF YOU WANT A  
**DRAWER OPERATED**  
 (All Total Adders. All Tape Printers)  
**CASH REGISTER**

Let us sell you the BEST MADE at the LOWEST PRICE

IF YOU WANT AN  
**Autographic**  
**Attachment**



Autographic  
Attachment

on a DRAWER OPERATED  
 Register we will furnish it for

**\$15.00**

Prices: \$50 \$65 \$75 \$90 \$100

Detail Adders: \$30 \$40 \$50

F. O. B. FACTORY



This cut shows our \$115.00 Register with Autographic Attachment.  
 1c. to \$59.99, One Registration, 5 Special Keys—Cash, Charge,  
 Received on Account, Paid Out and No Sale.

Same Register without Autographic Attachment, \$100.00.

**The National Cash Register Company**

Salesroom: 730 Chestnut Street, Philadelphia, Pa.

521 Ninth Street N. W., Washington, D. C.

125-127 West Fayette Street, Baltimore, Md.

**ALL SECOND-HAND REGISTERS SOLD BY US FULLY GUARANTEED**





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XLIII.—Bonding Employees Who Handle Money.

For several years I have preached to my own clients, and to such others as I have been able, the great advisability of bonding all employees who handle money. There is an almost universal custom of bonding important employees into whose hands come large sums of money, but the firm that considers it necessary to bond every clerk, collector, salesman or other employee who handles any substantial sum whatever is the exception. There is no prejudice against it, apparently; it has simply never become the custom, though in my judgment it is bound to become the custom in the not distant future.

The object of bonding an employee is of course to protect one's self against his possible embezzlement or peculation. There was a time when a suggestion that an employee whose work required the handling of money should give his employer a bond was regarded as an insult. But that time has long since passed. To-day it is regarded as a straight matter of business, as necessary, and as devoid of personal reflection, as the requesting of a reference from the last employer.

In every State there are bonding companies that make a specialty of supplying fidelity bonds, i. e., bonds covering the honesty and fidelity of employees as to the handling of money. The old form of personal bond, given by an individual friend of the employee, has become almost obsolete, except perhaps in the extreme rural districts. The reasons are two-fold: First, there is a growing reluctance to put one's self at the mercy of another's honesty; but principally (second) because such a bond might easily become wholly worthless.

The reason for that will be made plain by the following ex-

ample: A, an employer, proposes to hire B as salesman and collector. He requires a bond for \$1,000. B has a friend, C, who is worth \$10,000 in real estate and personal property. C willingly goes on the bond and is naturally considered ample security, yet the very next day he can transfer every cent's worth of his property without the slightest interference from the bond, for such a bond is almost never a lien even upon real estate. B embezzles some of A's money, and A sues C on the bond. He will undoubtedly obtain judgment, but it will yield him nothing, as C's assets are gone.

This process can easily be followed, and in hundreds of cases has been followed by individual sureties, frankly in order to avoid liability on the bond or bonds they may have given. For this reason the trust company bond has come to be practically the only sort used where a trust company is available.

Any surety company will furnish a fidelity bond for an employee whose business it is to handle his employer's money, no matter whether he be cashier, treasurer, clerk, salesman or driver. The cost of such a bond will differ as between the different classes of employees, but the cost at most is small considering the value of the protection.

In supplying fidelity bonds the bonding company almost always takes the chance outright. That is to say, it does not compel the clerk who is to be bonded to supply collateral security to itself, but bases its action entirely upon the extremely exhaustive investigation which it makes into his past. The application which a bonding company requires an employee who wants a bond from it to sign is quite the most searching disclosure I know of. Every

detail of his past business career must be given, together with similar information regarding his relatives. All this information the surety company runs down, and when it has finished it knows more about the employee in question than he knows about himself. Upon the result of this investigation the company decides to issue the bond or not to. If the former it practically wagers that the employee will be as honest in the future as he has been in the past.

The cost of a bond of this character varies from  $\frac{1}{2}$  to 1 per cent., according to the nature of the work. For instance, most bonding companies will furnish a bond to a bookkeeper for 50 cents per \$100 or \$5 per \$1,000. This is  $\frac{1}{2}$  of 1 per cent. In exceptional cases the cost may fall to \$3.50 per \$1,000. A cashier's bond will cost about the same rate. In the case of a man who holds the dual position of bookkeeper and cashier, the rate will be about \$7.50 per \$1,000. A salesman and collector cannot get a fidelity bond for less than \$10 per \$1,000, which is twice the bookkeeper's rate. This because the bonding company figures that the risk is twice as great, on account of the fact that such positions are apt to be less stable.

There is almost no limit to the size of the fidelity bond which the average company will write, either upward or downward. Very frequently a bonding company will be called on to write a bond for \$100, but it will not do it for 50 cents, the regular pro rata sum. The cost in such a case will be \$5. In all such matters the company will prescribe its own minimum. The premium is of course payable annually.

Neither is there usually any rule or regulation as to how large a bond the company will give covering a given position. It is expected, however, that the bond will represent practically the maximum sum of money which the employee to be bonded will have control over. A salesman who never has more than \$1,000 in his possession at one time can get a bond for \$5,000 if he likes, but he must show the company why it needs to be so large.

The cost of the bond is more often than not borne by the employer, though in some cases the

employee is required to supply it as a condition precedent to employment.

Whoever is to pay for it, however, it should be required, even if for only \$100, and many is the loss that would have been avoided if it had been required in every case. Bonding employees is nothing more than a form of insurance. I have known employers who carefully covered every possible contingency by insurance except the most important contingency that some of their employees who handled money in large sums might go wrong.

(Copyright, March, 1910, by Elton J. Buckley.)

### ASSOCIATION NEWS.

#### Iowa.

The Iowa State Retail Merchants' Association has arrayed itself with the oleo interests and during the week addressed the following letter to one of the Iowa Congressmen:—

Hon. J. P. Dolliver,  
Washington, D. C.

My Dear Mr. Dolliver:—I am advised that there is a bill pending in Congress, H. R. 13,842 by Representative Burleson, providing for the proper branding of oleomargarine, also providing that the present retailer's license of \$48 per year be reduced to \$6. I believe, Mr. Dolliver, that not only should the retailer's license be reduced, but the special tax on the manufacture also should be reduced or eliminated. I want to urge that you support this bill.

Yours very truly,  
J. J. GROVE.

### LEARN TO MAKE SIGNS & SHOW CARDS

The grocer who can write show cards, or who has some employe who can write them, always has an advantage over competitors. First, because his store looks brighter, and second, because show cards sell goods.

You or your employe can learn to write all sorts of sign and show cards for \$10. No artistic talent necessary—simply follow the forty-five plates that form our **Correspondence Course in Show Card and Sign Writing**. This course has never sold below \$25.

Will you spend \$10 for something that will make you a better merchant, or a more valuable clerk?

**Home Study Institute**

931 Chestnut Street, Philadelphia, Pa.

These trade-mark crisscross lines on every package  
**SPECIAL DIETETIC FOOD**  
Flour for cases of  
**KIDNEY AND LIVER TROUBLES**  
REQUIRE RATHER STRICT DIET  
Unlike other goods. Ask physicians. For book or sample, write  
**FARWELL & RHINES, Watertown, N. Y., U.S.A.**



A noted writer  
remarks that everything  
is done in circles. We would  
like to include you in our circle of  
buyers and users of WANAMAKER  
HORSE GOODS. We can furnish  
you promptly any kind or style of  
HARNESS you desire. A number of  
prominent Philadelphia grocers are  
using WANAMAKER HARNESS.  
It will pay you to use it.

**John Wanamaker**  
PHILADELPHIA

## "My, that's good cheese"

You will hear that expression more than once if you sell the Emmenthaler, Roquefort, Camembert and other Fancy Cheese that I import, because being the largest importer in Philadelphia, I receive only the best grades that come to this country.

Of Delicatessen and Fancy Groceries I always have a full line, and I am prepared to sell you at the lowest possible price.

Send me a trial order to-day.

**Carl Wilde, 357 N. Second St., Phila.**

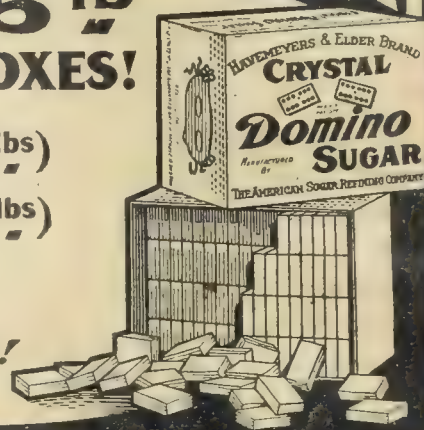
## CRYSTAL DOMINO SUGAR

**2 lb AND 5 lb  
SEALED BOXES!**

**2 lb BOXES - 60 IN CASE (120 lbs)**

**5 lb BOXES - 24 IN CASE (120 lbs)**

**BEST SUGAR FOR  
TEA AND COFFEE!**



**Want to make your  
Customers grateful to you?**



Most of them will be bothered with mosquitoes and most of them don't know how to drive them away. Tell them **Egyptian Deodorizer** will not only do that but it will drive away all kinds of insects and at the same time purify the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your customers about it and you will soon want more. A splendid profit which you might just as well have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**

**YOU CAN GET**

## Ritter's Pure Tomato Catsup

**without Benzoate of Soda  
or other preservative**

**This Season's product is  
finer than ever.**

**The price remains the same.**

**P. J. Ritter Conserve Co.**  
**Philadelphia, Pa.**



## United States Begins Savage Attack on Meat Packers

**Brings Criminal and Civil Proceedings in Illinois, Both Based on Alleged Interference With Competitors. National Packing Co. Indicted. Court Asked to Dissolve National Packing Co.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 24, 1910.

The United States Government began another savage attack upon the big meat packers during the week, when it procured in Chicago, Ill., indictments against the National Packing Co. and its subsidiary companies on the charge of violating the Sherman act. At the same time the United States Attorney for that district filed a suit in equity to dissolve the National Packing Co.

The bill names not only the National Packing Co., but the Armour, Swift and Morris Companies, and the individuals who dominate and control these concerns, sixteen defendants in all.

The defendants to the bill are the National Packing Co., G. H. Hammond Co., Hammond Packing Co., Omaha Packing Co., Anglo-American Provision Co., Fowler Packing Co., United Dressed Beef Co., St. Louis Dressed Beef and Provision Co., Western Packing Co., Colorado Packing and Provision Co., New York Butchers' Dressed Meat Co., Continental Packing Co., Armour & Co., Swift & Co., Morris & Co., Edward Tilden, Louis F. Swift, Edward F. Swift, Charles H. Swift, L. A. Carter, Frank A. Fowler, J. Ogden Armour, Arthur Meeker, Thomas J. Connors, Edward Morris, Thomas E. Wilson and L. H. Heyman.

In the indictments the following concerns are named as defendants. No individuals have as yet been indicted: C. H. Hammond Co., Michigan; Anglo-American Provision Co., Illinois; Omaha Packing Co., Illinois; Fowler Packing Co., Illinois; United Dressed Beef Co., New York; Western Packing Co., Denver; New York Butchers' Dressed Meat Co., New York; Hammond Packing Co., Illinois; National Packing Co., Illinois.

The bill for dissolution of the alleged trust charges that prior to May 10, 1902, Armour & Co., Swift & Co. and Morris & Co. were parties to an unlawful combination to fix prices and restrain trade in fresh meat; that on that day suit was brought by the United States under the Sherman anti-trust law to prevent their violations of the law, and that as a result of that suit Judge Grosscup, February 18, 1902, filed an opinion stating that he would grant an injunction in accordance with the prayer of the Government's bill.

The final order in the case, however, was not entered until April 4, 1903. In the meantime, on March 18, 1903, the National Packing Co. was organized, all of the stock of which was owned by the Armour, Swift and Morris interests, the parties to the original alleged combination.

On the date of its organization, the bill states, there were turned over to the National Packing Co. by the Armour, Swift and Morris interests, control of a number of packing concerns which, previous to that time had been competitors not only of the Armour, Swift and Morris companies, but of each other. These independent competing concerns, which the bill charges were turned over to the National Packing Co., are the concerns named as defendants in the indictment returned by the Grand Jury to-day.

The bill charges that the necessary effect of the union of these interests in the management of the National Packing Co. is to destroy competition, not only among the constituent companies of the National Packing Co., but also between those companies and the Armour, Swift and Morris companies.

The prayer of the bill is that the management and control of the National Packing Co. and of its subsidiary companies, May 8th, be declared to be in violation of

the Sherman act and unlawful and void and that each of the individual defendants and the National Packing Co., and the Armour, Swift and Morris Companies may be enjoined from exercising any control whatsoever over the subsidiary companies of the National Packing Co.; that the subsidiary companies may be enjoined from paying any dividends to the National Packing Co., and that the defendants may be enjoined and prohibited from carrying on any interstate commerce until such time as they have satis-

fied the court that they are no longer party to any unlawful combination in restraint of trade.

This is the second action of this kind brought against the packers, they having been indicted several weeks ago in Hudson County, N. J.

HOLT.

Asparagus is cheap. Although it has paid freight rate from California it is jobbing at 25 to 50 cents. Shipments will begin to come up from the South very soon now.

## Can't Call Santos Coffee "Old Government"

**So Decides United States Court in Case Tried Thursday Against Lowry Coffee Co., of Philadelphia. Firm Sold Santos Coffee Under "Old Government" Brand and Were Prosecuted. Claimed to Have a Right to Because Coffee Was Sold Under Brazil Valorization Plan. Found Guilty and Fined Ten Dollars.**

In the United States District Court during the week an interesting case was tried under the Federal food law involving the proper labeling of package coffee. The defendant was the Lowry Coffee Co., of Philadelphia. The decision was a verdict of guilty.

Briefly the facts of the case were these: Clement M. Divine & Co., former Philadelphia coffee roasters and jobbers, had a brand of coffee which they labeled "Old Government." Several years ago they sold their entire business to the Lowry Coffee Co., which continued to use the above designation. Several months ago the Lowry concern shipped a quantity of "Old Government" coffee to a point in the South. The Government brought prosecution on the ground that the brand "Old Government" was improper, and the court listened to both sides of the case last Thursday.

It was largely a matter of expert testimony. William B. Harris, of New York City, was the Government's expert, and Daniel Kissam Young, head of the coffee department of Thomas Roberts & Co., of Philadelphia, gave expert testimony for the Lowry Co.

The defence was distinctly novel. The coffee in question was a Santos coffee, but the Lowry Co. claimed that they had the

right to call it "Old Government"—a term used almost exclusively for Java coffee—because it was bought under the Brazilian valorization plan, was controlled by the Brazilian Government and was therefore properly called "Old Government" coffee. The Government proved, however, that the term had always been applied only to Java coffee, had never been applied to Brazil coffee at all, whether valorization coffee or not, that the labels and the brand Old Government was adopted long before there was a valorization plan, and that it was evidently intended in this case to deceive the buyer into the belief that the coffee was better than it was. The Government contended that the designation "Old Government" as applied to Brazil coffee was meaningless.

The jury found a verdict of guilty and the court imposed a fine of \$10.

A word about your paper. We have taken quite a few trade papers, but can truthfully say yours is the best, contains more information and gives better instruction than any we have ever had. Let us know how our subscription stands. If it has run out send us your bill for renewal.—Frank S. Wait Co., Wellsburg, W. Va.



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25c

# The 5 and 10c Twins Have a Baby Brother

OUR APRIL CATALOGUE bears to the merchants of America the first hint of a movement for which we have long been making preparation. About forty-eight hours before going to press we decided to deliver in that issue a message we had not expected to put in print for another thirty days.

That message has to do with the 25 Cent Combination Counter—the newest development of the Variety business.

The “combination” idea is a new and far-reaching conception that will in some ways revolutionize retail methods.

In a nutshell, the time is ripe to repeat in 25 cent goods the same inspiring success that in recent years has been wrought out in 5 and 10 cent goods.

Things move fast nowadays. We look to see exclusive 25 cent stores established in all our larger cities in a fraction of the time that was required to cover the country with 5 and 10-cent stores.

And in all smaller cities and towns the 25 Cent Combination Idea will work itself out in the form of 25 cent counters and departments.

Our “Quick Action” assortments of 25 cent goods are put up for merchants who want to get in line with this new idea in the shortest time.

Wire or write amount you wish to invest and goods will go forward promptly.

And write at once for our April catalogue, giving full details. Ask for catalogue No. H781.

## Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago St. Louis Minneapolis

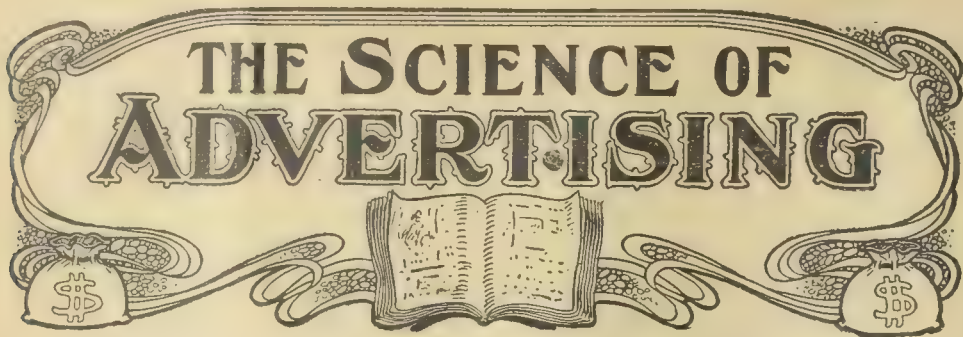
Sample Houses: Baltimore Cincinnati Dallas Kansas City Omaha San Francisco Seattle

25c

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25c





This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Wellsburg, W. Va., Mar. 8, 1910.  
Editor Science of Advertising.

Gentlemen:—We note in this week's issue of your journal that you have our advertisement under criticism. We appreciate the interest, time and space you have devoted to us in your valuable paper. We are doing business in an old-fashioned country town of about eight thousand population, in a community which should be wide awake. We are only sixteen miles away from Wheeling, the largest city in West Virginia, which is a live one. We have only been in business here two and a half years, and we are the most extensive advertisers in the town. Consequently, we want to know which is the best way to keep our name before the people, as our competitors are prejudiced against us, and quite a few families besides. The reason is because we do a strictly cash business, get the money for everything we sell. We have enclosed a copy of last week's issue advertisement.

Yours truly,  
FRANK S. WAIT CO.

Mr. Wait sends a copy of the current issue of his circular, which is to some extent open to the same criticism as the former copy sent me: The name and address appear at the top and are too large; there is too much naked price-list, and too much heavy display type, with no reading matter to back it up.

\*\*\*

If I were a cash grocer in a town so small that one enemy in it could do harm, I should not rest until the families that were "prejudiced against me," as Mr. Wait says some families are against him, had changed their attitude. I would not necessarily expect them to become customers, but I should set out to remove their animosity. A pleased customer is the very finest advertisement a retailer can have, and an enemy of any kind among consumers is the worst. How to make friends of enemies is not always easy to determine; it depends on the locality and on the character of the people to be gone after. But I should do it if I had to sit up nights devising ways and means.

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Mr. Wait wants to know the best way of keeping his name be-

fore the public. Of course, there is no better way than advertising to do that. I have also seen great good come out of a deliberate building up of a reputation for generosity in a town small enough to let such a reputation get about. I do not mean hypocritical philanthropy, but a matter of pure business. I should get all the church people educated to know that they could always depend on me to help out at suppers and such things; also fire companies, lodges, etc. This sort of thing judiciously done usually pays far in excess of what it costs. And plans should be frankly laid to do it in the way that will bring the most advertising for the store. Such plans should always be accompanied by plans to push the business. Just here, however, many merchants use bad judgment. For instance, I knew a local grocer in a town of 6,000 who set out to advertise his store in just this way—by establishing a reputation for a generous interest in all the little functions of the place. On one occasion one of the richest women in the town—a leader in the Presbyterian Church—went to him for a contribution for some church function and got it. The very next day he went around to her house and solicited her trade "because he had given her something for her church." This was entirely too raw, for it showed plainly that the gift was after all only made for the purpose of opening up private business. In this case the immediate result was not only nil, but the grocer practically lost all chance of ever getting this particular woman. I should have solicited her trade, but not so close after the gift to the church as to make it look as if the two circumstances had any connection. And never in the world would I have used as an argument the fact that I had contributed to

the church. That always seems to me particularly cheap. I should never even mention the church gift. The woman you are soliciting presumably knows all about it, and its influence is all the stronger for not being mentioned.

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Of all the plans that can be used in a country town for building business and keeping the store in the public eye, I know of none comparable with this one of taking conspicuous interest in the social functions of the place, of always being ready to help out—accompanied by steady and persistent advertising of a kind that goes to the people who have personal acquaintance with your willingness to give, and also accompanied by such personal soliciting as conditions will permit.

#### Southern Court Decides Against Flour Bleaching.

The first official court decision in the cases brought by the United States Government against artificially bleached flour is at hand. Cases against bleached flour have been on trial in various parts of the country for several weeks. The case referred to was brought in New Orleans against 420 sacks of flour milled by the Aetna Mill and Elevator Co., of Wellington, Kan. The charge was bleaching, and the court found that the nitrites that had been used to whiten did violate the Federal Food and Drug Law. The decision was not made alone on this point, however, but also on the ground that the flour was sold as a "high patent flour," whereas it was a mixed flour.

#### National Secretary Green Says People Run Up Cost of Living on Themselves.

Officer of National Retail Grocers' Association Testifies Before Senate Investigating Committee that Demand for Better Goods is at Bottom of Increased Table Expenses.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 25, 1910.

The Senate Committee on the investigation of food prices resumed its sessions during the week, but heard but few witnesses. One of the few was Michael Ryan, president of the Cincinnati (Ohio) Abattoir Co.

Mr. Ryan was asked how his prices were fixed. He said the cost of every carcass was figured on and then they got all they could for it. Mr. Ryan was the only meat packer who so far has admitted that the recent meat boycott hurt his company. He acknowledged his company lost several thousand dollars a week while the boycott was in progress. He said the volume of business was about \$5,000,000 a year, and that it was satisfied with a profit of 1 per cent.

The witness estimated that wages had advanced from 15 to 20 per cent. in the last five years, 25 per cent. in the last ten years, and 30 per cent. since 1896. He attributed the higher cost of meat to the growing prosperity of the country, saying that more people are eating meat now than in former years.

The only other witness of any note was Secretary John A. Green, of the National Retail Grocers' Association. Mr. Green contended that with few exceptions groceries showed no material advance in the last twenty-seven years. He said one of the reasons for increased cost of living was a general demand for a much better grade of goods. He illustrated his testimony with a little display of staple groceries of different grades.

The witness declared that people are better able to pay their debts than in former years, and that during the past two years of his business he had lost only \$9 one year and \$27 the other in bad debts out of a yearly business of \$18,000.

Mr. Green said the average grocery bill of a family of five in Cleveland was \$50 a month. He said wages had increased in the last ten years and that it was hard matter to get help.

He denied that his association at any of its meetings discussed prices. Senator Smoot asked how he accounted for the fact that the retail grocers of the United States sold certain goods at the same prices. He answered by saying that certain goods which sold for, say, 90 cents a dozen, the profits which each grocer would add to the cost would be about the same.

Mr. Green took up various commodities, such as teas, coffees, raisins, canned meats and flour,



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*Charles E. Barker and E. Hamilton Barker*  
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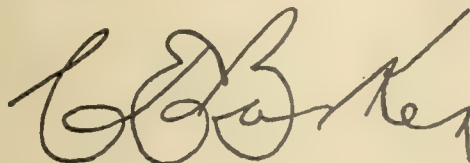
March 28, 1910.

Grocers;-

IF YOU WANT YOUR PROFITS INCREASED WITHOUT EXPENSE,  
WRITE US. No class of merchants work as hard, for as little  
money as grocers. We have a plan by which manufacturers of  
staple products will increase grocers' profits. We want your  
opinion of it. You write us with the understanding that you  
can't spend a dollar with us. We get paid for our work of course  
but the money comes from the manufacturer. We believe you will  
be enthusiastic about our plan, and as soon as we hear from you  
we will tell you all about it.

Very truly yours,

THE HAMILTON CORPORATION,



General Manager.



and explained how the grocer got the goods and how prices were made known to him. He absolutely denied that the prices of groceries in a town were ordinarily fixed by the various firms through combination, although he was inclined to admit that in some towns the grocers might resort to such methods of fixing prices. He said further that the prices were in part fixed by custom and in part by the wholesalers and manufacturers, who were in the habit of mentioning the grocers the sums which they ought to charge at retail for goods that cost them designated prices per pound or package. The prices were so strictly fixed by custom that in quite a number of lines the grocers actually lost money on the goods they sold, the price was fixed so low. Of course they had to make this up on the other articles, but Mr. Green contended that the articles on which the sums lost were made up were more likely to be articles of taste or fancy than staples. Flour was sold very close and sugar usually went below cost. Butter was not a money maker and so also of several other commodities.

HOLT.

#### Canadian Jobbers Did Not Maintain Monopoly.

The Canadian Wholesale Grocers' Guild, against which suit was brought several months ago on the charge of maintaining an illegal monopoly, has been found not guilty of the charge against it. Following are the main points of the court's decision:—

1. The defendants have not, nor has any of them, intended to violate the law.
2. Nor have they, nor has any of them, intended maliciously to injure any persons, firms or corporations, nor to compass any restraint of trade unconnected with their own business relations.
3. They have been actuated by a bona-fide desire to protect their own interests and that of the wholesale grocery trade in general.

As far as intention and good faith or the want of it are elements in the offense with which they are charged, the evidence is entirely in their favor.

Have they then been guilty of a technical breach of law?

This question is answered by the citations which I have given above and which cover every branch of the case.

I, therefore, say that the defendants are not, nor is any of them, guilty as charged.

The court, however, criticised several of the Guild's methods, though finding that they were within the law.



Well, fellows, I've got it at last! I knew that sometime some big thing would come to me, for if any man deserves good luck I do.

I've got a scheme that's going to turn the grocery business upside down. I ain't going to make any charge for it—yet, but if the Government chooses to make up a purse for me I won't put anything in its way.

Here's how it all came about. I was in Pittsburg one day last week and lunch time came 'round. I can tell the time of day by the loud calls my little tummy makes at exactly 12 o'clock. When the gong struck this time I was in front of a little lunch place where I'd never fed before.

I went in. At first I thought all the waiters had gone out to a fire—there wasn't anybody in there looking after the place at all except a cashier. In a minute I caught on. The counters were full of stuff and everybody marched up and helped himself. When he had put away all he could hold he went up to a pile of checks, picked out one for himself and went and paid.

"Here's sure a fellow that believes everybody's honest," I said to myself.

It seemed to work all right as near as I could see. There weren't any scraps and I missed the smell of the sweaty waiters that such places usually keep on hand as a check on overfeeding.

When I was fed up I counted up what I owed by a sign on the wall, hunted my check and went up to pay.

"This is the first place I've ever been in where they let people make out their own bills," I said to the cashier.

"That so?" he said, "there's a whole lot of 'em around now. Where do you come from?"

I told him Philadelphia.

"There are at least a dozen

there," he said. "My brother-in-law has a big one on Chestnut street."

"D'ye think you always get all that's coming to you?" I asked him.

"Oh, we may lose a little," he said, "but we figure out it's so small that it don't count. Most of our people come here every day. I figure out that if you'll treat people as if you thought they were honest, they'll be honest. If you show 'em you think they're going to do you, they'll take the game as well as the name."

"How long have you been here?" I asked.

"Twelve years next September," he said.

"Well, did you ever actually catch anybody robbing you in all that time?" I asked.

"Only one," was the reply. "I caught a fellow eating a quarter's worth and turning in a 15-cent check once."

"And that's all you know of in twelve years?" I asked.

"That's all."

Just then my scheme was born—do that in a grocery store, and save all the clerks' wages! Gee, ain't it great? Who'll be the first to begin? Don't all howl at once now, that ain't polite.

I'm surprised somebody ain't thought of this before. Think what a cinch it would be. Of course the restaurant worked it mostly with men. In fact, altogether with men, because I remember now he told me no women ever came in there. But there's no reason why it wouldn't work just as well with women. You fellows all know how conscientious women are when they set out to buy groceries. I can see the dear little souls now measuring out a half peck of potatoes for themselves. The only thing I'd be afraid of is that they wouldn't fill the measure full;

you know how they hate good measure.

Yes, I admit that would be a drawback—it would be a shame to take advantage of 'em. Then when they went to pick out peaches or strawberries—they'd all be so polite to you and each other not one of 'em would want to take the best. So they'd probably all fight—for the poorest. Still I don't know why I should give up the scheme on that account—that would be their lookout.

Of course, another complication would be paying for the stuff. The average grocery business don't sell for cash like a lunch place. Still I could take care of that all right—I'd simply have the women make out their own slips and turn 'em in. That would be all right. When they picked out stuff they could wait until they got home and then if they remembered it they could put the things down. I have a fine novel idea up my sleeve about that. Women are so fair about such things I'd be willing to let 'em put down the prices they thought I ought to sell for. Ain't that a happy thought? Oh, I'm full of the thing! I don't know whether to just sell it outright or charge so much a week for each store that uses it.

I thought of getting it patented or copyrighted or something. I spoke to a lawyer friend of mine about it, and he advised me not to.

"You're safe enough," he said, "nobody'll steal it, for everybody would know it was yours." I wish I knew exactly what he meant by that. If I thought he wasn't being polite about it I'd break every bone in his body!

I admit there are a few details to be worked out yet. But the great big idea is there all ready. Of course I'm sorry for the clerks this will throw out. They ought to be glad, though, when you look at it, to go down before the march of progress. I honestly believe that a grocer who lets his customers wait on themselves the way I say will make so much more money he can afford to pension off his clerks.

THE STROLLER.

Florida beets are bringing \$4. Good beets are scarce and wanted.





## Cash in on Our Big Advertising of Hunt's Quality Fruits

If your customers appreciate the finest quality, order a supply of

### HUNT'S QUALITY FRUITS

The Kind That are NOT Lye Peeled

from your nearest distributor and then let your customers know you are handling the finest and purest canned fruits in the world—"we Can the Flavor as well as the Fruit"—luscious ripe fruit, knife peeled, and nothing else in the can but pure cane sugar syrup. The cans are beautifully labeled in Red, White, Blue and Gold—display them in your windows and on counters—the beauty of the labels will help sell the goods. Sales will begin at once because we're advertising **Hunt's Quality Fruits** in Ladies' Home Journal, Saturday Evening Post, Delineator, Woman's Home Companion, Munsey Magazine, etc. The sales will never stop because they are won and held by quality. All you have to do is handle the sales we are sending to you and pocket your profits.

We'll send you beautiful calendars, window dressing material and samples of our advertisements. Paste these sample advertisements on your window and they'll appeal at once to anyone who has seen them in a magazine. Everyone who has tried these fruits is perfectly delighted with them. They will bring you many pleased and satisfied customers—thus increasing your business enormously. Write us for full particulars and a complete list of distributors.

## HUNT BROTHERS COMPANY

San Francisco, California

**Largest Cannery of Highest Grade California Fruits**

### Distributors of Hunt's Quality Fruits.

PENNSYLVANIA:—Githens, Rexamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville. OHIO:—The Chas. C. Higgins Co., Cleveland; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seeman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.



## You Get White Rock Butter Direct From Our Creamery

It does not stop on the way for anyone to keep it in storage and add a profit, thereby increasing its cost to you. That's why we are able to give you a good profit for handling it, and there's another point—you're able to guarantee its quality and condition to your customers. WHITE ROCK BUTTER will please them, and the profit on it will please you, so they'll always buy it and you'll always handle it if you start. Write us for particulars.

## McCanna & Fraser Company

44-46 South Water St., Philadelphia



# THE GROCERY MARKETS

## Tea.

The tea market has been exceedingly dull during the week. The demand is always interfered with by a holiday season, and this time there was comparatively little to interfere with. Tea is selling right along, but in a very niggardly way. Only the small stock keeps the market from becoming much weaker than it is. Values are comparatively steady.

## Coffee.

The market for Rio and Santos has been quite dull during the week. The demand has been light, and the undertone seems heavy, owing to the report of excessively large stocks in Brazil which must be moved by July 1st. Mild grades are also quiet, though the situation is steady to strong. Java and Mocha quiet and unchanged.

## Fish.

Small sizes of mackerel are in good demand because of continued scarcity. Prices are firm. Large sizes are in moderate demand at unchanged prices. Cod, hake and haddock have about closed their season. The demand is light and the general situation about unchanged. Domestic sardines are gradually working upward and will almost surely be high. Some have been sold during the week on the basis of \$2.50 f. o. b. for quarter oils, but the very packer who made this sale has since advanced to \$2.65, and that is the prevailing tendency. Increased cost of all materials for the packing season, which is to begin in April, is assigned as the reason. Imported sardines are dull and inclined to be easy. Salmon is firm, scarce and high; demand fair.

## Sugar.

The sugar market has shown some strength during the week. Raw sugar is steady to firm. Refined has shown no change during the week and probably will not for a few days at least. The demand is only fair.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is in light demand, due to the warm

weather, at ruling prices. Sugar syrup is active at unchanged prices, going out chiefly for manufacturing and mixing. Molasses is unchanged and in fair demand.

## Canned Goods.

Tomatoes are dull and inclined to be a little weak. Many holders refuse to sell below 65 cents county, but a considerable number will gladly take orders at 62½ cents, though even at this there is very little demand. Future tomatoes are also not wanted, apparently, even at a low price. Spot corn is in moderate demand at unchanged prices. Future corn is selling here and there, and some holders are trying to get 2½ to 5 cents a dozen more. Spot peas are dull at ruling prices and so are futures. Apples are still somewhat unsettled. On spot the quotation is \$2.65 for New York State gallons, but to come forward stock could almost certainly be bought at \$2.50 and in New York a quotation of \$2.40 has been made during the week. Eastern peaches are unchanged and dull. California canned goods are in occasional demand at unchanged prices. Small Baltimore canned goods are wanted in a moderate way.

## Dried Fruits.

Prunes on the coast and in most secondary markets are unchanged, but locally there has been some sharp cutting to move heavy stocks. The demand is light. Peaches are in excellent demand at unchanged prices. Apricots are dull at ruling prices. Raisins are exceedingly dull and the market is still in buyers' favor. Currants in light demand at unchanged prices. Apples somewhat firmer, but in light demand. Other dried fruits dull and unchanged.

## Beans and Peas.

Domestic pea beans show a sharp decline and sales have been made during the week at \$2.25, which is a drop of 15 cents within a few weeks. Imported are unchanged. The general demand is fair. Domestic marrows are also about 5 cents a bushel weaker, in spite of the absence of imported.

California limas show no change whatever. It is still possible to buy on spot at 20 points below what it would cost to bring stock from the coast. This condition will soon end, however. Split and dried peas are unchanged, but inclined to be soft. The demand is fair.

## Butter.

Both solid and print butter have advanced 1 cent per pound during the week. The consumptive demand is very good considering the high prices. The supply is quite light and is likely to continue light for a month or six weeks. A steady market at about present prices seems to be the outlook. The quality of the butter now arriving is good for the season. Stocks in storage are very light, and the few available are being held at firm prices.

## Eggs.

The receipts of eggs are about normal for the season. The consumptive demand is very good and the quality of the current receipts excellent. The outlook is for a continued good demand both for consumption and storage. The storage season is on now and will last until about the last of April. While it is on there will probably be not more than a decline of 1 cent per dozen.

## Cheese.

The cheese market shows but little change from the basis recently reported. Stocks are very light and holders' ideas firm. What few cheese are in storage yet will be readily cleaned out at the present market. New cheese will hardly be able to show full flavor before May 15th or June 1st. Under-grades are not quite so active and are selling about 1 cent per pound below a week ago.

## Provisions.

All cuts of smoked meats, picnic, regular and skinback hams, and bellies and bacon are firm at maintained high prices. The consumptive demand is very good considering the extreme prices. The supply of hogs in the country is very light and no relief seems likely in the near future. Pure

lard is firm at an advance of ¼ cent per pound. The consumptive demand is good. The high price of pure lard has increased the demand for compound and that has also advanced ¼ cent. Barrel pork is scarce and very firm. Canned meats and dried beef about unchanged.

## INDIVIDUAL MARKET REPORTS.

### Evaporated Apples, Etc.

We have had a decidedly stronger market on evaporated apples the past week. Stocks are very closely cleaned up and are lighter than for several years back. There is not very much business coming from Europe, but the domestic trade is healthy. There is no speculative buying, but there is a steady trade every day from all the consuming markets.

The stock of raspberries is light and the goods are firmly held at 22 to 23 cents f. o. b. shipping point in barrels.

Apples for shipment in small quantities are quotable as follows: Prime, 7¼ to 7½ cents; choice, 7½ to 8 cents; fancy, 9½ to 10 cents, f. o. b. in 50-pound boxes; cartons, ½ cent per pound higher; cores and skins, \$1.25 to \$1.30; chops, 1⅜ to 1½ cents, f. o. b. buyers' bags.

C. C. HALL.

Rochester, N. Y.

### Baltimore Canned Goods.

The prevailing low prices for spot tomatoes continue to attract orders to this market from nearly every State in the country east of the Rockies, and the favorable indications for the spring trade in that article encourage the holders to feel that a reaction toward a higher level of prices is not beyond the possibilities. As a rule the buying orders were for lots of one to three carloads for prompt shipment to Northern, Eastern and Southern points, but there were a number of larger size orders from the West and Northwest for shipment on the lower freight rates to points in those sections which become effective on the opening of the rail and lake navigation lines April 1st. If this market continues to be the source of supply during the month of April the holders need not fear any lower prices being made during the balance of the season. When buying be careful to separate the wheat from the chaff and get the





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# Campbell's SOUPS



Not only do you make a splendid profit on Campbell's Soups but you make it EASILY and OFTEN because their quality, backed by our steady advertising, makes them sell fast. We help you work up this profitable trade. Write us for our window dressing material. Make an extra effort to increase sales of Campbell's Soups, because nothing will pay you so well for your trouble.

**Joseph Campbell Company**

CAMDEN, NEW JERSEY

"21 kinds—Look for the Red and White Label."



## A Substantial Food for Substantial People

If you have ever sold Wheatena you know what a steady seller it is without our telling you.

If you haven't sold it, you can know in one month after you put it in.

Wheatena is the staple breakfast food of the substantial people who cleave to that which is good, and who expect and are able to pay reasonable prices.

Wheatena is the tender hearts of selected wheat prepared after our own fashion.

THE WHEATENA CO., Rahway, N. J.

## SPECIALS

For Week Ending April 2d

Gallon Tomatoes . . . . .	per doz., \$1.90
Sauer Kraut . . . . .	per bbl., 6.00
1,000s Pickles . . . . .	per bbl., 7.75
No. 3 Sweet Potatoes . . . . .	per doz., .77½
No. 2 Best Standard String Beans . . . . .	per doz., .52½
Ark Soap, 100 bars . . . . .	per box, 1.75
California Lima Beans . . . . .	per lb., .05½
Hires Ginger Ale, carbonated, 2 doz. in case, per case, 1.65	
Argo Starch . . . . .	per carton, .82

**ANDREW REITER & COMPANY, Baltimore, Md.**

# THINK ABOUT YOUR TEA TRADE



We Know you can Win and Hold a larger and better tea trade than you have now by selling Gold Camel Ceylon India Packet Teas because our own experience is that they outsell others wherever introduced. They are choice selections from the best gardens—aromatic and delicious.

Think over this—when we say "Push Gold Camel Ceylon India Packet Teas" we're asking you to take hold of a Success and Succeed with it. The beautiful red, blue and gold packets of Gold Camel (put up by clean American labor) are eye-catchers and "sellers-from-the-start."



**L. H. PARKE & COMPANY, 232-234 Market St., PHILA., PA.**



best quality while it is available at to-day's prices.

For future delivery the business done this week in tomatoes was less than that of last week, but the character of the buying was excellent, for the reason that the goods were well scattered to a larger number of markets wider apart than in any week since the season opened. No agreement between the growers and canners has yet been reached as to the price per ton for the raw material next season. As a general thing that question is settled before this time and a fair estimate of the acreage to be planted could be made, but everyone is up in the air about it as yet. The delay certainly does not mean lower prices for the canned article next summer whatever else may be the consequence.

The buying of spot corn was fairly active during the week and the holders continue to be firm in their views. Five heavy consumptive months still remain of the season for selling the stock on hand and the canners show no anxiety on the subject. Future corn was less active and the canners appear to be content with the quantity sold for next season's delivery. There is no demand in this market for any other line of vegetables for future delivery, excepting in a small way. In spot goods the usual daily run of small jobbing orders for the other articles was smaller than usual during this week, and the quotations are unchanged, though string beans show a disposition to advance.

There was a dull market for fruits all week and the prices are stationary. The stocks of some lines are so small that any ordinary demand would clean them up. The canning season for oysters is about closing and the carry-over won't be more than enough for the trade in them until the fall season opens up. If the general market is active between now and then oysters will share in the activity.

The increased distribution of tomatoes during the last two weeks has not attracted special attention, excepting on the part of those who made the shipments, for the reason that the goods were loaded on the cars and sealed up inside of the warehouses, and forwarded from there instead of being handled at the usual public freight depots about the city. If the recent buying of them proves to be the forerunner of a larger demand for the spring trade during March, April and May, it would be reasonable to expect a reaction toward a higher level of prices, especially in view of the fact that the goods are now selling not only below the cost of production in 1909, but also below the cost of production in 1910 with all the conditions of manufacture 100

per cent. in favor of the canners. It is an old axiom applicable to all lines of merchandise, that "goods well bought are half sold" and canned tomatoes are no exception.

Buying in lots of, say, one to three carloads was the size of the dealings in future tomatoes this week, the redeeming feature being the satisfactory way the buying orders were scattered over the country for both No. 2 and No. 3 standards, the No. 10 size being neglected. The lowest prices yet made for full standard brands are 47½ cents for No. 2, and 67½ cents for No. 3, less 1½ per cent. f. o. b. Baltimore, and 100 per cent. delivery guaranteed.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Spices.

The market is active. Firmer prices are prevailing throughout the list. The tendency is unquestionably upward. Supplies are rapidly being used up.

**Peppers.**—Incoming arrivals have been small. In fact, goods to arrive at the American ports during the first half of March is only about one-fourth the amount that was received during the same period during 1909. Prices of all grades of pepper are higher in European markets than here. White peppers are steady; supplies reported small.

**Red Peppers.**—The visible supply for this year is small and rather uncertain. Prices are slowly but steadily advancing, and still higher prices are looked for.

**Cloves** very firm. The crop is unquestionably small and higher prices are looked for.

**Mace** quiet here, with sharp advances abroad. Demand, however, is moderate.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Imported Fish Specialties.

**Holland Herring.**—The demand has practically ceased and only very few sales in a hand-to-mouth way are to be reported. Prices are unchanged, as stocks are very small.

**Scotch Herring.**—Prices are lower, as demand is very poor, and holders are anxious to dispose of their stocks before being obliged to put them into cold storage.

**Imported Oil Sardines.**—Although not very brisk, we can report a fair demand for French sardines, while the demand for Portuguese is quite good, particularly for the dingley ¼s. and boneless ½s.

**Sprats.**—The principal demand is for the small size, 18 m/m cans, while the large tins are neglected. Prices for sprats have been somewhat cheaper of late, importers being anxious to unload some of their stocks, but as the fishing has

stopped and as stocks abroad are rather smaller than usual at this time of the year, it is likely that prices will soon show an advance.

STROHMEYER & ARPE Co.  
New York, N. Y.

#### MARKET NOTES.

The warm weather of the past week has brought quite an increase in the demand for early vegetables.

Florida beans range from \$2 to \$3 per box and are wanted. The quality of the current receipts is good.

Florida peas range from \$2.50 to \$3.50 per package and are also selling actively. There are some good peas coming forward.

Florida tomatoes range from \$2.25 to \$3 for original package, with \$3.50 for fancy repacked fruit. The demand is good.

Florida strawberries are beginning to be wanted at 40 to 50 cents per quart. The quality is fine.

Celery is low, ranging 25 to 50 cents for the washed, and \$1 to \$1.50 for the rough. The demand is good.

Good Florida lettuce is scarce and brings \$3.50. All the stock on the market is from Florida.

California cauliflower of handsome quality is coming forward and averaging \$2 per box. The demand is moderate.

New Bermuda potatoes range from \$6 to \$7 per barrel and are wanted. The quality of the potatoes now coming forward is good.

California is sending most of the early rhubarb East, and it commands \$1.75 to \$2. Michigan rhubarb averages 50 cents. Rhubarb is in good demand.

New Orleans is still shipping most of the parsley, and it ranges from \$2.50 to \$3 per box of 200 bunches. The demand is good.

Florida peppers average \$2 per box, which is low. The demand is light.

Florida squash is selling in a small way at \$2.50 per crate.

Florida eggplants keep up—\$4 per crate. The quality is good and the demand active.

#### AMONG THE TRADE.

Bernhardt Mosler, who has for several months been secretary of the Girard Grocery Co. and the Philadelphia Retail Grocers' Association, resigned last Monday, to take effect in two weeks. He goes with Cudahy & Co. to manage their Dutch Cleanser business in this territory. His successor with the allied retail interests has not yet been selected. Mr. Mosler is an unusually able man and his services have been much appreciated by the association.

Several trade corporations were formed under the laws of New Jersey during the week, as follows: Ocean Fish Co., of Wildwood, N. J., capital \$40,000; Great Eastern Grocery Stores Co., of Paterson, capital \$50,000; Mayer's Soap Co., Camden, capital \$25,000; National Butterine Co., Jersey City, capital \$125,000.

#### SHOW THESE ONCE!

Anker's  
Bouillon  
Capsules



If you've never sold these Bouillon Capsules, you have no idea of the trade waiting for them. Make delicious and nutritious bouillon, beef tea or soup. Packed 10 in a box; ready for instant use with hot water.

Sole Manufacturers

ROYAL SPECIALTY CO.  
92 Reade St. NEW YORK



THE NEW FLAVOR

MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

BUTTER & HARDING, Brokers  
5 S. Front St., Philadelphia, Pa.

#### MANY GROCERS

Find it pays them to read the  
"good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



The most successful business firms in this country have thoroughly demonstrated that it pays to use Good Horses, Wagons and Harness. They are more attractive than any other method yet devised for delivering goods. The Wanamaker Horse Goods Store is supplying the best horse goods that are made.

**John Wanamaker**  
PHILADELPHIA

### What Has the Winter Done to Your Butter Reputation?

If you have been selling the ordinary print butter all winter, have you been able to hold every butter customer? Have there been complaints? or unpleasantnesses?

We venture to say that not one grocer who sold Gurnse butter has lost a customer or had a complaint all winter long. It isn't possible that any such thing could have happened, for Gurnse butter has been absolutely uniform the whole season through.

From the beginning of the industry, there has never been quite such a success as Gurnse. Do you know the reason? Absolute and unremitting care from milk to brine-dipped wrapper.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—39 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.



### "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter 2¼ inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

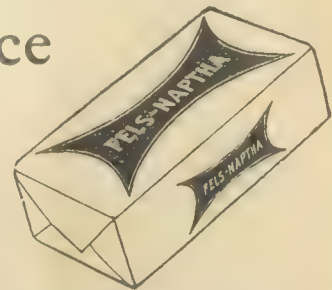
Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

**R. E. TONGUE & BROS.**

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

Most grocers appreciate the fact that Fels-Naptha soap is not forced on them by schemes, premiums, prizes, coupons, or cut-prices.

The satisfaction of a consumer with the meritorious qualities of the soap, is a mighty force behind its popularity.







In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

CONDUCTED BY IVAN P. THOMPSON

#### House Cleaning Window.

In the spring a matron's fancy lightly turns to thoughts of house cleaning. I think around about now would be a good time to think of a house cleaning window, and accordingly make the following suggestion:—

In the rear of your window build a row of boxes covered with crepe paper (light yellow) and fasten a board across the space above this, but on a line with the rear edge of the boxes and at a height corresponding with that of the lower board in the picture. Above this board fasten another, bearing in mind the object with which you put it where it is, and cover both boards with yellow crepe paper.

These boards are, of course, to support the brooms, etc., in position; therefore put them in position, that is, crossed as in sketch. The quantity of articles used depends entirely on the size of your window. Between the crossed brooms fasten a large feather duster. Where the brooms cross each other tie them with a red ribbon. Tie the ends hanging down around the handle of a bucket, which can stand upon the boxes between the handles of the crossed brooms.

Where the ends of the handles meet each other fasten a large whisk broom and stand a carpet beater behind it and fasten it to the board in centre of the diamond-shaped space between the brooms,

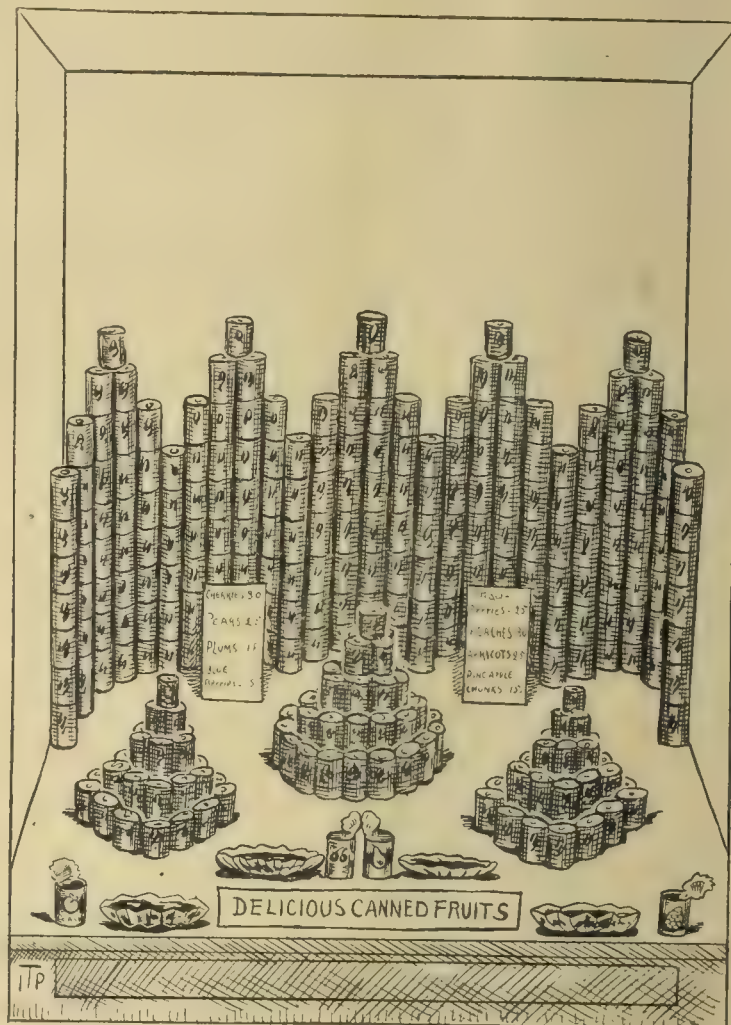


as in sketch. Along the top of the boxes lay a lot of little feather dusters, feathers toward the street, and get different colored ones if you can.

Now, on the floor in front of the boxes place at intervals five buckets, as in sketch. In the left hand one place a large cake of yellow soap. In the next one reading from left to right place a scrubbing brush and a package of washing powder. From the

as in sketch. Make your last pyramid a double one and from the fourth package on the left to the same on the right, counting from right to left, or backwards so to speak, lay your "cars" down flat on their larger side, leaving the narrower side perpendicular, but reverse the process with the other packages, as in sketch.

Between the "cars" and the buckets place some cans of chlo-ride of lime and some more on



centre bucket allow a quantity of washing soda to flow outward over the boxes of washing powder in front of it, and spread until it gradually thins out on a floor covering of yellow cheese cloth. Let the fourth bucket contain a package of washing powder and scrubbing brush, and the last a large piece of yellow soap.

Between the first and second buckets place some packages of washing powder (I mention no particular brand, as the choice must lie with the window dresser and grocer) and between the second and third buckets a bottle or more of ammonia. Reverse this order on the other side of the third bucket.

This done, build of washing powder what I may call "a train of cars" in a semi-circle passing under the washing soda and at each end make a pyramid in steps

the street side of the "cars" and near the overturned washing soda. Dump common soaps of all kinds "higgledy piggledy" into the washing soda, and with boxes of stove polish, silver polish, metal polish, etc., make a design such as in sketch and with a little pyramid at each end. Pick out the most effective "polish" box for the purpose and use it to letter the words "cleaning house" with. Between the C in cleaning and the polish box design put some scrubbing brushes and a bottle or so of ammonia. Do the same with the space between the G and the design of polish boxes on the right. Between the H in house and the front pyramid of polish boxes place some bottles of ammonia, and do the same with the space between the E and the pyramid on the right.

You might add some price-cards, as people are more likely to



buy if they know what they will be called upon to spend.

#### A Canned Fruit Window.

Build a series of semi-circular pyramids of canned fruits, as in sketch, and make them also in a semi-circle. In other words, your design will consist of, for instance, five semi-circles within a semi-circle.

Take two large price-cards, one containing a list of one-half the cans in the window, and the other a list of the other half, and place them against the second and fourth semi-circular pyramids respectively. In centre of window flooring build a circular pyramid on the "telescope" plan, the tiers rising gradually and in the same

way getting smaller, as far as the quantity of cans used is concerned, until one can alone surmounts the pile. To right and left of this do the same thing in a diamond shape.

Put a sign, tilted slightly backward, in the front of the window on the floor, and on the left of it put a glass dish of canned fruit and the empty can from which it was taken. Do ditto to the right. In centre, behind the sign, that is, further back from the sign, place two opened cans, lid to lid, and to right and left of them a glass dish containing that which had previously been carefully put away in the cans.

I forgot to mention that light green cheese cloth should be placed on the ground.

He's got that figured out, too, and it's foolish to upset his calculation. After you speak your little confidential piece, just listen. Ten to one you'll hear something pleasant. If he's a good promiser nail him down to a date. That shows you've got some business in you.

N. B.—If you think of changing jobs read this paragraph over again. It's written by a "hirer" and a "firer."

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**Class Yourself Right.**—You're not a "worm of the dust." You're a full, free, noble creature of God. You have within you power unlimited. Don't live a life of apology—a life of self-criticism. What if you have sinned? Forget it. Get busy. It was all a mistake. Bury it. It's forgiven. Attempt the biggest thing that comes your way. Believe you can do it. Don't say you have no education. No business ability. No fine opportunity. You and I and all men are chuck full of wonderful possibilities. But we keep them faithfully under unused cells all because we don't attempt.



### Wouldn't This Brighten Your Store?

A beautiful, practical, low-priced Canister for tea or coffee. Grocers tell us it has actual selling force. Made of extra heavy plate, and beautifully decorated. Brass Knobs, French plate bevel edge mirrors. Only one of the many showy canisters we make.

Write for illustrated catalogue that holds great possibilities of beautification for your store.

**GEORGE J. KAISER**

Manufacturer of Grocery and Tea Store Appliances

194 Duane St. NEW YORK

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

**Who Gets the Credit.**—You do if you do anything. This question of who gets the credit keeps hundreds in the background. If a man has charge of a store, and he gives you orders to trim a window or arrange a set of shelves, don't do it slovenly because you think he's going to get the credit. He'll get the credit for picking you out. Isn't that enough to start with? Every man gets credit sooner or later for work well done. Put that under your hat. Some morning the "boss" comes in and he says to the manager, "Who put that coffee window in?"

Out goes your name. What caused the proprietor to ask? You did. Know why? You did a good job. You studied your layout. You put your best into that work. You were big enough to get away from the "personal."

And, gentlemen, that's the way to work for any manager no matter what your estimate of his ability may be. The fellow that is continually questioning "Who gets the credit" never gets any himself.

\*\*\*

**More About the Manager.**—You make a big mistake when you

pull against this gentleman. He's there as your superior. He's there to be obeyed and respected. Avoid discord. Cut out your criticisms. The success of the business is up to him. If you pull against him you'll have to quit. There's no alternative if he's made of the right stuff. Makes no difference whether or not you used to sell more goods than he did. Be diplomatic, young man. It's the tactless, often brainless fellows that buck. Keep in line. Work in harmony with the manager. *It pays.*

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**Changing Jobs.**—Look well into that new position before you accept it. Don't let a dollar or two more a week govern your proposed change entirely. Find out the new concern's policy, particularly their attitude toward the help. Find out if they change often. Hesitate on that point alone. If things look good to you all around have a quiet talk with your present employer after hours. Lay matters before him in a manly way. Don't brag about your ability. He knows it more accurately than you do. Don't tell him how much you're worth.

# Morris & Co. Supreme Brand Corned Beef

FORMERLY FAIRBANKS LION BRAND

*Extra Lean, Choicest Quality*

All Jobbers carry  
Supreme Brand Canned Meats

**W. A. MILLAR & CO.**

2d and Willow Streets, Philadelphia Agents



# WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## WANTED.

WANTED.—A wholesale grocery company offers an excellent opportunity to active young man; a position as secretary and treasurer; one with \$0,000 to invest in the business. A fair salary to the right party. No agents. G 27, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

## FOR SALE.

FOR SALE.—A fancy and staple grocery, with all up-to-date fixtures and doing a strictly cash business, which amounts to from \$700 to \$900 a month. Centrally located in a town of between 4,000 and 5,000 inhabitants, which will increase to more than double on account of the new P. R. R. yard which is being built here. Reason for selling, poor health. Box 4, Northumberland, Pa. 12

FOR SALE.—A money maker! Send us 10 cents for full printed instructions as to how to salt your own peanuts for sale in your store. We sell many pounds each week at a good profit. Why can't you? D. F. Blish & Son, 66 Church St., Williamantic, Conn. 13

FOR SALE.—Cheap, one No. 104 (4 drawer) double tier cabinet, latest National Cash Register. Just the same as new and everything complete that a cash register can do. Will sell for cash or on easy terms to suit purchaser. For particulars address W. A. Bosserman, York, Pa. 13

FOR SALE.—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

FOR SALE.—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

FOR SALE.—Old-established meat, grocery and provision store, horse, wagon, pushcart and cash register. Has good, steady ship trade. If sold at once will take \$1,150. Rent, \$30 per month, store and ten rooms. Owner retiring from business. 752 S. Front St., Philadelphia, Pa. 14

FOR SALE.—One cheese cutter and one Moneyweight Computing Scale. Will sell the two for \$35, or will sell separately. Used one year. Can be seen at Cash Grocery Co., 1801 Venango St., Philadelphia, Pa. 14

FOR SALE.—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 14

FOR SALE.—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

## HELP WANTED.

YOUNG MAN BETWEEN TWENTY-two and thirty for clerking in store. One who understands thoroughly how to wait on trade and look after things in general. To act as assistant manager. Good salary and plenty of chance for advancement. E 9, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 14

## SITUATION WANTED.

PHILADELPHIA GROCERY SALES man, twenty-eight years old and married, wants position as salesman, either with wholesale grocery house or specialty house. Been in business for himself for several years. Will go anywhere and begin now. Want \$80 monthly and expenses. Good references. C 34, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

WANTED.—Young man, aged twenty-eight, married, with a college education and well versed in groceries and manufacturers' hardware, wishes position as salesman, preferably in the vicinity of Allentown or Reading. Is also a thorough office man, but would prefer a traveling position. C 33, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

PENNSYLVANIA MAN OF THIRTY-four years, single, wants position on road for general merchandise, such as dry goods, shoes, rubbers or groceries. Has had over fourteen years selling experience. Wants guarantee of at least \$12 weekly or commission. Knows stenography and book-keeping. Good references. C 31, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

MAN OF FIFTY-FIVE, WITH TWENTY-four years experience in grocery business for himself, wants position as grocery clerk or meat cutter. Or will take position as watchman. Absolutely competent in every phase of the business. Thoroughly active and responsible. Good references. C 30, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 13

## BUSINESS OPPORTUNITIES.

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 557.—In West Philadelphia, on prominent section of Market street, a fine grocery, meat and provision business, doing \$900 weekly, practically all cash, on which is netted a clean ten per cent. profit. Carries about \$1,700 worth of stock. About \$3,000 required to buy everything. Ill health causes sale.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable section for Hebrew. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 560.—In northwest Philadelphia, grocery, meat and provision business doing \$17,000 yearly, of which three-quarters is cash, and nets ten per cent. profit. This is an exceptionally good stand. Has been established for a number of years and is paying the owner a handsome profit, but must sell same on account of having purchased farm in Florida and must leave in the next month or so. Carries about \$600 worth of stock. Will sell business, including fixtures, for a lump sum of \$1,000, or \$400 for fixtures and stock at inventory.

No. 561.—In Olney, Philadelphia, grocery, meat and provision business. Last year did \$20,965.66, of which seventy-five per cent. was cash. Carries about \$800 worth of stock. Will sell everything for \$1,000. An exceptional opportunity for a good suburban business.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total invest-

ment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, grocery, meat and canned goods business doing \$300 to \$350 weekly, all cash. Rent low. About \$700 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$2,000 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business for approximately \$2,400. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

## GENERAL STORES.

No. 552.—General store located within twelve miles of Camden. Doing \$350 to \$450 per week, mostly cash. Owner is clearing \$1,500 per year. Fixed charges are very low and this can be bought reasonable.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

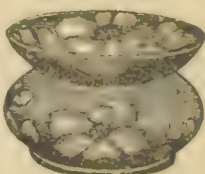
## WARNER & CO.,

927 Arch Street, Philadelphia, Pa.

## MISCELLANEOUS.



MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 25



No. 1 Cuspidor.  
6½ Inch

## THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



IF one of your customers should ask you some day why

## MINUTE GELATINE (FLAVORED)

is the best, you will want to know. Then bear these points in mind:

It is absolutely pure.

The flavors are TRUE FRUIT.

The gelatine is the best to be had.

When prepared for the table it is the clearest, firmest, and most NATURAL flavored gelatine on the market.

If a customer is dissatisfied, we will refund the purchase price. You are absolutely safe in recommending it. Where do YOU come in? The 33 1-3 per cent ought to look good to you, especially when every package you sell makes a friend for you. Don't sell it for less than 10c STRAIGHT. It's not in the three for a quarter class.

Let us send you a package to try at home. Write us to-day, give your jobber's name and we'll prove our claims.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.

# Electric Vacuum Cleaners

If you want to keep your Grocery Store spick and span, dirt and dust free, use an Electric Vacuum Cleaner. Do not stir up the dust by the old sweeping method, merely to have it settle again upon the fruit and vegetables. An Electric Vacuum Cleaner actually consumes the dirt—it would save you time, money and labor.

The Philadelphia Electric Company  
Tenth and Chestnut Streets



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. MARCH 28, 1910.

Any subscriber to the "GROCERY WORLD AND GENERAL MERCHANT" who is unable to purchase at the following prices will confer a favor upon this journal by communicating with this office, it being understood that all prices are subject to market fluctuations.

ADVANCES.		DECLINES.		ADDITIONS.		WEIGH AND MEASURE EVERYTHING YOU BUY.	
Column.		Column.		Column.		Standard Weights per Bushel.	
Alarm Cash Drawer.....18	Sardines.....9	Drugs, Grocers'.....26	Ink.....21	Mustard.....30	Preserves.....26	Spices.....30	Whole.....31
Alum.....26	Meats.....9	Eggs.....16	Insect Powder.....26	Prepared.....31	Provisions.....24	Starch.....31	Stove Polish.....31
Ammonia.....3	Soups.....10	Essence of Coffee.....5	Ironing Wax.....32	Marmalade.....26	Prunes.....30	Soap Powders.....30	Sugars.....1
Ammunition.....5	Capers.....16	Extracts.....27	Jams.....26	Noodles, Egg.....17	Pudding.....18	Sulphur.....26	Sundries.....32
Azle Grease.....3	Catsup.....11	Fancy Groceries.....16	Jars and Jar Rubbers.....6	Nuts.....27	Putty.....26	Syrups.....33	
Bags, Paper.....23	Cereal Specialties.....17	Farinaceous Goods.....17	Jellies.....25	Oat Meal.....17	Rennet.....27	Tacks.....32	Taploca.....17
Bag and Twine Holders.....18	Cheese.....16	Figs.....20	Junket Tablets.....27	Oils.....22	Rice.....28	Tar.....27	Teas.....1
Baking Powder.....3	Chocolate and Cocoa.....11	Fish, Canned.....8	Ketchup.....11	Oil, American.....23	Roasted Oats.....17	Tobacco, Chewing.....36	Tinners.....18
Barley.....17	Chewing Gum.....28	Fixtures.....18	Lamp Goods.....21	Olive Oil.....22	Root Beer.....29	Twine Holders.....18	Twine.....38
Bath Brick.....38	Cider.....28	Flour.....17	Lard.....25	Oysters.....20	Rosin.....26	Vermicelli.....18	Vinegar.....24
Beans.....17	Clams.....20	Self Rising.....17	Lemons and Oranges.....17	Paper.....23	Sago.....17	Washboards.....34	Wax, Fruit Jar.....38
Blacking, Shoe.....4	Clothes Pins.....35	Buckwheat.....17	Lentils.....26	Paper Bags.....23	Salad Dressing.....28	Wrapping Paper.....38	Woodenware.....34
Bluing.....6	Cocoa Nut.....13	Fly-paper.....32	Licorice.....26	Peanuts.....24	Sal Soda.....28		
Borax.....26	Codfish.....19	Food, Bird.....32	Lime.....21	Peanut Butter.....24	Salt.....28		
Brooms.....33	Coffee.....5	Fruit Butters.....25	Live Poultry.....25	Pickles.....24	Sapolio.....30		
Brushes.....35	Essence.....5	Fruits, Domestic, Dried.....20	Lye and Potash.....21	Pickled Meats.....23	Sardines.....9		
Buckwheat Flour.....17	Chicory.....5	Foreign, Dried.....20	Macaroni.....18	Plum Pudding.....26	Sauce and Condiments.....29		
Bug Boreers.....18	Coffee Mills.....18	Fish, Fresh.....20	Mackerel.....19	Polishing and Cleaning.....29	Sauer Kraut.....25		
Butchers' Sundries.....25	Cooking Herbs.....6	Gelatine.....18	Maple Syrup.....33	Popping Corn.....23	Scales.....18		
Butter Dishes.....34	Condensed Milk.....12	Gravel, Bird.....32	Meat.....24	Pork and Beef.....24	Scoops, Grocers'.....18		
Butter.....6	Condensed Mince Meat.....21	Herring.....15	Milk, Evaporated.....12	Potash.....21	Scouring Soap.....30		
Butter Color.....26	Corn Meal.....17	Hominy and Grits.....17	Mince Meat.....22	Potato Chips.....23	Seeds.....29		
Campbor.....26	Corn Starch.....31	Honey.....33	Mineral Water.....29	Poultry Seasoning.....25	Shoe Dressing.....4		
Candles.....10	Cottolene.....16	Horseshoe.....21	Molasses.....33	Dressed.....25	Shot.....6		
Candles.....6	Crackers, Cakes, etc.....13			Live.....25	Smoked Fish.....18		
Canned Goods.....7	Crackling Mapleine.....33				Soap, all kinds.....29		
California Fruits.....8	Cutters, Tobacco.....18				Soda, Bicarb.....29		
Domestic Fruits.....8	Counters.....18				Soft Drinks.....29		
Vegetables.....7	Dates.....20				Soups.....20		
Fish.....8	Delicatessen.....14				Specialties.....30		
Pie Fruit.....8	Dressed Meats.....25						

## SUGAR.

	Barrels.	Halves.
Cut Leaf.....	6.40	6.60
Eagle Tablets.....		6.90
Crystal Dominoes, 24 5-lb. pkgs.....		7.95
Cubes.....	5.75	5.25
Lozenge, powdered.....	5.65	5.85
Powdered.....	5.60	5.80
Granulated, fine or standard.....	5.45	5.65
" special fine.....	5.50	
" fine, 2 lb. bags.....	5.75	
" " 2-lb. pkgs., cases.....	5.65	
" " 5-lb. bags.....	5.5	
" " 10 lb. bags.....	5.60	
" " 25 lb. bags.....	5.50	
" " 100-lb. bags.....	5.45	
" coarse.....	5.55	
" extra coarse.....	5.75	
A Crystal.....	5.50	100-lb.
A Confectioners.....	5.30	Bags.
No. 2.....	5.20	5.20
No. 3.....	5.10	5.10
No. 6.....	5.00	5.00
No. 8.....	4.90	4.90
No. 10.....	4.80	4.80

## TEA.

	Per lb.
Foochow Oolong—	
Choice.....	.34
Extra choice.....	.39
Fancy.....	.45
Formosa Oolong—	
Choice.....	.33
Extra choice.....	.39
Fancy.....	.45
Imperial—	
Choice.....	.33
Extra choice.....	.33
Fancy.....	.42
Young Hyson—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Gunpowder—	
Choice.....	.38
Fancy.....	.45
Japan, pan fired or basket fired—	
Choice.....	.35
Extra choice.....	.40
Fancy.....	.45
English Breakfast—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35

## PACKAGE TEAS.

	Per lb., in 1/2-lb. tins
Lipton's—	
Ceylon and India, A.....	.48
Ceylon and India, B.....	.43
Black and Green, A.....	.48
Black and Green, B.....	.43
English Breakfast, A.....	.48
English Breakfast, B.....	.43
Formosa Oolong, A.....	.48
Formosa Oolong, B.....	.43
1/2-lb. tins 1c. per lb. more.	
Tetley's—	
India and Ceylon, Formosa or Mixed—	
Extra, Gold Label.....	.75
No. 1, Buff Label.....	.60
No. 2, Green Label.....	.45
Sunflower, India and Ceylon, Formosa,	
Oolong or Mixed—	
1 lb. size.....	.55
1/2 lb. size.....	.56
3 lb. size.....	.57
3 lb. packages.....	1.35
5 lb. packages.....	2.25
Spring Garden Tea—	
100 lb. barrels.....	.18
McCormick & Co., Banquet brand, Ceylon,	
Blended, etc.—	
1-lb. canisters, 8-lb. boxes.....	.53
1/2-lb. " 12-lb. ".....	.53
1/2-lb. " 10-lb. ".....	.53
1/2-lb. " 10-lb. ".....	.53
McCormick & Co., Bee brand—	
1-lb. lithographed cans, 20-lb. boxes.....	.56
1/2-lb. " 10-lb. ".....	.58
1/2-lb. " 10 and 20-lb. bxs.....	.60
Travellers pocket canister, 4 doz.....	.80

## AMMONIA.

	Per doz.
Colburn's "A" 16 oz., 2 doz. boxes.....	.90
Colburn's "A" 1/2 gals. 1/2 doz. boxes.....	1.50
Colburn's "A" 1/2 gals. 1/2 doz. boxes.....	2.70
Colburn's Mayflower, 16 oz., 2 doz. boxes.....	.75
Colburn's "A," hotel size, 2 doz. boxes.....	1.30
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87 1/2
Tibbals Dri-Monia (con. dry), 10c. size, 1/4 gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, 1/4 gross package.....	4.80
Free goods with 1/4 gross 5- or 10-cent sizes.	

## AXLE GREASE.

Frazer's, 15 lb. pails.....	.85
Frazer's, boxes, 1/4 gross.....	9.40
Mica, 1/4 gross.....	9.00
Castor Oil, 36 1-lb. tins, 1/4 gross.....	10.00
Castor Oil, 24 3-lb. pails, 1/4 gross.....	26.00

## BAKING POWDER.

Sea Foam Baking Powder—	
1/2 lb., 4 doz. in case.....	.95
1/2 lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., 1/2-lb., 4 doz.....	.45
Davis' O. K., 1/2-lb., 3 doz.....	.90
Davis' O. K., 5-lb., 1/2 doz.....	1.65
Davis' O. K., 5-lb., 1/2 doz.....	7.20
Cleveland's, 10-c. size, 4 doz.....	.84
Cleveland's 1/2-lb., 4 doz.....	1.23
Leslie's, nickel.....	.45
Leslie's, 1/2-lb. cans, 2 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder:—	
4 oz. glass, 2 doz.....	.82 1/2
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	1.03

## —4—

## Rumford Baking Powder:—

5c. tins, 4 doz.....	per doz.	.45
10c. cans, 2 doz. in box.....	per doz.	.90
1/2-lb. cans, 2 doz. in case.....	per doz.	1.25
1-lb. cans, 1 doz. in case.....	per doz.	2.50
Royal, 10c. size, 4 doz.....		.86
" 1/2 lb., 4 doz.....		1.30
" 1/2 " 2 ".....		2.40
" 1 " 1 ".....		4.65

## BLACKING—Shoe.

Shinola (premiums).....	per gross	10.00
Blackola, 1 doz., 10 cent size.....		.85
Mason's No. 1, 1/4 gross.....	per gross	2.70
" " 2, ".....		3.00
" " 3, ".....		3.30
" " 4, ".....		5.40
" " 5, ".....		13.80
T. M. French.....	per doz.	1.10

## SHOE DRESSING.

Mason's—	Dos.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	2.25 1/2
Blaxby's Royal Polish, 1 doz.....	.85
Blaxby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's Army and Navy, 1 doz.....	.85
Boyer's French Dressing.....	.85
" Oil Polish.....	.85
Easy Bright, ladies'.....	1.25
" waterproof.....	.70
Admiral Russet Combination.....	.70
Admiral Shoe Dressing.....	.70
Whittemore Bros. & Co:—	
Gilt Edge Polish, black.....	2.00
Boston Waterproof, black.....	2.00
Boston Jr. Waterproof, black, 10-cent size.....	.85
Elite Combination, Baby, black.....	.85
Elite Combination, large, black.....	1.00
Superb Patent Leather Paste, large.....	.75
Champion, black, friction polish.....	.85
Champion Jr., black, friction polish.....	.85
French Gloss, black, self-polishing.....	.75
Royal Gloss, black, self-polishing.....	.75
Dandy Combination, russet.....	2.00
Star Combination, russet.....	.75
Dandy Russet Paste, large.....	.75
Bossola Waterproof Paste Polish, large.....	.75
Bossola Waterproof Paste Polish, small.....	.40
Quick White, cleans dirty canvas shoes.....	.75
Quick White, cleans dirty canvas shoes.....	1.75
Oil Paste black, never dries up, large tin.....	.75









Mr. Manufacturer, suppose you were invited to address a hall filled with grocers and the subject of your discourse was to be "YOUR GOODS." wouldn't you spend weeks if necessary preparing your speech?

The Grocery and Allied Trade Press of America makes you a better offer than that—they have over 150,000 retailers (you couldn't get that many in a hall) prepared to listen to what you have to tell them.

Don't decline to address them. You've got to spend more money to reach them any other way, and if you don't talk to retailers your selling plans will suffer.

If you DO decide to talk to these 150,000 merchants, who are prepared to be your distributors, DON'T WHISPER in a two-inch ad.—talk OUT LOUD in a half page.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

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## The C. M. Wessels Co.

Exclusive  
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 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.









## When She Gets the Dozen Cans

of VAN CAMP'S PORK and BEANS which you can sell her by offering a small discount, she's a better customer for you because she's got the "quantity-buying habit" and you're making a profit on twelve meals instead of one.

Remember this when a customer asks for VAN CAMP'S PORK and BEANS and

**"SELL HER A DOZEN CANS"**

**VAN CAMP PACKING COMPANY, Indianapolis, Ind.**



## They Won't Want What They Can't See

Goods displayed in a **PEERLESS COUNTER** sell themselves. The **PEERLESS COUNTER** will give you an immediate advantage over a competitor whose goods are hidden in boxes and barrels where customers cannot see them. **SHOW** what you have, in a **PEERLESS**, and you'll **SELL** it. You can sell **ALL** of it, too, because the drawers protect their contents and the last cracker, or fig or nut is as clean and salable as the first. Write for our handsomely illustrated catalogue showing styles and prices.

**PEERLESS FIXTURES CO., Dept. E, Marshall, Michigan**







# *A Business Getting Plan for all* **RETAIL MERCHANTS**

**Better Than Newspaper Advertising  
Better Than the Trading Stamp Plan  
Better Than Your Own Premium System**

AND

## **Costs You Less Money Than Any of These**

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### **You Can Profitably Use Our Plan**

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**



## **A Square Deal to Everybody**

North — East — South — West

One price to everybody—that's the basis. No special privileges to Chain Stores, Department Stores, Buying Exchanges, etc.

The average retail grocer is our best friend and we give him the square deal—small lots with the assurance of fresh goods.

The bottom price is the price you all pay, and it allows you a good profit on

**KELLOGG'S**

## **TOASTED CORN FLAKES**

We protect our own interests in protecting yours. We long ago discovered that "free deals" frequently meant overstocking—stale goods, etc., that eventually affected the entire trade.

Every customer knows that Kellogg's Toasted Corn Flakes sells on its merits. Ten cents worth of the best for ten cents, and a good, *clean* profit for you.

That's why you have stuck, and why you are going to stick, to the *one big thing* in the cereal market to-day—Kellogg's Toasted Corn Flakes—the "square deal" cereal.

**KELLOGG TOASTED CORN FLAKE CO.**  
BATTLE CREEK, MICH.



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## FARINACEOUS GOODS.

Corn Meal—	
Western, granulated, yellow, 100 lbs.....	1.90
“ “ white, 100 lbs.....	2.10
“ table, yellow, 100 lbs.....	1.75
“ “ white, 100 lbs.....	1.95
Unbolted, white, Old Virginia, 125 lbs.....	2.25
Mother's, white, 24 packages.....	1.80
“ yellow, 24 packages.....	1.80
Farina—	
Hecker's, 24 18.....per case	1.56
Hecker's Cream (silver spoon) 36 cartons...	4.50
Schumacker's Farina.....	1.40
Beans—	Per bushel.
California Lima, about 80 lbs.....per lb.	.05 1/2
Marrows, fancy, N. Y. State, grain bags.....	3.35
Michigan Pea, bags 160 lbs.....	3.65
Red Kidneys.....	3.20
Peas—	
Green.....	2.40
Scotch.....	2.60
Split, yellow.....	2.35
“ green.....	
Lentils—	Per lb.
ooooo, 110-lb. bags.....	.03
Less quantity.....	.03 1/2
Shaker Corn—	
Fancy, barrels.....	
Less quantity.....	
Hominy—	
Lea's Breakfast, 10 packages.....per case	1.60
“ Pearl, 100 lbs.....per bag	3.20
Schumacker's Breakfast, 10 pkgs. to case.....	1.45
Western Pearl, 100-lb. bags.....	1.95
“ Grits, 100-lb. bags.....	1.95
Mother's, Grits, 36 packages.....	2.35
“ Pearl, coarse, 36 packages.....	2.35
Barley—	
OO.....	
No. 3, 100 lb. bags.....	2.65
Noodles—	Per case.
Smith's, 30 10-c. packages.....	2.00
“ assorted, 5 and 10-c.....	2.00
Golden Egg, 5 and 10-c.....	1.80
“ 5-c.....	1.80
“ 10-c.....	1.80
Oatmeal—	
B, 500 lbs.....per bbl.	6.25
B, less than bbl.....per lb.	.04
Mother's, steel cut, 24 packages.....	2.65
Oaten Goods—	Per case.
Mother's Crushed Oats, 18 packages.....	1.47 1/2
“ “ 20 packages, large.....	3.90
Quaker Oats, 18s.....	1.45
Quaker Oats, 20s Family (with China).....	4.00
Quaker Oats, 36s Tins.....	4.25
Roller Oats—	
Avena, 180 lbs.....per bbl.	5.25
“ 90 lbs.....per keg	2.75
“ 90 lbs.....per sack	2.45
Standard, 180-lb. bbls.....	5.10
“ 90-lb. bags, fresh.....	2.65
Mother's, compressed, 18 tins.....	2.12 1/2
Sago—	
Colburn's, 36 1-c.....	.06 1/2
Fine.....	.04
Tapioca—	
Instantaneous, 50 1s.....	.06 1/2
Colburn's Hasty, 36 packages.....	.06 1/2
Minute, 1/2 gross.....per box	2.75
Flake, about 125 lbs.....per lb.	.04 1/2
Pearl, 120 lbs.....	.03 1/2
“ less quantity.....	.04 1/2

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 ss.....per case	4.50
Egg-O-Sce, 36 packages.....	3.50
Corn Flakes, 36 packages.....	3.50
Maple Flakes, 36 packages.....	4.05
5-case lots.....	3.85
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages.....	2.50
1 doz. 20-oz. packages.....	2.25
2 doz. 10-oz. packages.....	2.70
3 doz. 20-oz. packages.....	6.75
Grape Nuts—	
2 doz. 1-lb. packages.....	2.70
3 doz. 1-lb. packages.....	4.05
Post Toasties—	
2 doz. family size.....	2.80
3 doz. popular size.....	2.80
Shredded Whole Wheat, 36 packages.....	3.60
Mother's Corn Flakes, 36 packages.....	2.55
“ Wheat Hearts, 18 packages.....	1.90
Cream Wheat, 36 packages.....	4.50
Wheatlet, 30 packages.....	3.75
Wheatena, 30 packages.....	4.50
Grape Nuts, 24 packages.....	2.70
Triscuits, 20 packages.....	3.50
Vitas, 30 2-lb. packages.....	4.25
Kellogg's Toasted Corn Flakes, 36 packages.....	2.80
A-O Company—	Per case
Force, 20s.....	2.00
Korn-Klucks, 36s.....	1.45
Presto, small, 18s.....	1.60
Presto, large, 10s.....	2.25
Flour, self-raising, small, 18s.....	1.60
Flour, self-raising, large, 12s.....	2.10
Buckwheat, compound, small, 18s.....	1.50
Buckwheat, compound, large, 12s.....	1.50
Pancake, 18s.....	1.50
H-O (steam cooked oatmeal), 18s.....	1.55
Pawnee Oats, regular size, 18s.....	1.50
Pawnee Oats, family size, 20s, without china.....	3.00
Pawnee Oats, family size, 10s, with china.....	3.40
O-G, 18s.....	1.50
O-G, family size, china, 20s.....	3.40
O-G, family size, no china, 20s.....	3.00
DE-FI, barrels, 180 pounds.....	5.00
DE-FI, sacks, 90 pounds.....	2.35

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Quaker Oats Co., The—	Per case.
Apitazo Biscuit, 24s.....	3.00
Avena, 18 packages.....	1.45
Banner Oats, 20 packages.....	4.00
Quaker Breakfast Biscuit, 24s.....	1.85
Old Fashioned Scotch Brand Oat Meal, 24s.....	2.60
Silver Brand Farina, with spoon, 24s.....	2.80
Saxon Wheat Food, 24s.....	3.00
Parched Farinose, 24s.....	2.70
Quaker Cracked Wheat, 24s.....	2.40
Quaker Oats, round, 36s.....	4.25
Quaker Whole Wheat Flour, 10s.....	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 24s.....	1.85
Scotch Brand Pearl Barley, 24s.....	1.40
Pettijohn's Breakfast Food, 18s.....	1.85
Quaker Puffed Wheat, 36s.....	2.85
Quaker Puffed Rice, 36s.....	4.25

## GELATINE AND PREPARED DESSERTS.

Knox's Crystal.....	Per doz.
“ Acidulated.....	1.22
Cox's, large.....	1.22
“ small.....	1.65
Plymouth Rock, pink or white.....	.97 1/2
Nelson's.....	1.25
Bromangelon, assorted, 3 doz.....	1.50
Jell-O, assorted flavors, 2 doz.....	.90
Jell-O Ice Cream Powder, 2 doz.....	.96
Jellycon, assorted flavors, 3 1/2 doz.....	1.00
Chalmers.....	.87 1/2
Mother's, small, 1 doz.....	.95
“ large, 1 doz.....	.45
Cooper's.....	.90
Tryphosa.....	.85
Gelatine, McKinley's.....	.85
Wetmore's, double refined, 36 10-c. packages.....	.80
Pudding, assorted, 2 doz.....per case	1.70
Minute Gelatine, plain.....per gross	12.75
Minute Gelatine, plain.....per doz.	1.10
Minute Gelatine, flavored.....per gross	10.80
Minute Gelatine, flavored.....per doz.	.90
Seven flavors, packed solid or assorted.....	

## MACARONI.

## Imported Best Bordeaux.

Long, 25 1s.....	Per lb.
Short, 25 1s.....	.09 1/2
Cubes or Elbows, 24 1s.....	.09 1/2
Spaghetti, 25 1s.....	.09 1/2
Vermicelli, 25 1s.....	.09 1/2
Alphabet, 25 1s.....	.09 1/2
Domestic.....	
Fancy, long, 25 1s.....	.07 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghetti, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2
Woodcock, long, 24 pkg.....	.10 1/2

## Choice Grades.

Macaroni, short, 25 1s.....	.07
“ 50 1/2 lb. pkgs.....	.04
Cubes or Elbows, 24 1s.....	.07
Spaghetti, 25 1s.....	.07
Vermicelli, 25 1s.....	.07

## FIXTURES.

H. F. Heacock—	
Scales, No. 1, Tin Scoop, 10.00	Brass 14.00
Scales, No. 2, Tin Scoop, 7.00	Brass 9.00
Scales, No. 3, Tin Scoop, 6.00	Brass 7.00
Scales, No. 4, Tin Scoop, 5.00	Brass 6.00
Less 30 per cent. discount.	
600-lb. Platform Scale.....	12.00
Tea Caddies, Red, No. 53.....	14.00
Tea Caddies, Red, No. 53.....	10.00
Tea Caddies, Red, No. 54.....	8.00
Tea Caddies, Red, No. 55.....	5.00
Scoops, Galvanized, Flour.....	.30
Scoops, Galvanized, Sugar.....	.25
Scoops, Galvanized, Starch.....	.15
Tobacco Cutters.....	1.25
Alarm Money Drawers.....	1.50
Bag and Twine Holders.....	.75
Barrel Covers, 21 in.....	3.50
Barrel Covers, 19 in.....	3.00
Cheese Cutters.....	15.00
Bung Bore, No. 2, 1 1/2 to 2 in.....	1.50
Coffee Mills, No. 7.....	10.00
Coffee Mills, No. 9.....	16.00
Coffee Mills, No. 18.....	45.00
Less 25 per cent. discount.	

## Counters.

Sherer's Eclipse Counters—			
No.	Length.	No. of Drawers	Each.
6½.....	3 feet, 8 inches.....	9.....	18.00
8½.....	4 feet, 10 inches.....	12.....	22.00
10½.....	6 feet.....	15.....	28.00
12½.....	7 feet, 3 inches.....	18.....	32.00
14½.....	8 feet, 5 inches.....	21.....	36.00
16½.....	9 feet, 8 inches.....	24.....	40.00
18½.....	10 feet, 10 inches.....	27.....	45.00
20½.....	12 feet.....	30.....	50.00
Capacity of Drawers, 40 to 60 lbs. each			

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## Scoops.

Indestructible, No. 4.....per doz.	9.00
“ No. 5.....	12.00
“ No. 6.....	15.00
Ex. Galvanized Steel Blades, No. 3.....per doz.	4.20
“ “ No. 4.....	5.40
“ “ No. 5.....	7.20
X Quality, No. 3.....	2.60
“ No. 4.....	3.00
“ No. 5.....	3.40

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case.....per doz.	.90
Tins, Keyed (Jewel), 2 doz. in case.....	.90
Large cartons or tins, 2 doz. in case.....	2.00
Dime Tumblers, 2 doz. in case.....	.90
Bulk, 15 lbs.....per lb.	.15

## Thredded Fish.

Thistle, 24 packages.....	.65
Swansdown, 2 doz.....per doz.	
Osprey, 2 doz.....	
Swift & Co.—	
Talisman brand, 20-lb. boxes.....per lb.	.10 1/2
“ cartons.....per case	1.50

## Fresh Codfish Steak.

Swift & Co.—	
Talisman brand, 24 1-lb. tins.....per case	3.80

## New Mackerel.

	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
New.					
Ex. Norway, No. 1.....170-190		35.00	18.10	9.25	2.00
Ex. Norway, No. 2.....230-260		25.00	13.10	6.65	1.50
Ex. Norway, No. 3.....380-360		19.00	10.10	5.25	1.20
Ex. Norway, No. 4.....480-460		17.00	9.10	4.75	1.10
Summer					
Ex. Bloaters, XX.....100-110		35.00	18.10	9.25	2.00
Fancy Shore, No. 1.....130-150		28.00	14.60	7.50	1.65
Ex. Shore, No. 1.....130-150		26.00	13.10	6.65	1.50
Shore, No. 1.....130-150		24.00	12.60	6.50	1.40
Extra Irish, No. 2.....325-375		16.00	8.60	4.50	1.05
Medium Irish, No. 2.....350-400		15.00	8.10	4.25	1.00
Small Irish, No. 2.....410-450		14.00	7.60	3.90	.95
Small Irish, No. 3.....475-525		13.00	7.10	3.65	.91
New Medium Shore.....160-180					
New Large Shore.....110-130					
Large, No. 2.....210-230					
Cape Shore.....110-120		16.00	8.60	4.50	1.05
Holland.....400-450		11.00	6.10		

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1.....	7.00	4.60			
Lab. Split, Lg. No. 2.....	6.00	3.60			
Shore, Round, Large.....					
Shore, Round, Med.....	7.00	4.10			
Ocean Fish.....	5.00	3.10			
Shad, No. 1, Mess.....	11.00	6.10	3.25	.75	
Shad, No. 2, Mess.....					
Haddock, Pickled.....					
Red Salmon.....	12.00	6.60			

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.....	.07
Our Choice, 40 lbs.....	.06 1/2
Gilt Edge, 40 lbs.....	.06
Favorite Middles, 60 lbs.....	.12
Swift & Co., Talisman brand Codfish—	Per lb.
12 3/4, wood boxes.....	.15 1/2
12 3/4, “.....	.15 1/2
24 1/2, “.....	.16
10-lb. boxes.....	.15
5-lb. “.....	.15
Cakes, 24 in fancy box.....per case	2.80
“ 10-lb. cartons.....per carton	1.20
24 jars, fancy box.....	3.10
12 “.....	1.65
Strips, 40 size, boxes.....	.10
“ 60 “.....	.10 1/2
Middles, 40 size, boxes.....	.12
“ 60 “.....	.12 1/2

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.....	.06 1/2
Snow White, 1-lb. bricks, 20 lbs.....	.07
Favorite Cod, 2-lb. bricks, 40 lbs.....	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 2 and 3 doz. in case.....	1.50
“ small size, 2 doz. in case.....	.90
Small Tumblers, 2 doz. in case.....	.90
Large Jars, sealed, 2 doz. in case.....	1.50

## Loose Codfish.

Extra Large Georges Cod.....	.08
Large Bank.....	.07 1/2
Medium Bank.....	.06 1/2
Pollock.....	
Hake.....	
In original cases, 450 lbs., 1/2 c. less.	

## Smoked Fish.

New Extra Scaled Herring.....per box	.16
Boneless Herring, fancy 10-lb. boxes.....per lb.	.13
Smoked Salmon, whole fish.....	.17
Cromarty Bloaters, 50s.....per box	1.10
“ 100 s.....	2.10
Swift & Co.—	Per case.
Talisman brand Boneless Herring, in glass, 15c. size, 24 vacuum jars.....	2.95
Talisman brand Boneless Herring, in glass, 10c. size, 24 screw-top jars.....	1.80

## Sliced Halibut.

Swift & Co., in glass, 24 jars.....	3.10
“ 24 cartons.....	2.10

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## FRESH FISH.

	Per lb.
Halibut.....	.16
Salmon, fresh.....	.25
Codfish.....	.07
Large Hake.....	.07
Haddock.....	.05
Spanish Mackerel.....	.15
Sheepshead.....	
Smeits.....	.08
Cat Fish.....	.09
Butterfish, frozen.....	.15
Ells.....	
Green Sea Bass.....	.10
Weak.....	.13
Blue, frozen.....	.14
White Perch.....	.13
Spotted Trout.....	.15
Whitings.....	.04
Frozen Herring.....	.05
Shad, Buck.....each	.40
Shad Roe.....each	.90
Steak Fish 1/2 cent per lb. additional	

## OYSTERS.

Cove, Primes.....per M.	-10.00
Cove, Culls.....	-6.00
Blue Points.....	-5.00
Blue Points.....per bbl.	-6.50
Absecon, Primes.....per M.	-9.00
Absecon, Culls.....	-4.50
Rockaways.....per bbl.	-5.50

## CLAMS.

Clams.....per M.	7.00
Necks.....	6.00

## DRIED FRUITS.

Raisins—		Per box
Extra Dessert Clusters, 22-lb. boxes.....	2.95	
Connoisseur Clusters, 22-lb. boxes.....	2.05	
California Clusters, 20 No. 1 pks.....	2.25	
		Per lb.
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes		
Fcy Cal. 3 cr. loose, 50 lbs.....	.05 3/4	
Fancy Cal. 2 cr. loose, 50 lb. boxes.....	.04 3/4	
Valencia, Rogers Fcy, 4 cr. Ondara layers		
28 lbs.....	.06 3/4	
5 or 10-box lots.....	.06 3/8	
Standard Brands, 28-lb. boxes.....	.06 1/2	
Seeded Raisins—		
Owl, extra fancy, 36 ts.....	.07 3/4	
Fancy, 36 ts.....		
Blue Pennant, 36 ts.....	.07 1/2	
Parrot, 36 ts.....	.05 3/4	
Souvenir, 36 ts.....	.06 1/2	
Glen Rosa, 36 ts.....	.07 3/4	
Blue Ribbon, 36 ts.....	.06 3/4	
California Seedless Raisins—		
Gold Cord, bleached, 36 ts.....	.10	
Not-A-Seed, 36 ts.....	.07 3/4	
Griffin, 50 ts.....	.06 3/4	
Gray's, 36 ts.....	.06 1/2	
Loose Muscatels, 3 crown, 50-lb. boxes.....	.05 3/4	
Sultanas, 50-lb. boxes.....	.04 3/4	
Thompson's, 50-lb. boxes.....	.05	
Prunes—	25 lb.	50 lb.
Fancy Santa Clara, 20-30.....	.14	
"  "  30-40.....	.09 3/4	.09
"  "  40-50.....	.08 3/4	.08 1/4
"  "  50-60.....	.07 3/4	.07 1/4
"  "  60-70.....	.06 3/4	.06
Ruby, 30-40.....	.09 3/4	
"  40-50.....	.09 1/4	
"  50-60.....	.08 3/4	
Oregon, 40-50.....	.07 3/4	
"  50-60.....	.07 1/4	
Silver.....	.11 1/2	
Currants—		
Fancy, re-cleaned, new, 40 ts.....	.08 1/4	
Extra choice, re-cleaned, new, 40 ts.....	.07 3/4	
Fancy, re-cleaned, 30 lbs. loose.....	.08	
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.....	.13 3/4	
Lemon Peel, fancy, 10-lb. hinge lid boxes.....	.12 1/4	
Orange Peel—		Per lb.
Fancy 10 lb., hinge lid boxes.....	.12 1/4	
Dates—		Per lb.
Fard, fancy, new, boxes about 14 lbs.....	.11 1/2	
Hallowe'en, very fcy, new (Gldn) abt. 70 lb.	.05	
Orient, new, pitted, 30 packs.....per pack	.06	
Figs—		
Fancy, new, Cal., 10-ts.....per box	.77 1/2	
Extra fancy new Smyrna layers, 5 crown,		
boxes about 12 lbs.....per lb.	.1 3/4	
Fancy new Smyrna layers, 5 crown, boxes		
about 12 lbs.....per lb.	.12 3/4	
5 or 10 box lots.....	.12	
Apricots—		Per lb.
Blenheim, extra fancy large, very bright		
Santa Claras, 25 lb. boxes.....	.15 3/4	
5 or 10 box lots.....	.15 1/4	
Fancy Royals, new, 25 lb. boxes.....	.14	
Extra choice Royals, new, 25 lb. boxes.....	.13 1/2	
5 box lots.....	.13 1/4	
Choice Royals, new, 25 lb. boxes.....	.12 3/4	
5 or 10 box lots.....	.12 1/4	
Moorpark Slabs, fancy, very bright, 50 lb....	.12 1/4	
Cherries—		Per lb.
Extra fancy California, pitted, 25 lb. boxes..	.21	
Pennsylvania, pitted, 25 lb. boxes.....	.19	
Nectarines—		Per lb.
Fancy, white, 25 lbs.....	.09 3/4	
5 or 10-box lots.....	.09 1/4	
Peaches—		Per lb.
Fancy Muir, 25 lbs.....	.09 3/4	
Extra choice Muir, 25 lbs.....	.09	
Choice Muir, 25 lbs.....	.07 1/2	
Good, 25 lbs.....	.06	
Extra choice Yellow, 50 lbs.....	.07 1/4	
Whole, 50 lbs.....	.05 3/4	
Fancy, pared, 25 lbs.....	.18 1/4	



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

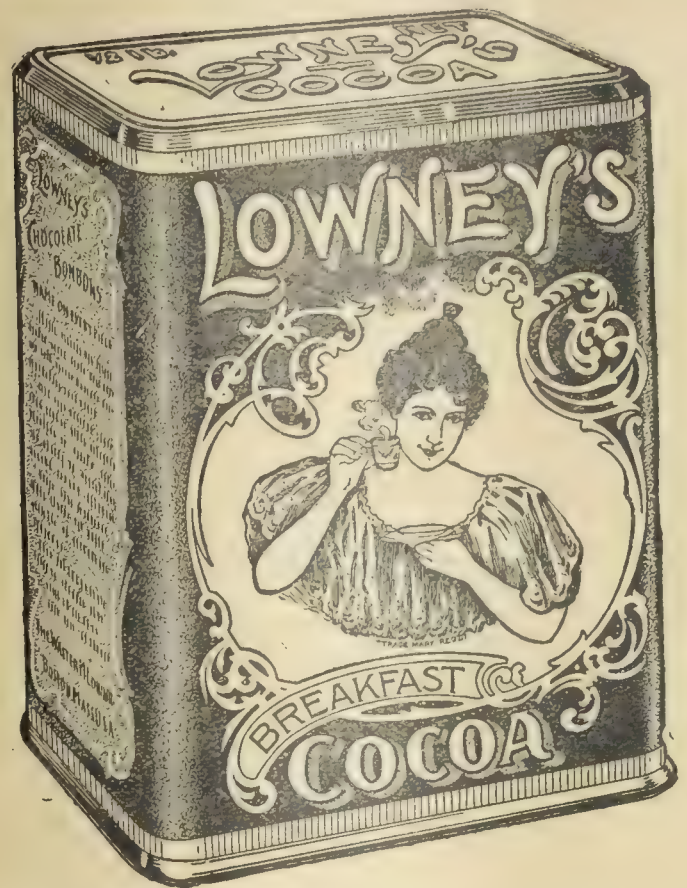
## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

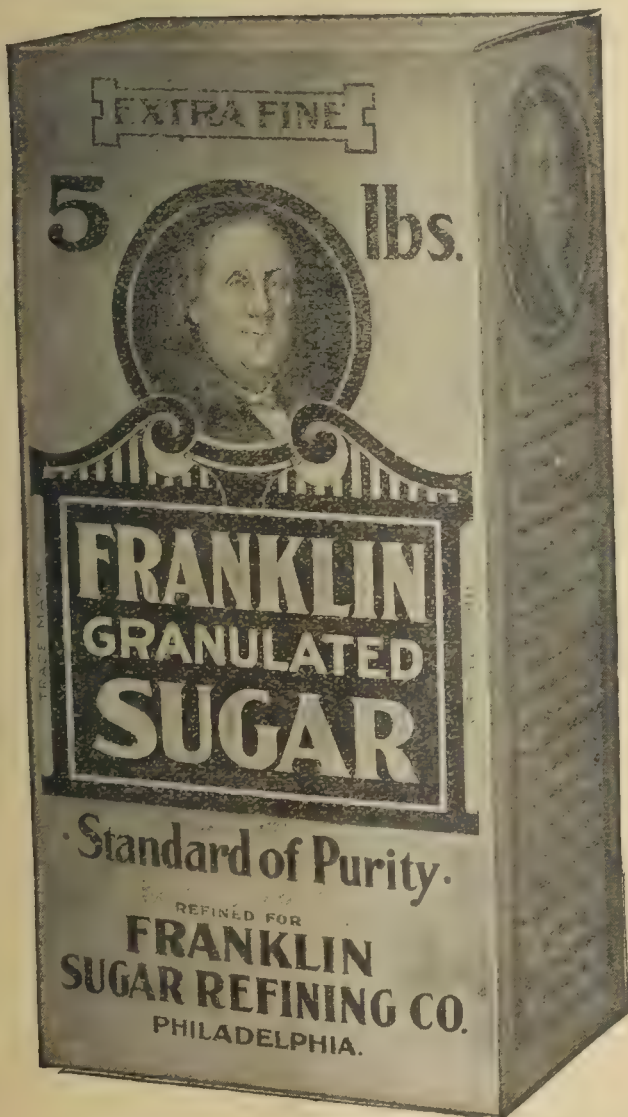
FOURTH AND MARKET STS., PHILADELPHIA, PA.



Reckon Up the Profit on LOWNEY'S COCOA and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.



PACKED ALSO IN TWO-POUND CARTONS

## Saving Time for Vacation

As between the sale of sugar in bulk and in packages (Franklin Carton Sugar), suppose you save only a minute on an order, why in a year you'd save enough time for a good vacation.

There would be money enough saved to make it a good vacation, too, for you'd save every grain of your overweight. Overweight, or "good measure," as some people call it, is the greatest profit-eater on earth. It makes a hole even where the profit is large, but where it is small, as in bulk sugar, it often takes it all.

There is no unfavorable answer to the Franklin Carton Sugar proposition.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags.

**The Franklin Sugar Refining Co.**  
Philadelphia, Penna.



—24—

POTATO CHIPS.	
1-lb. packages, bbls., 25 lbs.....	18 1/2
Loose, bbls., 30 lbs.....	18
1/4-lb. packages, 12-lb. boxes.....	18

PEANUT BUTTER.	
McLaren's—	Per doz.
Small, 2 doz.....	.90
Medium, 3 doz.....	1.30
Large, 1 doz.....	2.75
Peanutene, No. 2 jars, 3 doz.....	1.85
" No. 4 jars, 3 doz.....	95 <sup>1</sup> / <sub>2</sub>
Beardsley's—	Per doz.
Small jars, 2 doz.....	.90
Medium jars, 3 doz.....	1.25
Large jars, 1 doz.....	2.25

## PICKLES.

45 gals., 12000.....	9.25
45 gals., 2500s, Williams Bros., fancy.....	9.25
10 gals., 300s.....	2.25
10 gals., 450s.....	2.65
10 gals., 600s.....	2.65
16 gals., 600s.....	4.50
16 gals., 600s.....	4.50
45 gals., 7400s.....	10.25
C. & B., Chow or Gherkins, pints.....	3.50

Celery Sauce, Yorkshire, 2 doz.....	half-pints.....	2.40
Chow, " " " " " " " " " " " "	pints, 2 doz. " "	1.00
Gherkins, sour, " " " " " " " "	" " " " " " " "	1.00
Mixed, " " " " " " " " " "	" " " " " " " "	1.00
Assorted, " " " " " " " " " "	" " " " " " " "	1.00
Gherkins, sweet, " " " " " " " "	" " " " " " " "	1.25
White Onions, " " " " " " " " " "	" " " " " " " "	1.40
Sweet Pickles, 500s to 600s, 5 gal.....	per keg	3.75
" " " " " " " " " " " "	" " " " " " " "	3.40
" " " " " " " " " " " "	" " " " " " " "	3.95
Chow-Chow, No. 1, 5-gal. kegs.....	" " " " " " " "	1.95
" " " " " " " " " " " "	No. 2, 5 gal.....	1.75
Chow and Mixed Pickles, 2 gal.....	per pall	1.00
Williams Bros.—		Per doz.
No. 8, Sour Gherkins, 2 doz.....		.85
No. 8, Sweet Gherkins, 2 doz.....		.85
No. 8, Sour Mixed, 2 doz.....		.85
No. 8, Sour, assorted, 2 doz.....		.85
No. 8, Chow-Chow, 2 doz.....		.85
No. 8, Onions, 2 doz.....		.85
		87½

VINEGAR.

## VINEGAR.

	Per gal.
Pure ex. cider, 45 grain.....	15 <sup>1</sup> / <sub>2</sub>
“ “ 40 “.....	14 <sup>1</sup> / <sub>2</sub>
Distilled, 45 grain.....	.09
“ “ 40 “.....	.08 <sup>3</sup> / <sub>4</sub>
Fermented, 45 grain.....	.09 <sup>1</sup> / <sub>4</sub>
“ “ 40 “.....	.08 <sup>3</sup> / <sub>4</sub>
Lutz & Schramm pure cider.....	.21
“ distilled white.....	.13
“ pickling white.....	.20

## Paper Bags.

Price per 1,000 and not less than  $\frac{1}{2}$  M lots. In original shipping bales, 5 per cent. Special Discount.

Elephant, Extra Quality, Union S. O. S.	Buffalo Yellow, Self-opening, Square.	Panther, Yellow Union Self-opening Square.	Union Bear Automatic, Self-opening Square.	Wolf Automatic, Self-opening Square.	Record or Flyer, Square, or Feather Satchel Bot.
.....	.47	.44	.39	.33	.29
.....	.37	.53	.47	.40	.38
.....	.93	.77	.59	.58	.45
.....	1.18	.98	.87	.64	.53
.....	1.43	1.18	1.07	.93	.65
.....	1.68	1.33	1.23	1.09	.87
.....	1.93	1.58	1.48	1.27	1.10
.....	2.18	1.83	1.70	1.47	1.28
.....	2.67	2.17	2.08	1.78	1.53
.....	2.87	2.47	2.39	1.89	1.67
.....	3.41	2.89	2.67	.....	.....
.....	4.31	3.67	3.35	.....	.....
.....	4.85	3.93	3.79	.....	.....
.....	5.39	4.48	4.29	.....	.....

PROVISIONS.	
Hams, skinback, 12-20 lbs.....	.19
"    14-16 lbs.....	.18
"    10-12 lbs.....	.18
Picnics, 6-8 lbs.....	.14
Dried Beef, sets, city smoked.....	.18
"    tenders and knuckles.....	.18
"    air dried, sets.....	.20
"    tenders and knuckles.....	.21
Jersey Pork, butt.....	per bbl. 28.00
"    family.....	30.08
Breakfast Bacon, rib in.....	.18
"    boneless.....	.20
S. P. Bellies, 14-15 lbs.....	.16
Bolognas, 25-lb. boxes.....	.23 1/2
Boiled Boneless Ham.....	.26
Beef Tongues, smoked, 5-lb.....	10.00
Cooked Compressed Ham, 25-lb. boxes.....	
Covered Hams, 1/2-cent extra; Covered Shoulders, Picnics and Bacon, 1/4-cent extra.	

## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.....	per doz.	4.75
"	quarta.....	5.75
"	10-oz. jars.....	2.50
"	10-lb. pails.....	2.50
Tripe, 10-lb. pails.....	per pail	.90
"	5-gal. kegs.....	11.00
Pigs' Feet, 10-lb. pails.....	per pail	1.00
"	5-gal. kegs.....	2.25
Pickled Beef Salad, in glass.....	per doz.	1.10
"	Tripe, in glass.....	1.10
"	Ox Heart, in glass.....	1.10
"	Pigs' Feet, in glass.....	1.10
Russian Sardines.....	per keg	.75
"	5-lb. pails.....	.50
"	10-lb. pails.....	1.00



# RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**



"Hello, George!"

"Why—blamed if it ain't Charlie! Say, you look as if you'd struck a gold mine or robbed a bank. What in the world are you doing anyhow?"

"Well, you see George, I learned to sell goods by taking the Sheldon Course in Scientific Salesmanship and got a peach of a job with Smith & Walker—\$25 a week and expenses. Just had a three months' trip and dropped into town to see the folks and—say, come over tonight and I'll put you next. There's no use of a bright fellow like you being a delivery wagon."

*Write for explanation and terms.*

## Sheldon School

503 Republic Building

Chicago

## "THE PINCH OF PROSPERITY"

Have you felt it? Your customers have felt it if you haven't. They wouldn't mind the high prices of foods if their wages advanced with them.

To "make both ends meet" is the problem of the hour in nearly every household. You can help your customers solve the problem by telling them about

## Shredded Wheat

It contains more real body-building nutriment than beef, is more easily digested and costs much less. It is always the same price—always clean—always pure—always wholesome.

Two Shredded Wheat Biscuits, heated in the oven to restore crispness and eaten with a little hot milk, salted or sweetened to suit the taste, will supply all the energy needed for a half-day's work. Being made in Biscuit form it also forms delicious combinations with baked apples, sliced bananas, stewed prunes or other fresh or preserved fruits.

The Shredded Wheat Company, Niagara Falls, N. Y.



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Swift & Co.—	
Premium brand Hams, 8 to 10 lbs.	.20
" " 12 lb.	.20
" " 14 to 16 lbs.	.20
" " 18 lb.	.20
" " skinned, 18-20 lbs.	.21
" " boiled, skinned, fatless	.38
" Bacon	.25
" Dried Beef, insides	.20
" Beef Tongues, short cut	.22
Winchester brand Hams, skinned, all over	.10
" " 8 to 10 lbs. aver.	
" " 12 lbs. aver.	
" " 14 to 16 lbs. aver.	
" " 16 to 18 lbs. aver.	
" " Picnic	.13 1/2

4 above average loose, if packed 1/4 cent a lb. advance.

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs.	.15 1/2	.10 3/4
Plain tubs, 50 and 60-lb. cans	.16	.10 3/4
10-lb. tin pails, 60 lbs.	.16 1/2	.10 3/4
5-lb. 60 lbs.	.16 1/2	.11
3-lb. 60 lbs.	.17	.11 1/2
Armour's—		
Shield Pure, 60-lb. tubs	.16 3/4	
Simon Pure Leaf, 35, 55 and 105	.19	
White Cloud Compound, tubs	.11	
Vegetole, tierces	.10 3/4	
" tubs	.11 1/2	
Swift & Co.—		
Premium brand, tierces	.17 1/2	
Silver Leaf brand, tierces	.16 1/2	
Jewel, compound, tierces	.10 3/4	
Cotosuet, tierces	.11	

## DRESSED MEATS.

	Per lb.
City Dressed Beef—	
Choice, native	.12 - .13
Common	.11 - .12
Western Dressed Beef—	
Choice, native cattle	.12 - .13
Common to fair	.11 - .12
City Dressed Veal—	
Prime	.14 - .15
Good to choice	.10 - .13
Dressed Hogs—	
Pigs	.15
Hogs, heavy	.15
" 180 lbs.	.15
" 160 lbs.	.15
" 140 lbs.	.15
Dressed Sheep and Lambs—	
Lamb, western, good	.17 - .19
" culls	.13 - .15
Sheep, choice	.15 - .10
" medium	.12 - .15

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues	each	.75
Cow Tongues		.50 - .70
Calf Heads, scalded		.50 - .75
Sweetbreads, veal	per pair	.40 - .50
" beef	per doz.	1.00
Calf Livers	per lb.	.80 - .95
Beef Kidneys	per doz.	1.00
Beef Livers		.06
Ox Tails	per doz.	.50 - .65
Hearts, beef	per lb.	.03 - .05
Rolls, beef		
Tenderloin, beef, western		
Fresh Pork, loins, city	.17 - .19	
" western	.17 - .19	

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.		
Turkeys—		Per lb.
Western, young hens, 8 to 10 lbs.	.23 - .25	
" young toms, 15 to 17 lbs.	.23 - .25	
Old hens and toms	.23 - .25	
Common to good	.18 - .20	
Broilers—		
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy	.32 - .38	
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair	.30 - .35	
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy	.30 - .35	
Western, 4 to 4 1/2 lbs. to pair, fancy	.22 - .24	
" 3 to 3 1/2 lbs. to pair, fancy	.22 - .25	
" fair to good	.18 - .20	
Fowls—		
Western, fancy	.20 - .21	
Heavy Roasters, 4 to 5 lbs.	.20 - .22	
Fair to good	.18 - .20	
Old cocks	.14 1/2 - .15 1/2	
Squabs—		
Prime, large, fancy	4.50 - 5.50	
Mixed	3.00 - 4.00	
Dark	1.75 - 5.50	

## LIVE POULTRY.

	Per lb.
Spring Chickens, nearby, 1 1/2 to 2 lbs.	.28 - .30
Large Springers	.22 - .24
Fowls	.23 - .21
Roosters	.14 - .15
Ducks	.19 - .20

## POULTRY SEASONING.

Bell's Spiced Seasoning—	
Small, or 10c. size, 1 doz.	.90
1 doz.	.90
Large, or 50c. size, 1 doz.	1.80
1-lb. cans, 1 doz.	4.50
5-lb. cans, 1/2 doz.	10.00

## SAUER KRAUT.

Barrels, 45 gals., Oakdale	6.75
Half barrels	
Kegs, 14 gals.	2.70
3 lb. tins, cases, 2 doz. each	.85

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## PLUM PUDDING.

Richardson & Robins—	Per doz.
Individual size, 1/2 lb.	.95
Round conical, with key, No. 1, 1 doz.	2.30
" " No. 2, 1 doz.	4.10
" " No. 3, 1/2 doz.	6.30
" " No. 4, 1/2 doz.	8.15
P. P. Sauce, No. 1, 2 doz.	1.50
Atmore's Genuine English, seedless—	Per case
Individual, 2 doz.	2.10
No. 1, cans, 1 doz.	2.30
No. 2, cans, 1 doz.	4.10
No. 3, cans, 1/2 doz.	3.35
No. 4, cans, 1/2 doz.	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	Per doz.
No. 32, jars	.97 1/2
No. 4 1/2, toy pails	2.55
American, pure apple, tumblers, assorted slices	.88
Schimmel's, No. 10, tumblers	.83
National, No. 10, tumblers	.72 1/2
" No. 6, tumblers	.49
PRESERVES—	Per lb.
Schimmel's, pure, 30-lb. pails	.13 1/2
National, 30-lb. pails	.09
Southwark, 30-lb. pails	.06
" 4 1/2-lb. toy pails, 1/2 doz.	4.15
Fruit Butters—	Per doz.
Apple, No. 32, jars	.98
" Southwark, No. 3, tins	1.00
" No. 5, toy pails	3.70
" 30-lb. pails	1.08
" 20 lb. crocks	.07 3/4
" Schimmel's, 30-lb. pails	.06
Prune, 30-lb. pails	.07 1/2
Peach, 30 lb. pails	.07
Jams—	
Schimmel's, pure, jars, 2 doz.	1.70
Southwark, assorted, jars, 2 doz.	.93
Orange Marmalade—	
Hartley's, imported	1.80
Schimmel's, pure	1.65
Warrock's Guava Jelly—	
1-lb. tumblers	4.00
1/2-lb.	2.25

## FRESH FRUIT JAMS.

	In No. 1 tins, per doz.	In No. 1 glass jars, per doz.
Curtice Bros.—		
Strawberry Jam	\$1.25	\$1.65
Raspberry Jam	1.25	1.65
Raspberry and Currant Jam	1.25	1.65
Cherry Jam	1.25	1.65
Apricot Jam	1.25	1.65
Red Currant Jam	1.25	1.65
Quince (sliced) Jam	1.25	1.65
Peach Jam	1.25	1.65
Pear Jam	1.25	1.65
Blackberry Jam	1.25	1.65
Gooseberry Jam	1.25	1.65
Green Gage Jam	1.25	1.65
Damson Jam	1.25	1.65
Grape Jam	1.25	1.65
Orange Marmalade	1.25	1.65
Pineapple Marmalade	1.25	1.65
Red Cherry	1.65	1.65
White Cherry	1.65	1.65
Black Currant	1.65	1.65
Egg Plum	1.65	1.65

Tins packed in cases of four dozen each. Glass jars packed in cases of two dozen each.

## DRUGS.

## Family Medicines.

Guaranteed Full U. S. P. Strength.

	5c. sz.	10c. sz.	25c. sz.
Castor Oil	.45	.83	1.25
Sweet Oil	.45	.73	
Spirits Nitro	.45	.85	1.95
Spirits Camphor	.45	.85	1.95
Spirits Painters' Commercial	.45	.85	1.95
Paregoric	.45	.85	1.95
Glycerine	.45	.85	1.95
Syrup Squills	.45	.85	1.95
Syrup Rhubarb	.45	.85	1.95
Syrup Ipecac	.45	.85	1.95
Turkeyton Balsam	.45	.85	1.95
Golden Tincture	.45	.85	1.95
Tincture Arnica	.45	.85	1.95
Balsam de Malta	.45	.85	1.95
Bateman Drops, rd. bts.	.45	.85	1.95
Godfrey's Cordial, rd. bts.	.45	.85	1.95
Turpentine	.45	.85	1.95
Laudanum, 10c. size			per doz. .88
" 5c. size			" 1.95
5 per cent. discount in gross lots assorted.			
Alum			per lb. .03
Borax, powdered, bulk			per lb. .07
" lump, bulk			" .08
Butter Color, W. & R.			per doz. 2.00
Bluestone, bulk			per lb. .08
Copperas			" .07 1/2
Camphor, gum, 1-oz. blocks			" .95
" flakes, 50-lb. bbls.			" .02 1/2
" less quantity			" .03 1/2
" Tar Balls, 50-lb. bbls.			" .02 1/2
" less quantity			" .03 1/2
Castoria, Fletcher's			per doz. 2.80
" Pitcher's			" .75
Carbonate of Ammonia			per lb. .11
Epsom Salts			" .08
Glauber Salts			" .01 1/2
Glue, ordinary			" .09 1/2
" white			" .80
Gum Arabic			" .90
Haarlem Oil			per doz. .30
Husband's Magnesia			" .85
Jamaica Ginger, Hires', flasks			" .90
Licorice, P. & S., 5c. stick, imported, per doz.			.36
" M. & R., 5-lb. boxes			per lb. .03
" losenges, 5-lb. boxes			" .07
" 48, 60, 80, 120, 160, 5-lb. boxes			" .24
" root			" .11
Putty, 25-lb. cans			per 100 lbs. 1.60
" 50-lb. cans			" 1.55
Petroleum Jelly, screw top, 5c. size			per doz. .35
" 10c. size			" .75

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Paris Green, 100-125-lb. kegs	per lb.	.24 1/2
" 1/2-lb. packages	"	.29
" 1-lb. packages	"	.28
Rosin	"	.27
Roach Powder, Omega, 4-oz. cans	"	.04
Roach Powder, Omega, 4-oz. cans	"	.80
Roach Powder, Omega, 4-oz. cans	"	per gross 9.00
Saltpetre, crystal, about 350-lb. bbls.	per doz.	.80
" granulated, about 100-lb. kegs	"	.06 3/4
Sulphur, flour, 175-lb. bbls.	per 100 lbs.	2.55
" 100-lb. bags	"	2.35
" less quantity	per lb.	.03 1/2
Venetian Red	"	.01
Whiting	"	.02
Goff's—	Per doz.	
Cough Syrup, 25c. size		1.75
Herb Bitters, 25c. size		1.75
Oil Liniment, 25c. size		1.75
Sarsaparilla, 50c. size		3.50
Worm Syrup, 15c. size		1.20
Horse and Cattle Powder, 15c. size		1.20
Dyspepsia Tablets, 10c. size		.75
Iron Glue, McCormick & Co.—		
No. 5		.40
No. 10		.75
Tube V		.75
McCormick & Co., Bee Brand—		
Insect Powder		.85
Root Beer		.80
Talcum Powder		.75
Triangular Quinine		.80
Quinine Capsules		.80

## Druggists' Sundries.

Acid Phosphate, Horsford's	per doz.	4.15
Bath Brick, box 25 bricks	per box	.60
Sealing Wax	"	.03
Silver Band	per bbl.	1.25
Tar, pints	per doz.	.75
" quarts	"	1.00
" gallons	each	.30
" 1/2 bbls.	"	3.50
" bbls.	"	6.00
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. packages and premiums	per case	3.75
U. S. Nerve and Bone Liniment, 25c. size		2.00
McCormick's Magic Medicine, 25c. size		2.00
" 50c. size		4.00
McCormick's Tasteless Chill Tonic, 25c. size		4.00
" 50c. size		4.00
McCormick's Watermelon Syrup, 50c. size		4.00
Reliable Brand Headache Powders, 10c. size		.75

## Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, Rose, Pistachio, No. 1 size	.90
" No. 3 size	2.00
" No. 4 size	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet	No. 1 size .85
" No. 3 size	1.75
" No. 4 size	2.00
Lemon, No. 1 size	.90
Orange, No. 1 size	.90



Sauer's Flavoring Extracts—	
No. 1, Lemon and Vanilla	.45
No. 2, Vanilla and Rose	.90
No. 3, Lemon and assorted	.85
No. 4, " "	2.00
No. 4, Vanilla	2.25
Assorted cases, Nos. 1 and 2	10.80
" Nos. 1, 2 and 4	11.80
Bulk	pts. qts. 1/2 gals. gals.
XXX Vanilla	1.50 3.00 6.00 12.00
XX Vanilla	1.25 2.50 5.00 10.00
X Vanilla	1.00 2.00 4.00 8.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery	1.00 1.60 3.00 6.00
Peach, Rose, Apricot, Violet	1.50 2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit	1.25 2.25 4.00 7.50
Tea	7.00
Kitchen Queen—	Per doz.
Extract Vanilla, No. 25	.80
" No. 2X	.80
" No. X	.45
Extract Lemon, No. 25	1.75
" No. 2X	.80
" No. X	.45
Ingersoll's Flavoring Extracts—	
High Grade Vanilla	1.75
" Lemon	1.75
Select Vanilla	.85
" Lemon	.85
" assorted	.85
" small size	.45

## Mapleine.

Crescent Brand—	Per doz.
2 oz. bottle	retail .35 3.00
4 oz. bottle	.60 5.25
8 oz. bottle	1.15 9.50
16 oz. bottle	3.25 18.00
32 oz. bottle	4.00 35.00

## Liquid Rennet and Tablets.

Blair's Liquid Rennet	Per doz.
" Rennet Tablets, 1 doz.	1.10
Shinn & Kirk's Liquid Rennet	1.50
Hanson's Junket Tablets, 1 doz.	.80

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## CIDER.

Corson's—	
Barrels	per gal. .16
1/2 barrels, 28 gals.	per bbl. 5.00
Kegs, 14 gals.	3.00
Bottled Cider—	Per case
Duffy's 1842 Apple Juice, 1 doz. qts.	3.50
" " 2 doz. pts.	4.00
Anchor brand Golden Russet, 1 doz. qts.	3.75
" " 2 doz. pts.	4.25
Mott's brand Golden Russet, 1 doz. qts.	3.75
" " 2 doz. pts.	4.25

## CHEWING GUM.

Adams', counter jars, 100 5c. packages	2.75
" boxes, 20 packages	.55
Gee Whizz, 72 packs	.47
Fleer's Chiclets, 3 lbs., bulk	1.25
Spearmint, 20 packs, 100 pieces	.35

## RICE.

	Per lb.
Extra Fancy Head, XXXX, 100-lb. bags	.07 1/2
Fancy Head, 100-lb. bags	.06 1/2
Extra choice, 100-lb. bags	.05 1/2
Prime, 100-lb. bags	.05 1/2
Japan style, fancy, 100-lb. bags	.04 1/2
" choice, 100-lb. bags	.03 1/2
Java, fancy, polished, 100-lb. bags	.03
B. Fischer & Co.—	



Fischer's, choicest head, 1-lb. bags	.07 1/2
" 2 1/2 lb. bags	.07 1/2
Queen Quality head, 1-lb. bags	.07
" 3-lb. bags	.07
" 5-lb. bags	.07



Coffee appearances are deceptive, some that look good may not taste good in the cup and vice versa.

We guarantee to give you the exact goods you buy, not only once but all the time, and assure you when quality is considered our price will be the lowest.

Our reputation has been acquired through nearly one hundred years of fair business dealings.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## "As Good as the 'J. M.'"

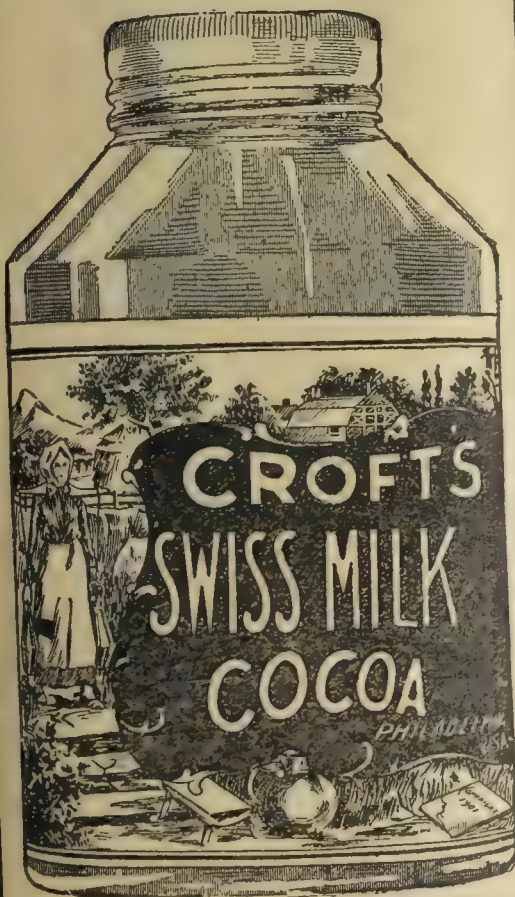


No delivery wagon built is as good as the "J. M.," though many are said to be. The makers of other wagons do the best they can, but they haven't our facilities.

The "J. M." wagon is the handsomest, longest-lived delivery wagon on the market. No other wagon manufacturer we ever knew rejected everything but second-growth hickory for wheels, as we do.

Write for our catalogue.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS. PHILADELPHIA, PA.



## WHERE *the* GLASS JAR COMES IN

The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market.

**Croft & Allen Co.**  
PHILADELPHIA, PENNA.

## Are you making any "Exton" effort?

Do you realize how easy it is to sell goods that are best known and known as the best? Exton Crackers are this kind. They

please in every instance, and a satisfied customer is the best advertisement you can have. Crisp with a crispness that remains. The flavor unexcelled.

And excellence unapproached. Ask your jobber. The name EXTON is easy to remember, and your profit will be satisfactory.



**A. EXTON & CO.,** = **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.



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SAUCES.

Les & Purrier	Per doz
Worcestershire, quarts.....	7.50
" " pints.....	4.90
" " 1/2 pints.....	3.60
Salder's—	
Chili, No. 16, 1 doz.....	1.35
" No. 8, 1 doz.....	1.40
Oyster Cocktail, No. 16, 1 doz.....	1.35
" No. 8, 1 doz.....	1.40
Worcester, Campbell's, No. 8, 1 doz.....	.90
North of England, No. 8, 1 doz.....	.85
Chef, 1 doz.....	.75

## SEEDS.

	Per lb.
Canary.....	.10
" bush, 60-lb.....	5.50
Caraway.....	.12
Celery.....	.16
Coriander, bleached.....	.05
Hemp.....	.15
" bush, 40 lb.....	1.85
Mustard, Brown.....	.08 1/2
Mustard, Yellow.....	.08 1/2
Poppy.....	.07
Rape.....	.07
" bush.....	3.00
Sunflower, per lb.....	.07

## SODA—BI-CARB.

	Per lb.
Babbitt's 1/2s, 25 lb.....	.05 1/2
Arm & Hammer, 1 lb. pkgs., 36 lbs.....	.05
" " 1/2 " 36 ".....	.05 1/2
" " 1 lb. and 1/2 pkgs., 36 lbs.....	.05 1/2
" " 1/2 " 36 ".....	.05 1/2
" " 1, 1/2 and 1/4 lb., 36 lbs.....	.05 1/2
Dwights, 1 lb. pkgs., 36 lbs.....	.05 1/2
" " 1/2 " 36 ".....	.05 1/2
" " 1 and 1/2 lb. pkgs., 36 lbs.....	.05 1/2
" " 1, 1/2 and 1/4 lb. pkgs., 36 lbs.....	.05 1/2
Swan, kegs 110 lbs.....	.01 1/2
Bi-Carb, bulk.....	.02 1/2

## MINERAL WATER.

	Per case
Sheboygan—	
Large, 50 in case.....	5.00
Small, 100 in case.....	7.50
Nips, 100 in case.....	6.50
Rebate of 50 cents per case on five-case lots.	

## SOFT DRINKS.

	Per doz.	Per case
Clequot Club Co.—		
Ginger Ale, extra dry, pints, 1 doz.....	2.10	
Sarsaparilla, extra quality, pints, 1 doz.....	2.10	
Blood Orange, extra quality, pints, 1 doz.....	2.10	
Birch Beer, extra quality, pints, 1 doz.....	2.10	
Lemon Soda, extra quality, 1 doz.....	2.10	
Root Beer, extra quality, pints, 1 doz.....	2.10	
Sheboygan Ginger Ale, 10 doz. crates or bbls.....	9.00	
Sheboygan Ginger Ale, 1 doz. in crate, per case.....	1.80	
Root Beer Extract, Hires', 1 doz.....	1.55	
Hires' Root Beer, Carbonated, 1 doz.....	.87 1/2	
Hires' Ginger Ale, Carbonated, 1 doz.....	.87 1/2	
Welch's Grape Juice, case quarts, 1 doz.....	4.25	
" " " pints, 1 doz.....	4.75	
" " " 1/2-pints, 3 doz.....	4.50	
" " " 4-ounce, 6 doz.....	5.00	
" " " 1/2-gallons, 8 bottles.....	5.00	
Schuhle's Grape Juice, quarts, 1 doz.....	4.00	
" " " pints, 2 doz.....	4.50	
" " " half pints, 3 doz.....	4.00	
" " " 4 oz., 6 doz.....	5.00	
5 per cent. discount on 5 case lots.		

## POLISHING AND CLEANING COMPOUNDS.

Kleenatub, 1/2 gross.....	2.50
Bon Ami, 10-cent size.....	1.50
Electro Silicon, 1 doz.....	.75
Puts Liquid, large, 3 doz.....	16.50
" " " 1 doz.....	1.45
" " " small.....	7.00
" " " per doz.....	.65
Puts Paste, large.....	.55

## LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs.	5 boxes.
Acme, Lautz Bros.....	100 75	3.35	
Ark, Fairbank.....	100	1.86	
America, C. F. Miller.....	72 90	2.90	
Best, B. T. Babbitt.....	100 75	3.80	
Borax, Dreydoppel.....	40 40	2.70	
" Naptha, Eavenson.....	100 br.l.	3.90	
" Pearl, Young & Co.....	100 br.l.	4.90	
" Novelty, Day & Frick.....	40 40	2.85	
" Red Seal, Tomson.....	100	4.00	
Bee, Colgate & Co.....	100	3.90	
Big Master, Lautz Bros.....	70	2.85	
" " " ".....	100	3.35	
Coal Oil Johnny.....	100	3.80	
Fels-Naptha, Fels & Co.....	100 75	4.00	
Flint Polish, Day & Frick.....	36 36	1.30	

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Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
" " " " "	50 small	1.95
Glycerine Tar.....	50	1.95
Ivory, P. & G.....	100 10 oz.	7.00
" " " " "	100 6 oz.	4.00
Lenox, ".....	100 12 oz.	3.50
Lifebuoy, Lever Bros.....	50	2.00
Marseilles, Lautz.....	100 6 oz.	4.00
Miller's, C. Miller & Co.....	100	4.00
Mayers, Elkinton.....	50	2.00
Mineral Scouring, Wrigley.....	100	3.35
" " " " "	27	1.00
New York City, Babbitt.....	60 60	3.15
Octagon, Colgate & Co.....	100 75	3.90
Oleine, P. & G.....	84 60	3.50
" Penna., Miller.....	60 60	2.00
" Phila., Lautz Bros.....	60 72	3.35
" Eavenson, Eavenson.....	84 60	3.50
" Conway, Conway.....	60 60	3.30
" Kirk's, Kirk & Co.....	60 50	2.75
" Monarch, Miller.....	60	2.30
" C. & C., Globe Sp. Co.....	60 5 ct.	2.25
Ozone, Fairchild & S.....	100 75	3.95
Polo, P. & G.....	120	2.50
Pound Bleacher, Day & Frick.....	60	2.65
P. & G. Naptha, P. & G.....	100 75	3.85
Quaker City, Eavenson.....	100 11 oz.	3.50
Sapolio, E. Morgan.....	365 gro.	9.00
" " " " "	725 gro.	9.00
Star, P. & G.....	100 75	3.50
Sunlight, Twin, Lever Bros.....	100	4.00
Scouring, Young & Co.....	48	1.85
Sunny Monday.....	100	4.00
Velvet, P. & G.....	100 10 oz.	3.85
White Chief.....	100	4.00
" " " " "	50	2.10
Windsor.....	100 100	4.00

Five box lots and over delivered freight prepaid at buyer's station, with the exception of Ark.

## Toilet Soaps.

American Queen Violets, 2 cakes in box, dz. bxs	.75
Fread Box Assortment, 85 cakes.....	3.00
Buttermilk Cosmo, per gross.....	7.00
Castile Conti, White, per lb.....	.17
Add one cent per lb. for Castile cut in cakes.	
Cutaneous Medicated, 3 cakes in box, per doz.	.70
Elder Flower, 5 1/2 oz. cake, 1 doz. box, per doz.	4.75
Fairy, 100 cakes.....	4.00
Glycerine, 50-5 c. cakes, per pail.....	2.00
Hand Sapolio, 1/2 gross, per box.....	2.25
Lava, 100 cakes.....	3.85
" 50 ".....	2.00
Miller's, per doz.....	.75
Pumiss, Jergens, 100 cakes, per box.....	3.85
Haskin's Pumiss, 365.....	1.40
Sewing Basket, 24-5 c. cakes.....	.88
Sweetheart, 50 cakes per box.....	1.95
" 100 ".....	3.60
Witch Hazel, 3 cakes per gross.....	3.60
Morrison Soap & Talcum, 2 doz. bxs., per case	4.75

## Soap Powder.

Brytine, 48 cans.....	3.25
Soapine No. 1, 36 15.....	2.50
" 2, 100 7-oz.....	2.50
" 3, 100 12-oz.....	4.10
Pearline, 36 10-cent 1-lb. pkgs.....	2.85
" 72 5-cent 8-oz. pkgs.....	2.85
" 100 4-cent 6-oz. pkgs.....	2.75
Gold Dust, 24 45.....	4.50
" 100 12-oz.....	4.00
Babbitt's 1776, 100 6 oz.....	2.50
Young's Pearl Borax, 60s.....	3.60
Snow Boy, 60 15.....	2.40
" 24 45.....	4.00
Kirkoline, 24 45.....	3.65
" 100s.....	3.30
Granma, 2 for 5, 100s.....	2.00
Bee, 100 1-lb. pkgs.....	3.90
Eavenson's Naptha Borax, Brown, 100 10-oz.....	3.90
" Blue, 100 12-oz.....	4.90
Imperial Cleanser, 6 doz.....	4.45
Star Naptha, 100 55.....	3.75
Miller's Powerine, 100s.....	3.75
Old Dutch Cleanser, 48 cans.....	3.40
L I X R Washing Tablets.....	5.20
La France Washing Tablets, 2 doz. boxes.....	5.00

## SPECIALTIES.

Anker's Bouillon Capsules.....	3.00
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## PURE GROUND SPICES.

Colburn's Philadelphia Mustard, D. S. F.—	
5-cent tins, 1 and 4 doz.....	.45
Dime size, 1 and 4 doz.....	.85
1/2-lb. net, tins, 1 and 4 doz.....	1.90
1/2-lb. net, tins, 1 doz.....	1.90
1-lb. net, tins, 1 doz.....	3.70
6 lb. cans, full weight.....	.23
10-lb. cans, full weight.....	.23

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Colman's Mustard, D. S. F.—	
1-lb. tins.....	per doz. 5.40
1/2-lb. ".....	9.70
1/4-lb. ".....	1.45
18-lb. kegs.....	.90
Pepper—	Bbls. Boxes. Cans.
Black, High Grade.....	.14 .15 .17
Black, Low Grade.....	.10 .11 .13
White, High Grade.....	.28 .30 .30
White, Low Grade.....	.17 .19 .19
Red, High Grade.....	.21 .23 .23
Red, Low Grade.....	.16 .18 .18
Cinnamon—	
High Grade.....	.22 .23 .25
Low Grade.....	.13 .14 .16
Cloves—	
High Grade.....	.22 .23 .25
Low Grade.....	.17 .18 .20
Allspice—	
High Grade.....	.11 1/2 .12 1/2 .14 1/2
Ginger—	
High Grade.....	.25 1/2 .26 1/2 .28 1/2
Low Grade.....	.12 .13 .15
Mace—	
High Grade.....	.75 .77
Nutmegs—	
High Grade.....	.30 .32
Mustard—	
Yellow, High Grade.....	.19 .20 .22
Yellow, Low Grade.....	.14 .15 .17
Brown, High Grade.....	.14 .15 .17
McCormick & Co.—	Per doz.
Bee Brand—Pepper, Cinnamon, Mustard,	
Cloves, Ginger, Allspice.....	1/2-lb. cartons .40
" " " " ".....	1/4-lb. cartons .75
Banquet Brand—Mustard, Cinnamon, Pep-	
per, Cloves, Ginger, Allspice.....	1/2-lb. cartons .35
" " " " ".....	1/4-lb. cartons .70
Bee Brand, in canisters, above assortment,	
No. 45 size.....	.45
No. 90 size.....	.85

## Mustard—Prepared.

	Per doz.
Campbell's, jar, 1 doz.....	.90
Campbell's, with spoon, new.....	.90
Gulden's, No. 6, with spoon, 1 doz.....	1.05
Beer Mug, fancy, large size, 1 doz.....	.75
Milk Jar, glass top, 1 doz.....	.80
Water Tumblers, glass, No. 10, 4 doz.....	.45

## WHOLE SPICES.

	Per lb.
Pepper, Black.....	.10 1/2
Allspice.....	.07
Cloves.....	.15
Mace.....	.58
Nutmegs, large.....	.20
" medium.....	.17
Cinnamon Bark, Canton.....	.16
" Java Thin Quills, 5-lb. rolls.....	.34
" Saigon.....	.60
Whole Mixed Spices, bulk, 6-lb. boxes.....	.12
Green Ginger Root.....	

## CORN STARCH.

Davis, 48 5-cent packages.....	per case 1.80
" 36 10-cent ".....	2.70
Duryea's, 40-lb., 1-lb. packages.....	.08 1/2
" 20-lb., ".....	.08 1/2
Niagara, 40-lb., ".....	.05 1/2
Cream, 48-lb., ".....	3.60
Kingsford's, 40-lb., ".....	.07 1/2
" 20-lb., ".....	.07 1/2

## LAUNDRY STARCH.

Argo, Gloss, 24 5-cent packages.....	.92
Gilbert's Laundry, 40-lb. boxes.....	.03 1/2
" Patent Gloss, crates, 12 6-lb. wd. bxs.....	.06
" Linen Gloss, 3-lb. cartons.....	.05
Kingsford's, Pure, 3-lb. cartons.....	.06 1/2
" Pure Gloss, 40 1-lb. packages.....	.06 1/2
" Silver Gloss, 12 6-lb. wd. bxs.....	.08 1/2
Duryea's, Superior, 3-lb. cartons.....	.06 1/2
" Satin Gloss, lb. packages.....	.07 1/2
" Superior B, bulk.....	.04 1/2
" Satin Gloss, crates, 12 6-lb. wd. bxs.....	.08 1/2
Niagara, laundry, 50-lb. bulk.....	.03 1/2
" 1-lb. packages, 48 lbs.....	.05 1/2
" 3-lb. cartons, 48 lbs.....	.05 1/2
" 6-lb. boxes.....	.06
Celluloid, 64 10-cent packages.....	4.75
" 64 5-cent ".....	3.40
Elastic, 64 10-cent packages.....	5.20
" 64 5-cent ".....	3.60
Dreydoppel's Mourning Starch for black goods,	
36 packages.....	per package .08
Starch Polish, 20 cakes.....	per box .60

## STOVE POLISH.

	Per gro.
Enameline Paste, small, 1/2-gross.....	4.50
" " large.....	7.20
" " liquid, large.....	7.20
" " small.....	5.25

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Mason's Stove Polish, large.....	per doz. .75
" " regular.....	1/2 gro. 1.15
Electric Paste, 1/2-gross boxes.....	4.50
Magic Paste, 1/2-gross boxes.....	4.75
Climax Enamel, 1/2-gross.....	per gross 10.50
Black Jack, 1/2-gross.....	7.50
Rising Sun.....	" 7.75
Sun Paste, 5-cent size.....	" 4.80
" 10-cent size.....	" 7.00
X-Ray Stove Polish—	
5-cent size, No. 5, per box of 1/2-gross.....	1.05
Per box of 1/2-gross.....	9.50
14 dozen to gross.....	5.00
10-cent size, No. 10, per box of 1/2-gross.....	2.05
Per box of 1/2-gross.....	4.50
Per gross.....	9.00

## SUNDRIES.

Bird Food—	
Crystal, 40 packs, round.....	per pkgs. .04 1/2
Excelsior, 24 packs.....	.06 1/2
McAllister, 36 packs.....	.06
Gold Medal, 24 packs.....	.05 1/2
Bird Gravel—	
Red or White, small, pkgs.....	per doz. .35
Red, large, 36 pkgs.....	" .70
Silver, small, 36 pkgs.....	" .35
" large, 36 pkgs.....	" .70
Bath Brick, 25 bricks.....	per box .65
Toothpicks, Eureka, 100 boxes.....	case 1.85
" Perfection, 1 doz.....	per doz. .45 1/2
Royal Glue, 1 doz.....	per doz. .85
Paist's Glue, 1 doz.....	per doz. .40
Carpet Tacks, Wooden Keg, 1/2-gross case,	
assorted, 6, 8, 10s.....	per case .90
Carpet Tacks, Silver Steel, 4-oz.....	per doz. .06
6-oz.....	.06 1/2
8-oz.....	.07 1/2
10-oz.....	.08 1/2
12-oz.....	.09 1/2
Marting Tacks—	
No. 10, steel.....	per doz. .10
No. 11, ".....	" .12
No. 12, ".....	" .14
Flit-Stickon, Fly Ribbon.....	per gross 4.80
Flit-Stickon, 1/2 gross display carton.....	1.20
Ely Paper, Tanglefoot.....	per case 2.70
" Sticky, 10 cartons.....	0.15
Stickite Fly Paper, 100.....	per case 3.00
" 10 cartons.....	" 3.35
Wax, White and Yellow.....	per lb. .30

## ROPE, TIE YARN, ETC.

Emory Cotton Rope, 20 yds. to lb.....	per lb. .06 1/2
" " Clotheslines, 50-ft. hanks.....	dos. .75
Cleveland, extra fine cotton twine.....	per lb. .10
Orange Brand, fine cotton twine.....	" .12
Texas Medium, cotton twine.....	" .16
Cotton Candle Wick.....	" .20
Colored Twine, 8 balls to box, 1 lb. to box.....	" .25
Fine Hemp Twine, 8 balls to lb. in 5-lb. bunched.....	" .20
Coarse Hemp Twine, 8 balls to lb. in 5-lb. bunched.....	per lb. .16
Best Jute Rope, 16 yds. to lb.....	.07
Best Jute Plow Line, 8 yds. to lb.....	" .07
Jute Clotheslines, 50 ft. to hank.....	per doz. 1.60
" 100 ft. to hank.....	1.70

## SYRUP AND MOLASSES.

<b>N. O. Molasses.</b>	
<b>NEW CROP, 1908.</b>	
Special, extra fancy, No. 736 .....	.45
Fancy, No. 748 .....	.38
Choice, No. 753 .....	.37
Cane Juice .....	.45
Black Strap .....	.35
B. H. F., Horse Food Molasses .....	.35 1/2



For the Retail Grocer

## Swift's Pride Cleanser

In large sifting-top cans.  
50 cans to the case.  
Always \$3.00 per  
case your cost.

Retails 10 cts.

A handsome shelf  
package.  
The top notch of clean-  
ser quality.  
A big-profit staple—it re-  
peats permanently.  
Advertised nationally.

Order from your wholesaler or from any  
Swift & Company  
Branch House



## CASH is the Thing

in your business. The merchants who use

Forbes' Indexed Coupon Books  
are the ones who do the cash business  
because the system makes your cus-  
tomers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves  
95 per cent. of book-keeping expense.  
Ask me how to save money on ac-  
counts and increase your cash trade.

Ask any one of the whole 5000  
satisfied dealers who use it

J. P. FORBES, Coshocton, Ohio



## Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

## SOAPS

Young's Scouring  
Soap  
Cygnets Soap

CHAS. W. YOUNG & CO.

ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

## IF YOU ASK YOUR CUSTOMERS

which they prefer—foods containing ques-  
tionable coal tar drugs or the kind that are  
absolutely pure, you will speedily get your  
bearings on the Benzoate of Soda question,  
Then ask them what they think of

## HEINZ 57 VARIETIES PURE FOOD PRODUCTS

(THE KIND THAT CONTAIN NO PRESERVATIVES)

Our stand for purity in food products is well  
known and the consumer has absolute confi-  
dence in the 57 Varieties.

Don't you think it's pretty good business to  
take advantage of this established confidence?

H. J. HEINZ COMPANY

New York

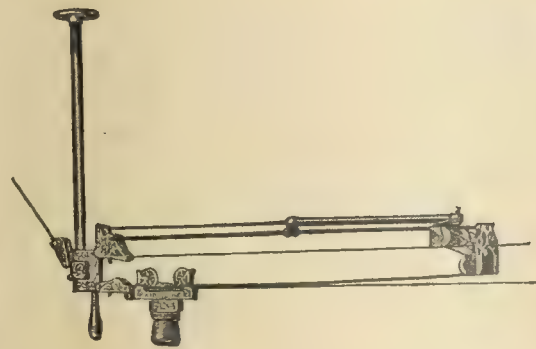
Pittsburgh

Chicago

London

## LAMSON

*Air Line*



## CASH CARRIERS

Keep a check on your sales

Fix responsibility—lessen labor—reduce  
selling expenses—give quick service—  
please your customers.

*Bulletin E explains all.*

Lamson Consolidated Store Service Company

BOSTON

Philadelphia Office, No. 500 Penn Mutual Building

## SERVICE



**Best, for confectionery .....** **2.60**

Selser's, lunch bottles, 2 doz.....	per doz.	.95
Selser's, medium bottles, 2 doz.....	" "	1.35
Schimmel's, ro-oz. bottles, 2 doz. in case.....		1.45
" " " " " " .....		.95

New England Maple Syrup Company.

Jockey Club, Mason's Quart Jars—	Per doz.
4 doz. in barrel.....	.92½
1 doz. in case.....	.95
Lyle's Imported, No. 3 cans, 2 doz.....	1.90
Globe, No. 2 tins, 3 doz.....	.85
Globe, No. 2½ tins, 2 doz.....	1.00
Globe, No. 5 tins, 1 doz.....	1.95
Globe, No. 10 tins, ½ doz.....	1.80
Banner, in jars, compound.....	.92½
White Clover, in jars, compound.....	.95
*Karo, 10-cent size, 2 doz..... per case	1.90
Karo, 25-cent size, 1 doz..... "	.35
Duff's Molasses—	Per doz.
Gal. cans, screw cap, ½ doz. to case.....	6.60
½-gal. cans, screw cap, 1 doz. to case.....	3.50
Qt. cans, screw cap, 2 doz. to case.....	1.85
Palmetto—	
No. 10 cans, short gal., screw cap, ½ doz. to case.....	5.30
No. 5 cans, short ½-gal., screw cap, 1 doz. to case.....	2.80
Full qt. cans, plain top, 2 doz. to case.....	1.40
No. 3 cans, 2 lb. size, plain top, 3 doz. to case.....	.97½
Red River—	
No. 2½ cans, 2½ lb. size, plain top, 2 doz. to case.....	1.00
Stromeyer's—	
Penn Mar Table Syrup, rs.....	4.20
Penn Mar Table Syrup, 2s.....	3.60

Towie's Log Cabin Cane and Maple Syrup— Per doz.	
Gal. cans, 6 in case .....	13.50
½-gal. cans, 12 in case .....	7.25
Qt. cans, 24 in case .....	4.12½
Pt. cans, 24 in case .....	3.50

Qt. bottles, 12 in case.....	4.50
Pt. bottles, 24 in case.....	3.50
Fives bottles, 24 in case.....	3.75
Jacket cans.....per gal.	1.00
Vermont, gal. tins.....per gal.	1.25
“ ½-gal. tins.....	7.75
Hazen's, qt. bottles.....	4.00
“ pt. bottles.....	3.40
New England Maple Syrup Company.	
“Golden Tree” Pure Syrup—	Per doz.
Square bottles, 3 doz. in case.....	2.40
Fruit jar, 3 doz. in case.....	2.40
Medium, 2 doz. in case.....	1.50
Small, 3 doz. in case.....	.90
Square full gals., ½ doz. in case.....	10.50
Square full ½ gals., 1 doz. in case.....	6.00
5-gal. jacketed cans.....	4.30

	Per doz.
Little Gem, parlor, 2 string.....	4.15
N U, No. 6, split handles.....	3.50
Leader, No. 6, 3 string, red handles.....	3.65
Princess, No. 4, fancy handles.....	4.50
Whisks, 2 sewed.....	1.20
Factory, heavy.....	4.75

No.		Per doz.
69,	Good Enough, double, spring protector...	3.65
57,	Peerless, double.....	3.50
110,	"    single, spring protector.....	3.30
80,	Seal Globe, double, swing protector.....	3.10
100,	Northern Queen, single, protector.....	3.00
126,	Ruby, single.....	1.90
130,	Little Gem, pail board.....	1.35
148,	Celery City.....	2.75

	Per doz.
O. G., 2 wire hoops.....	1.60
" 3 wire hoops.....	1.75
Pine, 2 hoops, flat.....	1.50
" 3 hoops, flat.....	1.65
Galvanized, 12 qt.....	1.75
" 14 qt.....	1.90
Indurated Fibre.....	2.40

No.	Per M
1, Solid oval.....	1.10
2, ".....	1.45
3, ".....	1.65
4, ".....	2.15
1, Wire ends.....	1.15
2, ".....	1.50
Picnic Plates, 8 in.....	2.20
"        9 in.....	2.50
Crates contain 250 each.	

5 gross.....	Per box.
Tibbals Clothesline Hooks.....per doz.	.52 .35

<b>Perfection</b>	.....	<b>1.00</b>
" <b>to sets fillers</b>	.....	<b>.35</b>
<b>Standard, 12 sets fillers</b>	.....	<b>1.50</b>
<b>Star Egg Carriers, No. 1, 2 doz.</b>	per doz.	<b>.25</b>
" <b>No. 2</b>	"	<b>3.50</b>
<b>Star Egg Trays, No. 1, 1 M</b>	per M.	<b>3.00</b>
" <b>No. 2</b>	per doz.	<b>4.50</b>
<b>Divisions</b>	doz. sets	<b>.35</b>

No.	Per doz.
22, White corner .....	.75
23, Medium size .....	.85
27, Large .....	1.10
313, Marble, medium size .....	.90
oc, White, Snap .....	.45
Handy House .....	.48
Jersey Milk Can .....	2.00

No.	Per doz.
3, Straight Block, wood handle.....	.90
2, X, crescent shape.....	1.75
1, Grey fibre, strap handle.....	1.20
2, " " " ".....	1.65
6, Extra quality, all hair.....	2.75

No.	Per doz.
0, Mexican Fibre .....	.90
1, " large .....	1.30
2, Bristle outside .....	1.65
3, All bristle .....	1.75
46X, All bristle, extra value .....	2.15
x8, All bristle, spotted white .....	2.80

No.		Per doz.
5, 6 in.	White tampero.....	.40
7, 7 in.	".....	.48 1/2
8, 8 in.	".....	.47 1/2
5, 5 in.	Family, extra heavy.....	.80
8, 6 in.	".....	.91
10, 7 in.	".....	1.10
12, 8 in.	".....	1.25
6, 5 in.	A., hair bristle.....	1.40
8, 6 in.	".....	1.65
10, 7 in.	".....	2.00
12, 8 in.	".....	2.35
6, 5 in.	Ideal, all bristle, 3 row.....	1.90
8, 6 in.	" " 3 row.....	2.25

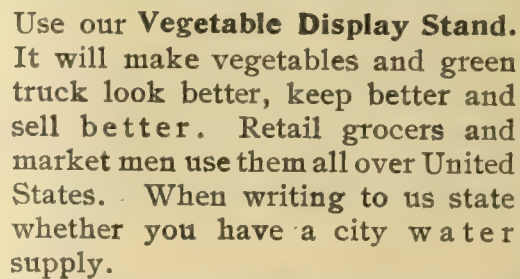
No.	Per doz.
7K, Fibre, wire drawn .....	.90
21, All hair, wire drawn .....	2.25
28, White, wire drawn .....	2.90
1, 7 in., All hair, flat end .....	2.05
22, 7 in., Mixed, round end .....	2.70
11X, 7 in., All hair, round end .....	2.35

	Per lb.
Deer Skin, 9 and 16 lb.....	37
Jolly Tar, 5, 10, 15 and 25 lbs.....	39
Newsboy.....	39
Old Honesty.....	43
Piper Heidsick.....	44
Spear Head.....	44
Standard Navy.....	37
Toddy.....	35
Vinco.....	38
Town Talk.....	39

	Per lb.
Duke's Mixture.....	30
Greenback.....	32
Green Turtle.....	32
Honest.....	30
Polar Bear.....	30
Sensation.....	39
Wild Rose.....	39
Omega.....	31
Union Leader.....	39
Fashion.....	39
G. & A. Navy.....	35
Hot Ball.....	27
Miner's Extra.....	35
Pipe Smoking.....	36
Red Man.....	23

Compressed .....	per doz.	.18
Magic, 1½ doz. packages.....	per box	.38
Yeast Foam, 1½ doz.....	"	.18

**Shinn & Kirk**  
1400 SPRUCE ST., PHILA., PA.



**GALESBURG CORNICE WORKS** 81 COX STREET  
GALESBURG : ILLINOIS

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT ST., NEW YORK  
ESTABLISHED 1897





Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, April 4, 1910.

No. 14.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

ELTON J. BUCKLEY,  
Editor.

DAVID EZEKIEL,  
Advertising Manager.

WILLIAM H. NAYLOR  
Circulation Manager

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## April Will Bring Battle Royal Between Butter and Oleo

Hearings on Bill to Reduce Oleo Tax to Two Cents Per Pound Set for April 20th. National Retail Grocers' Association Working in Oleo's Cause.

The "Grocery World and General Merchant" has received information during the week that in the month of April Washington is going to witness the warmest conflict between the butter and the oleo interests that has ever been waged in this country. April 20th has been fixed upon for the date on which the House Committee on Agriculture will hear argument for and against the bill to reduce the tax on oleomargarine. These hearings will probably last several days, and all the interests affected will be heard. The butter side will be presented by the National Creamery Men's Association, the National Grange and several State Granges. The oleomargarine manufacturers will take care of their side, aided by the cotton oil interests of the South, and the National Retail Grocers' Association. The fact that the latter organization is working tooth and nail for the reduction of the tax was stated in a recent issue.

Much information concerning the National Association's connection with the campaign, and also of the campaign itself, is contained in the following letter from National Secretary Green to the editor of this paper:—

I take it for granted that you know that a resolution was adopted at the Portland convention authorizing the officers of the National Association of Retail Grocers to present a bill to Congress which should repeal the act placing a ten-cent tax on colored oleomargarine. Some time before Congress met in December I had prepared a bill to present and submitted it to President Sullivan.

The bill has not yet been presented.

I also have a copy of the bill which was to have been presented by the Secretary of the Treasury. Mr. A. S. Burleson, of Texas, put in a bill along the lines which we might adopt, but like yourself it did look to me as though there wasn't any chance for a bill, but after having a talk with the Secretary of the Treasury and with Mr. Burleson, we were inclined to think that the chances were very favorable at this time for something being done and if not done at this session of Congress, would be in such shape as to push it along after the next Congress convened.

I have kept in constant communication with Mr. Burleson and the

sentiment is so strong in favor of a reduction or the entire elimination of the tax at the present time that a hearing has been granted. I have published a letter and have sent hundreds of them all over the country, copy of which I send you enclosed. It has appeared in the Bulletin and last Thursday we met the Executive Council American Federation of Labor in Washington, and asked them for their support in the matter. They are now taking it under consideration. If they go with us I believe we can pass this bill. The entire grocery trade of the United States demand it.

Millions of pounds of oleomargarine has been sold for butter at the price of two or three cents per pound less than any legitimate, honest retailer could sell butter for.

This is realized by everyone in the business, and if the National Association was in error in instructing its officers in obtaining results along these lines, we are not to blame for it.

Mr. Burleson is Representative Burleson, of Texas, who is the author of the bill reducing the tax on colored oleo from 10 to 2 cents per pound.

The arguments of the oleomargarine interests will be 1—The need of some butter substitute as shown by the high price of butter; 2—The wholesomeness of oleomargarine; 3—The fact that the present high tax incites to fraud instead of preventing it.

The butter men will claim that the oleomargarine business has always been a fraudulent business, but that the 10-cent tax has greatly reduced the fraud. A reduction of the tax, they will assert, will simply open the door to all the fraud that existed before.

## A Philadelphia Wholesale House Doing Missionary Food Work Among Consumers

Exploits Set of Posters Showing How Adult Person Can Live on Sixteen and One-half Cents a Day. Purpose is to Nudge Consumers Into Buying Particular Foods.

The Philadelphia wholesale grocery house of Schwenk & Caldwell are exploiting various staple foods through some novel posters, which are distributed among the retail trade wherever they are wanted. The posters are supposed to be put up in retail stores and to pointedly call the consumer's attention to the food value of certain products, and in some cases to their cheapness.

The "Grocery World and General Merchant" has obtained a set of the posters in question and reproduces them below as matters of trade interest. In the original they are about the size of ordinary hand bills. The poster "The Cost of Living Has Not Advanced," which shows how one person can eat three meals a day at a total cost of 16½ cents, while not calculated to make the mouths of people water who have been accustomed to feed birds or canvas back duck, nevertheless is based on absolute facts and sound reasoning:—

No. 1.

### THE COST OF LIVING HAS NOT ADVANCED

IF YOU PURCHASE YOUR GROCERIES FROM

SCHWENK & CALDWELL.

BREAKFAST.

Oatmeal .....	1/2c.
Lily mackerel .....	2 1/2c.
Clover coffee .....	1/2c.
Bread and butter .....	1c.
Total .....	4 1/2c.

LUNCH.

Clover rice soup .....	1/2c.
Clover mince pie .....	1c.
Clover Coffee .....	1/2c.
Bread and butter .....	1c.
Total .....	3c.

SIX O'CLOCK DINNER.

Rosedale frizzled beef .....	2c.
Boiled potatoes .....	1c.
Clover corn .....	1c.
Clover rice pudding .....	1c.
Bread and butter .....	1c.
Clover tea .....	1c.
Sugar, spices and milk, 3 meals, per day .....	2c.
Total .....	9c.

Total Cost of Meals Per Day, 16½c.

No. 2.

### A BREAKFAST

Is Not Complete Without MACKEREL

Better and Much Cheaper Than Meat

WHY NOT TRY THEM?

No. 3.

EAT MORE RICE and be Healthy.

ASK FOR

ROSEDALE, LILY OR CLOVER PACKAGE RICE

AND THEN YOU GET THE BEST.

No. 4.

EAT DRIED FRUITS and Save Doctor Bills.

PEACHES, APRICOTS, PRUNES, RAISINS, NECTARINES, ETC.

Witness Says Meat Will Surely Go Higher.

Western Cattle Expert Tells Senate Committee that Cattle Raising is Declining and Unless Some Incentive to Enter it is Provided Meat Will Get Scarcer and Higher.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 31, 1910.

The Senate Committee on Food Conditions held one meeting during the week—on Wednesday. Only one witness was examined, Samuel H. Cowan, counsel for the American National Live Stock and various other live stock organizations. Mr. Cowan said meat was going higher instead of lower, as the supply is inadequate for the demand. In explanation he said that there is not enough incentive for men to go into the business of raising cattle, and that instead those who are in the business are going out one by one.

The witness told of waste land that has since become irrigated and taken up by syndicates, cut into small farms and sold for vegetable raising, and establishing town sites. This land, he said, which once sold for about \$1 per acre, is now bringing \$15. Under such conditions as these the large cattle rangers are selling their stocks and their lands that they might realize this profit.

But, he said, to increase the supply of meat animals, we must first create an incentive to raise such animals. If the tariff is

ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



# \$200.00 For Grocers' Ideas

MR. GROCER:—

Think of some idea for increasing the sale of Liquid Veneer in GROCERY STORES. Any little selling plan that you can think of may win you a prize in good American gold.

Your idea must be submitted before July 1, 1910.

For the best suggestion we will pay	-	\$75.00 in gold
For the 2d best we will pay	-	35.00 in gold
For the 3d best we will pay	-	20.00 in gold
For the 4th best we will pay	-	15.00 in gold
For the four next best \$10.00 each, total		40.00 in gold
For the three next best \$5.00 each, total		15.00 in gold

Total 11 prizes amounting to - \$200.00 in gold

## For Your Information

This contest is confined strictly to retail grocers, because Liquid Veneer should be handled altogether by the grocery trade. It is bought by women who use it all the year around for dusting, cleaning and polishing woodwork, furniture, pianos, picture frames, floors, etc. It is just as much a grocers' article as laundry soaps, scouring soaps, soap powders, bluing, ammonia, etc. Many grocers are handling it with great success, but some think that because it cleans and polishes woodwork and furniture it should be handled by the furniture dealer. Liquid Veneer sells to housekeepers, and grocers are in much closer touch with housekeepers than any other class of merchants. The housekeeper orders grocery supplies a hundred times where she only orders furniture or other articles of merchandise once, and if she can procure Liquid Veneer from her grocer she will naturally include it in her order and buy a much greater quantity in the course of a year than she would from any other trade.

## Your Customers Use Liquid Veneer

Many of your customers already use Liquid Veneer. Why should they not buy it from you instead of going elsewhere for it? By forcing them to go to other dealers you not only lose the sale of Liquid Veneer, but other trade that you might just as well have and sometimes you even lose your customer entirely.

## Facts to Stimulate Ideas for Suggestions

We invite you to submit some good, simple, practical idea or scheme to increase sales of Liquid Veneer for the grocer;

some effective display method for him, some way to profitably distribute the splendid typewritten advertising letters which we furnish him, free of charge, when he orders Liquid Veneer, or any other idea that may occur to you.

## Our Silent Salesman

As an illustration of what may be done we have ourselves lately devised a means of increasing grocers' sales 1,000%. This is a positive fact. We refer to our "Silent Salesman," meaning the unique Liquid Veneer Counter Case which is now given absolutely free to grocers with every dozen of the 4-ounce or 12-ounce size.

The inside of the cover of each case bears a strong and striking advertisement of Liquid Veneer. Different cases show different advertisements, many of them effectively illustrated. We are constantly increasing the number of different advertisements, so that when a grocer receives a shipment of the goods he will be able to conduct a complete advertising campaign right on his own counter, and at the same time connect himself directly with the national advertising campaign which we are conducting in housewives' publications.

## Some Facts to Remember

About five million housewives are now using Liquid Veneer, many of them using it every day to do their household dusting. Applied with a dusting cloth, Liquid Veneer draws the dirt and dust from every nook, corner and crevice, carries it all away at one sweep of the cloth, and leaves all surfaces with a beautiful, high, glossy newness.

## Non-competitive

Liquid Veneer does not compete with or displace a single article the grocer already has in stock. How different from the various breakfast foods, soaps, teas and canned goods, each competing with others of the same class. Liquid Veneer yields the grocer a clear profit of 50% on his investment and 33⅓% on sales.

## Send In Your Ideas

Don't hesitate—send in your ideas; you may win a prize. Address "Manager Prize Competition, Buffalo Specialty Company, 352 Ellicott Street, Buffalo, N. Y." And remember that the greatest proposition for grocers, in the line of a widely advertised household article that makes every housewife enthusiastic, in unquestionably

# LIQUID VENEER



taken off, while it would let in any number of Mexican and Canadian cattle, it would kill the industry in the States and force the cattle ranger out of the business. This would only be to destroy the industry and not to build it up, and after all the matter should be regulated by the laws of supply and demand.

Mr. Cowan said that the cattle rangers are not making as much off their investments to-day as they were making in 1904, although the price they obtained for their cattle is much more. With the cutting down of the grazing lands cattle must be corn-raised, and since the price of food has gone up this is almost a losing proposition. The farmers cannot get the men to harvest their crops, because in the first place wages are too high, and besides it looks as though all the hands have other jobs which they do not desire to leave. The ratio of cultivated land, he said, has not by any means increased in the same proportion as our population. To substantiate this statement he gave some broad statements on the growth of cities in the West and of the population of the same.

Taking one specific example of a cattle raiser, he said that the man sold his cattle in 1904 for \$17 per head; in 1905 for \$18; in 1906 for \$20; and \$22, \$23 and \$25 during the three years following respectively, and for as much as \$28 per head during the present year.

HOLT.

## ASSOCIATION NEWS.

### Hutchinson, Kan.

At the last meeting of the Hutchinson (Kan.) Retail Mercantile Association a motion was unanimously passed to the effect that no dealer will accept any orders secured by canvassing the town for any article unless the scheme has before the canvass is made been submitted to the association and secured its endorsement. This action will be made plain to each dealer in Hutchinson, and will be advertised in the Hutchinson papers, so that all consumers will know it is wasting time to order what notes of the canvasser who cannot show signed credentials from the mercantile association.

## National Secretary Green Went to Washington for Three Things

**Asks Senate to Force Bankrupts to Pay Grocery Bills in Full. Pleads Before Senate Investigating Committee that Retail Grocer is Not Responsible for High Prices. Asks Labor Federation to Work for Oleo Tax Repeal.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

March 31, 1910.

On Tuesday, March 22, at 10 o'clock I appeared before the Sub-Judiciary Committee of the Senate, who have in charge the Sherrill bill to amend the Bankruptcy Act.

When I arrived I found the room full of credit men and judges of the District Court of New York, as well as special representatives of the National Credit Men's Association. I was accompanied by the Honorable Patrick F. Gill, member of the House of Representatives and a grocer from the city of St. Louis, as well as Mr. Percy Patrick, secretary of the local association of Washington, D. C.

The credit men consumed the entire time of the morning, but through the courtesy of Senator Warner, of Missouri, I was allowed to present our case to the committee before adjourning. I earnestly asked that the necessities of life be exempt or, in other words, that bills for the necessities of life should not be considered when settling a bankrupt's account. That even though he would be discharged from bankruptcy in every other line, it should not relieve him from the bills for the necessities of the household. If this could not be considered, from a constitutional standpoint, then that the bill should be amended to the extent that unless a person had bills amounting in the aggregate to over \$500, that he could not become a voluntary bankrupt.

The credit men agreed before the committee that they did not oppose this amendment; however, the hearing was not completed and will be resumed again on Tuesday morning, March 29th, at which time the Honorable Patrick F. Gill will look after our interests before the committee.

In the afternoon of the same day, at 2 o'clock, I was sub-

poenaed to appear before the Senate Committee to testify in regard to the high cost of living. I had shipped from Cleveland, by the courtesy of the William Edwards Co., a case of goods with which to make a grocer's display, other goods I bought in Washington.

This consisted of canned tomatoes, corn and peas of the 10-cent variety. Also canned peas, corn and peaches of the 15-cent variety. Canned peaches of the 25-cent grade. Canned salmon, canned sardines, bottles of catsup, packages of currants raisins and rice. Three kinds of prunes, two grades of evaporated peaches and of evaporated apricots. A package of rolled oats and two pounds of rolled oats. Package of crackers and loose crackers, with which to make a distinction of sanitary and unsanitary comparison. Had also two packages of oleomargarine, colored and uncolored.

I began my testimony by the comparison of prices twenty-seven years ago, of which I had a book containing the figures and the prices as they are to-day. Also comparing conditions from a business standpoint at that time and as they are to-day.

I also presented a resolution adopted at the English convention regarding the scarcity of bacon and the urging of the British Parliament to adopt some measures that would increase the production of hogs, which would show that the increased price of salt and smoked meats usually kept by the grocer was not confined to this country alone, but that the same conditions existed in all parts of the world.

My examination concluded at ten minutes of five, all of the Senators of the committee asking pointed questions, to all of which I answered without hesitation, and I have reason to believe to the advantage of the men I represented.

On Thursday morning, March 24th, President T. P. Sullivan and

myself appeared before the Executive Council of the Federation of Labor and took up with them the question of repeal of the tax on oleomargarine. President Sullivan reviewed at length the conditions existing, saying that the tax was an incentive to fraud. That it was the means of unjust competition and earnestly solicited their aid in bringing about a reform in this connection. He was ably assisted by Mr. C. P. Haley, secretary of the National Association of Master Butchers of the United States.

After presenting our case, President Gompers, of the Council, announced that they would take the matter under consideration.

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In answer to the letter of protest sent the publishers of the "Ladies' Home Journal," regarding the article "How Housewives Are Cheated" in the March issue, I have received the following:—

March 23, 1910.

My Dear Sir:—Let us hasten to assure you that Mr. Bok certainly had no deliberate intention of doing any injustice to the grocers throughout the country. I am confident that when he read the article in which you take exception he had in mind at the moment only those individual dealers concerning whom our contributor professed to have knowledge. However, quite likely he would prefer to speak for himself in this matter, and I shall take good care that your letter is passed along for his personal attention the first time he is at the office.

Yours very truly,

WM. V. ALEXANDER.

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Our attention has been called to the fact that the heads of the department having in charge the carrying out the provisions of the Food and Drugs Act of June 30, 1906, have from time to time given in public interviews their opinion in regard to several food products which have been detrimental to the welfare of the trade at large and the commodity in question.

While this has been given out as a personal interview, yet coming from a Government official, it has been accepted by thousands of people as facts. Tea and coffee have been both declared injurious to the health as well as some other articles usually kept by the retail grocer and it is on this account that the following resolution was passed by the St. Louis Retail Grocers' Association:—

Whereas, Section 4 of the Food and Drugs Act of June 30, 1906, provides in cases of violation, "after



judgment of the court, notice shall be given by publication in such manner as may be prescribed by the rules and regulations aforesaid" and

Whereas, Unauthentic published statements regarding articles of food and drugs, are harmful to the commercial interests of the United States and tend to bring into disrepute, merchants and manufacturers, who are earnest in their desire for the proper enforcement of the Food and Drugs Law; therefore, be it

Resolved, That the St. Louis Retail Grocers' Association affirms its belief in the Food and Drugs Act of June 30, 1906, as a wise and salutary measure, when judiciously enforced, but deprecates the publication of any proceedings under said act until after conviction, or in the case of questions referred to, the Referee Board of Consulting Scientific Ex-

perts, until after its findings have been reported to the Secretary of the Department of Agriculture, or until the publication is made by the direction of the Secretary of the Department of Agriculture, otherwise arbitrary opinions expressed by chiefs and subordinates, and given publication under privilege of office, are generally accepted by the public as having all the weight and authority of a final order from a department of the Government.

That a copy of these resolutions be addressed to the President of the United States, and Secretary of the Department of Commerce and Labor, and every member of Congress.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

## Secretary Wilson Warns Grocers Not to Sell Bleached Flour

**Says Southern Court has Decided it to be Injurious and the Government Intends to Go After Everybody Making or Selling it.**

Judging from a notice sent the "Grocery World and General Merchant" by Secretary Wilson, of the United States Department of Agriculture, during the past week, the Government intends to completely stamp out the practice of artificially bleaching flour. Every retail grocer is interested in this subject, as most flour has been bleached in the past, and all of it has of course been distributed through the retail trade. Some brands are still being bleached, and the retailer who sells them is criminally responsible under the Federal law, unless he has a guarantee from the manufacturer, and if he sells in the original packages.

The text of the department's notice is as follows:—

To Manufacturers, Vendors and Consumers of Bleached Flour:—

Flour bleached by the Alsop process contains added poisonous and added deleterious ingredients which render the flour injurious to health.

Flour bleached by the Alsop process contains a substance known as nitrites, which reduces, lowers and injuriously affects the quality and strength of the flour.

Flour bleached by the Alsop process is mixed, colored and stained in a manner whereby damage and inferiority are concealed.

For these reasons flour bleached by the Alsop process is adulterated within the meaning of the Food and Drugs Act of June 30, 1906.

So decided Judge Rufus E. Foster on March 15, 1910, in the case of the United States of America, libellant, v. 420 sacks, et als. of flour, in the United States District Court for the Eastern District of Louisiana.

There was also involved in this case the issue of misbranding, and the decree of the court was that the flour was misbranded. Your atten-

tion is called particularly, however, to the adulteration feature because of the misleading circular which is being distributed by the Alsop Process Company in an effort to induce manufacturers of flour to continue to violate the Food and Drugs Act. An attorney of the Alsop Process Company, who also represented several of the millers, and other attorneys representing the millers, had a full, fair opportunity in the New Orleans case to contest the issue of adulteration of flour bleached by the Alsop Process and refused to do so. The so-called "Iowa cases" were dismissed by the Government because in the opinion of the Assistant Attorney-General in charge of the cases the issue was not presented in those cases in the full, complete and thorough-going manner desired by the Government.

I desire to advise manufacturers, vendors, and consumers of bleached flour that there has been no change in the position of this department as announced in Food Inspection Decision No. 100, and sustained by the Federal Court, i. e., flour bleached by nitrogen peroxide is an adulterated product under the Food and Drugs Act of June 30, 1906; that the character of the adulteration is such that no statement upon the label will bring bleached flour within the law; and that such flour cannot legally be made or sold in the District of Columbia or in the territories, or be transported or sold in interstate commerce.

JAMES WILSON,  
Secretary of Agriculture.

### Maryland Has New Food Law.

The Maryland Legislature last week passed a pure food and drug bill, modeled after the national law. The measure just passed, which Governor Crothers will sign, was a compromise in which the views of the State Board of Health, representatives of the trades interested and a State commission figured.



## Push It Now

You haven't a customer who won't buy

**Duff's  
Molasses**

if you remind them of it. It is molasses season. The only reason you don't sell ten times as much is because you don't talk about it.

**Duff's  
Molasses**

is known all over the country as the brand that everybody keeps buying. The kind that children love—and it's good for them.





# WITH THE EDITOR

The retailers of Hutchinson, Kan., as reported in another column, have adopted a radical attitude toward specialty manufacturers who obtain house-to-house orders which they turn in through local dealers. The Hutchinson Association decides that its members will fill no such orders unless the manufacturer proposing to obtain them, first submits his plan to the association and is granted its approval.

*Is this Stand too Arbitrary?*

The "Grocery World and General Merchant" finds itself somewhat doubtful as to how this will work out. If fairly and equitably conducted, it will probably be advantageous both to the grocers and the responsible manufacturers. If arbitrarily done, however, it will probably prove a boomerang. For instance, the Hutchinson Association meets once a month, let us say on the first Monday. Suppose a manufacturer contemplating a house-to-house canvass went to Hutchinson with only April at his disposal shortly after the April meeting of the association. If the association members refused to work with him before he had obtained the organization's O. K., and the first chance to get the O. K. was the May meeting, which would be too late, the manufacturer thus hampered would probably make some fur fly. This is simply cited to show the opportunities for friction which the situation affords.

The "Grocery World and General Merchant" believes that no middleman, whether he be wholesaler or retailer, can afford, in the present complexion of affairs, to be very cocky either with producer or consumer. There is a steadily increasing pressure to bring these two factors closer together, and the closer they come the less room will be left for middlemen. This is not by the remotest inference a suggestion that the middleman should sacrifice his vital rights. But take this Hutchinson case: The manufacturer who finds he can sell his goods to consumers there, but

is unable to get any retailer to fill the orders, will inevitably fill his own orders. He must do that or die. And that minute is born another competitor of the most dangerous type—the competitor who produces what he sells consumers direct.

The New York Retail Grocers' Association has mixed itself up a little in a resolution passed at the last meeting. It is as follows:—

*Muddy.*

Resolved, That it is the sense of this meeting, that to subscribe to any scheme to push specially advertised trade-marks or brands of goods not manufactured or actually distributed by the owners of such trade-marks or brands, is against the best interests of the retail grocery trade.

This must mean something, but it couldn't possibly mean what it seems to on the surface. The New York grocers say they will push no "specially advertised trade-marks or brands of goods not manufactured or actually distributed by the owners of such trade-marks or brands," but what about the specially advertised brands of goods which jobbers distribute but do not own? They are handling those every day and doubtless will continue to. This resolution ought to be explained.

The cold storage ordinance which was passed by the New York City Board of Aldermen, but has happily been vetoed by the Mayor, shows what radicalism run mad can do. Several references have been made to this ordinance in this journal. It provided that every piece or package of food placed in cold storage should have placed upon it a tag showing the dates when it went in and when it came out.

Now there wouldn't be the slightest objection to this if the general public had the right idea of cold storage. Undoubtedly, however, a large percentage of the people have received from what has been printed recently the impression that all cold storage is bad, and that everything

that goes into storage comes out a degenerated and inferior product. Of course this is an insane delusion, yet it is cherished to a very large extent. With the people who cherish it, what would have been the result when they saw a crate of eggs or a fowl bearing a cold storage tag, even though the tag showed that the product was in storage only a few weeks? They would have rejected it without a shadow of doubt, and nothing could have convinced them that they were wrong. This ordinance was pretty close to an outrage. It belonged to the same class of legislative injustices as the canned goods dating bill.

A correspondent of the Omaha (Neb.) "Retail Merchants' Journal," who is evidently a salesman, contributes to the last issue

*Beside the Question.*

of that paper what he considers an argument against jobbers' private brands. Evidently the "Retail Merchants' Journal" also considers it such, for it heads the article "Private Brands of the Jobber a Curse to the Retail Grocer." The gist of the article is here reproduced:—

Wishing to place an order for my own use, I called upon a grocer with whom my wife traded with several years ago (she does the buying of groceries for the home). I found it a very difficult matter to select goods of satisfactory quality from his stock to fill my order of less than six dollars. All his canned goods and bottle goods were of one jobber's private brand. Firsts and seconds, according to label, but in most instances the quality of the contents of the package about the same grade. Old and well-known manufacturers' and packers' brands were not in his stock. He showed me "A. Z." brand for everything asked for, if he had the goods in stock, but about 15 per cent. of what was wanted, he did not have. This is a natural consequence when buying of but one jobber. He did not have several well-known and good selling articles, which should be found in all retail grocery stocks in the city.

When the goods ordered reached home, the wife said that I should not buy of that grocer any more. Why. For the fact that the difference in quality of the ten-cent and the fifteen-cent canned goods, she could not discern, believing that we had paid fifteen cents for ten-cent goods and so on through the whole order.

Perhaps, the very reason that the jobber and not the retailer, is getting rich out of the grocery business, is the private brand scheme. Don't believe it? Well, look around you, see if it is not the fact. Are not all the jobbers who push their private brands, getting richer and richer? Why are they making all the money? Because in the first place they buy goods of any origin at any price or quality, put their own label on them, forces the goods upon the retailer, by getting him on their books far beyond his rightful credit. Thus the jobber works his private brand game to the finish.

Whatever may be said for or against the private brand business, the above is not an argument against it; it is simply an argument against its misuse. The salesman who writes this article may be right about Western jobbers when he says "they buy goods of any origin at any price or quality" to pack under their own label, but the writer has never met a jobber, to his knowledge, so careless about the goods that bore his name. Usually there is the strongest pride that the products sold as the firm's own shall be right and it is perfectly obvious that that must be the natural feeling and the other the unnatural.

There have been some mean frauds in the way of food adulterations, but the meanest food faker who ever lived is a philanthropist compared with the conscienceless rascals who adulterate drugs and deceive the sick. Take one case communicated to the writer during the past week. It was brought by the United States Government against the Bradfield Regulator Co., of Atlanta, Ga., manufacturers of a mixture called "Mother's Friend." The stuff was supposed to be—

*Unspeakable.*

one of the greatest comforts to those expecting to become confined. It is a remedy upon which confidence can be placed, one that will assist in the safe and quick delivery, and that shortens the duration of labor. Such is Mother's Friend. Try it. It is a blessing to suffering women.

The Government analyzed it, and to use its own curt language, found it "to consist of an oil and a small quantity of soap."

To give a child glucose when it thinks it is getting sugar is mean,



to sell chicory in place of coffee is unquestionable dishonesty, but to prey upon the terrors and the hopes of a woman in the throes of an agony that may take her to the very gates of death, is utterly beyond adequate description.

### MAGAZINE NOTES.

As an example of a well-balanced and thoroughly readable periodical, the April number of "Lippincott's Magazine" takes very high rank. The first offering is a strong and breezy complete novel, "Her Italian Prince," by Mrs. John Van Vorst, who wrote "Letters to Women in Love" and "Babsy's Daughter." This is a romance of Paris and the Riviera, and, as its title indicates, it has to do with the experiences of a charming young American heiress who is wooed by royalty. The tale is mostly pure comedy, but there is a tragic touch or two as well.

The Baroness Von Hutten contributes a short story, "The Portrait of a Parson," which has all the charm of "Pam," "Beechy," and her other famous longer works. Other noteworthy short stories are "Through Hoops of Fire," by Grace MacGowan Cooke and Caroline Wood Morrison; "The Confidante," by Elizabeth Maury Coombs; "Jenkins of the Appleby Scimitar," by Will Levington Comfort, author of "Routledge Rides Alone"; "The Mob," by Eleanor Mercein Kelly; and "The Rise of Genevieve," by Stanley Olmsted.

Florida eggplants range from \$3 to \$3.25 per crate, which is a decline. The demand is fairly good.

## The New York Letter

**Cream Tariff Brings New Departure in Butter Making. Oleo Warning from State Agricultural Department. Local Retailers Oppose Syndicate Proposition. Cold Storage Ordinance Vetoed. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, March 31, 1910.

New York dealers learned this week that the change in the tariff on cream has resulted in the establishment of some new butter factories along the dividing line between the United States and Canada, so that cream may be sent from Canada to them under the tariff of 5 cents a gallon. Makers of ice cream are also taking advantage of the reduction. One Boston concern has contracted with a large Canadian company for the delivery to him in Boston of 40,000 quarts a day.

The Dingley Bill, which governed the tariff rates until last fall, was indefinite as to cream, but by decisions of the courts a duty of 2 cents per pound was recognized. The new Payne Bill fixes the duty

at 5 cents per gallon, which is quite a reduction. It is generally understood that the reduction was not intentional, but is the result of a clerical error. It seems quite certain that no attempt will be made to rectify this error, so the butter makers are beginning to take advantage of it.

According to reports from the Canadian border creameries, they are finding it more profitable to sell their cream or a considerable part of it to the American butter factories than to make it themselves. The American butter makers are willing to pay a good price for the cream, as if they imported the butter they would have to pay a duty of 6 cents per pound, while on a gallon of cream, from which about 3½ pounds of butter can be made, they have to pay only 5 cents.

The New York manager for a large commission house, which has a Montreal branch, told your correspondent that he had received a letter saying that all the principal creameries from Montreal as far west as the Detroit line had contracts to deliver quantities of cream to American factories.

The increase in the available supply of cream will, it is believed here, increase the production of butter in this State and provide a way to relieve the market during the scarce seasons.

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The new York State Department of Agriculture issued this week a warning to dealers who sell oleomargarine. The warning says that any "oleomargarine" which has a color that is any shade of yellow is an oleomargarine in imitation or semblance of butter, and its manufacture, sale or exposure for sale is prohibited.

The notice was sent out because of the manufacture of a yellow oleomargarine, which, it is claimed, is not artificially colored. Under the Federal law as to oleomargarine, it may be sold as uncolored if it gets the color from an ingre-

# VICTORIES--for Dandelion Brand Butter Color

## TO WIDEAWAKE GROCERS:

Over 90 per cent. of the buttermakers in the country won't use any other color but Dandelion Brand. Your buttermaking customers, too, are included. They know that Dandelion Brand Butter Color is best. And if you aren't selling Dandelion Brand you're losing two profits.

One profit on the butter color itself, and another, and a bigger one, on the butter, if you sell your customer's butter. For Dandelion Brand gives butter a rich, golden color that makes it look better to the consumer and brings higher prices.

Begin to get some of the butter color profits now. Takes no time to sell—just let your customers know that you have it. That's all the pushing needed.

### ALL PRIZE-WINNERS MENTIONED IN THIS LIST USED DANDELION BRAND BUTTER COLOR IN THEIR PRIZE-WINNING BUTTER

#### CONNECTICUT

State Dairymen's Meeting, Hartford, Jan. 26-27, 1910—Dairy Sweepstakes—G. B. Treadwell, New Canaan, Score 98. Creamery Sweepstakes—M. H. Pease, Windsor, Score 97½.

#### ILLINOIS

State Dairy Convention, Vandalia, Jan. 19-21, 1910—Highest Score—Geo. W. Hoppensteadt, Goodenow, Score 96.

#### INDIANA

State Dairy Convention, Lafayette, Jan. 13-14, 1910—Highest Score Whole Milk Class—W. F. Madaus, Dyer, Score 94. Highest Score Hand Separator Class—Ed. Huebschman, Hardinsburg, Score 94½.

#### IOWA

State Fair, Des Moines, Aug. 27-Sept. 3, 1909—Whole Milk Class—H. E. Forrester, Lake Mills, Score 97½. Gathered Cream Class—L. O. Knudson, Manly, Score 97.

#### MASSACHUSETTS

State Dairymen's Association Meeting, Amherst, Jan. 19, 1910—Grand Sweepstakes—Springfield Milk Association, Score 96½.

#### MINNESOTA

State Dairy Convention, Hutchinson, Jan. 18-20, 1910—1st in Hand Separator Class—C. L. Sorenson, Heron Lake, Score 94½. 2d in Hand Separator Class—Emil G. Omen, Freedheim, Score 93.

#### NEW HAMPSHIRE

State Dairymen's Meeting, Exeter, Jan. 13-14, 1910. Creamery Sweepstakes—H. P. Hood & Sons, Derry, Score 96. 1st on Creamery Prints, Austin C. Huggins, East Andover, Score 95½. Dairy Sweepstakes—Roscoe F. Swain, Hampton Falls, Score 95.

#### OHIO

State Dairy Convention, Columbus, Jan. 5-7, 1910—Highest Score—Jacob E. White, Greenfield, Score 94.

#### VERMONT

State Dairymen's Meeting, Burlington, Jan. 4-6, 1910. Grand Sweepstakes—W. K. Bruce, Passumpsic, Score 98. Vermont State Fair, 1909, White River Junction—Creamery Sweepstakes—A. E. Kendrick, Groton, Score 98.

**WELLS & RICHARDSON CO., Manufacturers of Dandelion Brand Butter Color, Burlington, Vermont**



dient amounting to 15 per cent. or more of the total weight of the product, and it is then subject to a tax of only  $\frac{1}{4}$  cent a pound.

A manufacturer of oleomargarine found that by using highly colored fats and about 20 per cent. of cottonseed oil, he could produce a yellow product. This, according to the Federal law, is uncolored, so he sold it throughout the country as such. The State Department, however, decided that according to the law of this State it is colored, and so have prohibited its use.

The assistant commissioner, Henry Kracke, told your correspondent that he did not think any illegal oleo is being sold in New York City. He said that his inspectors are daily examining the butterine that is being brought to this city and that the manufacturers are not trying to deliver colored oleo in New York.

In the northern part of the State, however, the Department is busy and has recently secured several convictions after making seizures.

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Local grocers do not generally look favorably on the scheme of forming a syndicate among the retailers. The New York Retail Grocers' Union has adopted a resolution asking the grocers not to subscribe to it nor to support it in any way. The resolution says, "schemes such as this can only result eventually in further hampering the retail grocery business and you are asked not to subscribe to any of them, no matter what inducements may be offered."

Some of the local manufacturers believe that the American Grocers' Association is a development of the scheme to promote private brands by pushing them under the name of the "Yours Truly Brand." There is no way of verifying this report, however.

While the trade has been thinking over the proposed syndicate, a report from Chicago stating that the Standard Oil interests were invading the grocery trade was received here. This report has caused some concern among retailers, jobbers and manufacturers.

The report tells of a new grocery company, to be known as the United Grocery Co., which has recently been incorporated in Chicago. The corporation is said to have a capital stock of only \$10,000, of which only one-half has as

yet been issued, but among the incorporators are George Moffett, son of James A. Moffett, vice-president of the Standard Oil Co., and several other men known to be interested in the oil company and the Corn Products Refining Co. George Moffett, the president of the United Grocery Co., is known to be connected with the Corn Products Refining Co.

The company now owns two Chicago stores and is looking for more, it is said.

New York manufacturers say that the wealthy incorporators of the new company would not be interested in conducting a chain of stores in Chicago alone, and so it is suspected that the intention of the new concern is to get started in Chicago and then spread throughout the country, as the United Cigar Co. did in the tobacco business.

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The new \$6,000,000 bread combination, known as the Shults Bread Co., began operations this week. J. Fred. Hildebrand is president and Howard M. Taylor, secretary. The company claims that it is not a trust, as it controls only about 10 per cent. of the trade in New York. In a statement given out by the officials, they say that the combination will benefit the consumer by supplying him with bread baked by the most scientific methods and by delivering twice a day instead of once, as has been the practice.

The bakers will benefit, according to this statement, by economy in delivering and buying supplies.

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The directors of the American Druggists' Syndicate at their meeting approved the plan of the stockholders for increasing the capital stock to \$2,500,000, and the new company was re-incorporated at Albany this week.

A meeting of the stockholders was called for the election of officers. Charles H. Huhn, of Minneapolis, was elected president; G. W. Luft, treasurer. The company is now ready to carry out its plans for fighting the chain stores. The policy of the syndicate will be to retain the individuality of each store as much as possible, insisting only on the dealer's loyalty to the syndicate. Of course, when it is necessary for the syndicate to buy a store, it will be run under its name and direction.

The understanding between the sugar companies to maintain prices was broken this week when the American Sugar Refining Co. cut off 10 points. The Howell refinery followed the American, but Arbuckle, the Federal and Warner maintained the old level. The break, it is said, was caused by the secret cutting of a Philadelphia refiner. This refiner was overstocked with granulated and cut prices to move it. Another cause given, is the reselling of sugar bought 20 points under the present levels.

\*\*\*

Thomas Doyle, formerly dock superintendent for the Arbuckle Bros., was arraigned this week before Judge Hand in the United States Circuit Court charged with making false entries in connection with the sugar imports. He pleaded not guilty and was released under \$3,000 bail. He was indicted by the Grand Jury last November.

\*\*\*

Mayor Gaynor has vetoed the cold storage ordinance which was passed two weeks ago by the Board of Aldermen. In vetoing the bill, the Mayor said that it would be impossible to enforce it unless an inspector were placed in every cold storage warehouse and in every retail stores in the city. Even then, he said, it would be a question of the honesty of the inspectors. The grocers' associations were strongly opposed to the bill, but have not worried much about it since the hearing given by the Mayor last week. Between the grocers and the provision dealers, it was shown that the bill was a poor one.

\*\*\*

The hotels and restaurants of this city have been forced to rearrange their prices and patrons will find an additional charge on all meat dishes after April 1st. The advance is an organized action, it is said, the Hotel Men's Association having decided that it is necessary.

\*\*\*

Frank McCoy, Acting Chief of the Bureau of Weights and Measures, conducted a raid on the pushcart peddlers along the Bowery this week. The action is said to have been taken by order of the Mayor. Storekeepers were not bothered, but the scales of all the peddlers were examined and if found incorrect, were confiscated and the names of the dealers were taken. Many scales and measures were

found which did not give the purchaser the full quantity expected.

#### SUMMARIZED MARKET CONDITIONS.

The coffee market is still rather quiet, the jobbing demand being light and of a hand-to-mouth order. The feeling of holders of Brazils is hopeful, although the jobbers do not seem to fear the advance that is predicted. It is still three months before shipments may be expected from Brazil and the supply here is not large. The country, however, according to reports, is still well supplied, and some of the dealers here believe that such supplies are larger than is generally known. Maracaibos are firm, shippers refusing to make concessions, although the demand is only fair. Mexicans are in a good jobbing demand, with prices firm.

The jobbing demand for tea has improved considerably this week. Advance orders are becoming a less prominent factor in the market, so dealers will have more time to push spot sales. It is said that jobbers are now in need of supplies. Prices are firm, as the supplies on hand are not large.

The raw sugar market is quiet, the refiners deciding to wait for reports from Cuba before making further purchases. The action of several of the refiners in cutting the price of refined sugar further complicates the situation.

In the refined sugar market, two of the large refineries, the Howell and Arbuckle, cut the prices 10 points in the face of higher cables from abroad. The reason for the cut is said to be the secret underselling of some refiners and the reselling of sugar bought when the market was 20 points lower.

Rice planters are still holding off for higher prices, but several individual mills have cut prices a little. The business consists of a small jobbing trade, no large orders being noted.

There is a good jobbing demand for spices, although no large orders have been filled. Prices are steady, with a strong undertone, as the supplies here are very moderate.

The receipts of butter this week have been increasing and the market is taking on an easier tone. The grade of the late arrivals is a little better than that of the shipments which have been arriving for several weeks before, and this has helped the market. Prices are firm





# HUNT'S QUALITY FRUITS

"The Kind That Are NOT Lye Peeled."

## Will Increase Your Business

because they are finer than any canned fruits you ever had a chance to handle before—"We Can the Flavor as Well as the Fruit." **Hunt's Quality Fruits** have a fresh, natural, delicious flavor because they are nothing but clean, ripe, knife-peeled fruit in pure cane sugar syrup. You can recommend them and be sure they will please your most particular customers. **Hunt's Quality Fruits** are more delicious than can be prepared by the housewife herself. We are telling your customers about **Hunt's Quality Fruits** by big advertisements in Ladies' Home Journal,

Saturday Evening Post, Delineator, Woman's Home Companion, Munsey's Magazine, etc. Order a supply from your nearest distributor and you'll catch the sales we are stirring up. The beautiful labels in Red, White, Blue and Gold will also attract attention and help to sell them. Once started, the quality will **keep them selling**. Write us and we'll send you beautiful calendars for your customers and samples of our advertisements which you can use to advantage in your windows.

### HUNT BROTHERS COMPANY

San Francisco, California

**Largest Cannery of Highest Grade California Fruits**

**Distributors for Hunt's Quality Fruits.**

PENNSYLVANIA:—Githens, Rexamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville. OHIO:—The Chas. C. Higgins Co., Cleveland; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seeman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.

## Mr. Grocer, This Is Not An Ad. It Is No. 3 of An Important Series of Letters to YOU

We have endeavored to point out to you some of the advantages to be obtained through a friendly co-operation with the Premier campaign, and have urged the fact that there is something to be gained by you, through an effort on your part to show the public

that there is a brand of QUALITY food products which will surpass, in many instances, the similar offerings of the QUALITY chain stores and the department stores.

The big stores have made a long and well-worded appeal through their advertising to the consumer and by inference have declared that the small or independent grocer is hardly worth consideration if Good goods are desired.

So, between the QUALITY department stores on the one hand, and the CHEAP cut-rate chain stores on the other hand, a great deal of trade which should stay in your neighborhood, passes over your head to those who make the

effort to get the people's confidence at your expense.

Premier food products are NOT the only food products, and of course there is plenty of room for other goods in your store.

Premier has no desire to monopolize the situation. It does not dream of throwing the other fellow's goods into the street.

On the contrary, it simply asks you to add to your own attractions by supporting its educational efforts and to take advantage to your own profit by a sincere and earnest co-operation with them.

Send for Catalogue "A."

**Francis H. Leggett & Company**

NEW YORK, N. Y.



at 34 cents for the best grades, however, as the demand is good and the increased receipts easily absorbed.

There has not been much change in the egg market this week. The best grades sell at from 23 to 25 cents and the difficulty of securing really fancy goods gives a settled feeling to the market. The lower grades are selling at from 20 to 22 cents. The receipts of these grades are rapidly accumulating, dealers seem to think the prices are still too high for storing.

There is not much demand for canned goods in any line, although most lines are offered at concessions. The jobber says that he is not getting orders for them from the retailer and the retailer reports that the people are not buying as much as is usual at this time of the year. Prices are cheaper than they have been in a number of years. Maryland tomatoes are offered at reductions, but most of them are either of poor quality or else the cans are somewhat rusted. Small sales of these lots are reported. Jersey tomatoes are dull and packers seem anxious to clean up their stock. Corn has a pretty good inquiry, but the buyers are particular about the quality and the holders are not inclined to make concessions. Desirable grades of peas are firm and in good demand.

There is a steady jobbing demand for the best grades of California peaches, with prices firm. Apricots are receiving considerable attention, as also are pears. Cherries and plums are seemingly neglected. Southern fruits are quiet, with prices steady.

FRED. A. MCGILL.

#### Where is the Victor Mfg. Co.

Allentown, Pa., March 28, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Kindly inform me where the Victor Manufacturing Co., of Dayton, Ohio, is now located. They manufacture cheese cutters.

Oblige me with this information.

Yours truly,

X. HARSH.

The "Grocery World and General Merchant" doesn't know where this concern is—does any subscriber?

Hothouse radishes average \$2.50 per 100 bunches and the first few from North Carolina \$1.50 per 100.

## Government Runs Down Coffee and Other Food Fakes

**Finds Coffee Masquerading as Mocha and Java that Wasn't that at All. Many Products Seized for Short Weight. Putrid Liquid Eggs Confiscated and Destroyed.**

From the United States Department of Agriculture during the week has been received the facts of several more successful prosecutions under the Federal Food Law. Several were for drugs and patent medicines, but the most are food products. The details of each case are reproduced below:—

#### JUDGMENT NO. 210—ADULTERATION AND MISBRANDING OF PEPPER.

On or about December 9, 1907, an inspector of the United States Department of Agriculture purchased from the Union Store, Albuquerque, N. M., a sample of pepper labeled "Compound Pepper, Packed by Chas. Ilfeld Co., Albuquerque, N. M.," which was part of a lot purchased by said dealer from Chas. Ilfeld Co., Albuquerque, N. M., who in turn had received the same in a consignment shipped by the defendant herein from St. Louis, Mo. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to contain ground fruit stones and pepper shells in addition to pepper. The Hanley and Kinsella Coffee and Spice Co. was prosecuted and fined \$25 on each count.

#### JUDGMENT NO. 215—ADULTERATION AND MISBRANDING OF COFFEE.

On April 14, 1909, an inspector of the United States Department of Agriculture purchased from R. M. Link, Paris, Ill., a sample of coffee labeled "The Canby, Ach & Canby Co.'s Mocha and Java Blend Coffee, Roasted and packed only by the Canby, Ach & Canby Co., Dayton, Ohio," which sample formed a part of a shipment made to said dealer by The Canby, Ach & Canby Co. from Dayton, Ohio. The sample was examined in the Bureau of Chemistry, United States Department of Agriculture, and found to consist of Mocha and Java and washed Maracaibo coffees.

On May 26, 1909, an inspector of the United States Department of Agriculture purchased from J. V. Hughes, Columbus, Ind., a sample

of coffee labeled "Dresden Coffee, Rich, strong, aromatic, Imported, Roasted and Blended by The Canby, Ach & Canby Co., Dayton, Ohio," which sample was part of a shipment to said dealer made by the Canby, Ach & Canby Co. from Dayton, Ohio. The sample was examined in the Bureau of Chemistry, United States Department of Agriculture, and found to consist of two parts Santos, one and three-fourths parts Maracaibo and one-fourth part of washed Santos coffees, and to contain no Mocha or Java coffee. The Canby, Ach & Canby Co. was prosecuted on both charges and fined \$10 on each.

#### JUDGMENT NO. 212—MISBRANDING OF PRESERVES.

On or about March 20, 1909, an inspector of the United States Department of Agriculture purchased samples of the preserves labeled "This package contains one full pound," from William D. Cleveland & Sons at Houston, Texas, which samples were contained in a consignment of the product shipped to H. T. Keller & Co. for delivery to said dealer, by William Numsen & Sons, Inc., Baltimore, Md. A number of the cans were weighed in the Bureau of Chemistry of the United States Department of Agriculture and the weight of the contents of each can was found to be about 14.5 ounces. Numsen & Sons were prosecuted, plead guilty and were fined \$25.

#### JUDGMENT NO. 217—MISBRANDING OF OLIVE OIL.

On or about March 21, 1908, an inspector of the United States Department of Agriculture purchased from McInnes & Stevenson, Poplarville, Miss., a sample of the oil labeled "Balbani & Cie. Huile d'Olive Superfine Raffinee," and on a supplemental label: "This product is composed of Imported Olive Oil and 50 per cent. pure cottonseed salad oil. King Bros., Shilstone & Saint, Ltd., New Orleans, La.," which was contained in the shipment made to said dealers by King Bros., Shilstone & Saint, Ltd., New Orleans, La. The sample was

analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to consist of more than 50 per cent. of cottonseed oil. King Bros., Shilstone & Saint, Ltd., were prosecuted, plead guilty and fined \$10.

#### JUDGMENT NO. 218—ADULTERATION AND MISBRANDING OF STRAWBERRY EXTRACT.

On or about April 6, 1908, an inspector of the United States Department of Agriculture purchased a sample of the so-called strawberry extract labeled "Crown Extract of Strawberry" from R. Tuminello, at Magnolia, Miss., which sample was contained in a consignment of said article shipped to said R. Tuminello by King Bros., Shilstone & Saint, Ltd., from New Orleans, La. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to be an imitation extract strawberry artificially colored. The King Bros. concern plead guilty and was fined \$10 and costs.

#### JUDGMENT NO. 223—MISBRANDING OF CONDENSED MILK.

On June 3, 1909, Libby, McNeill & Libby, Ltd., Inc., New Orleans, La., shipped from Morrison, Ill., to themselves at New Orleans, La., 200 cases each containing 12 cans of condensed milk. The cans contained in the shipping cases bore the following label: "Rubric Brand Condensed Milk, Emery Food Co., Chicago, U. S. A., packed at Morrison, Ill., net weight 14 ounces Guaranty serial No. 2,829."

A sample was weighed in the Bureau of Chemistry of the United States Department of Agriculture and found to average a shortage of 20 per cent. of the weight declared on the label. The article was therefore misbranded within the meaning of Section 8 of the act in that it purported to state on the label its contents in terms of weight, which statement was incorrect. The goods were seized and bond filed.

#### Step Ladder Manufacturers.

Island Heights, N. J.,

March 29, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Will you please send us the name of maker of "Gem" step ladders?

STANWOOD BROS.

C. W. H. Moulton & Co., Somerville, Mass., make Gem ladders.



NO SPRINGS

NO SPRINGS

## A LETTER

To the Retail Grocers *and* Butchers of the United States  
from  
The Toledo Computing Scale Company

Information has come to us from several sources that misrepresentations have been made concerning the prices of **Toledo Scales** with the object in view of creating the impression that we make only the very highest priced scales, and that if a retailer wants a low or moderate priced scale he cannot have a Toledo.

**For Our Mutual Protection** we take this unusual method of sending out the facts, hoping this statement may reach you before you have been misled into purchasing an inferior scale upon the representation that it is nearly as good as the Toledo and much lower in price.

**The Truth Is**—we make not only the highest priced Springless, Automatic, Computing Scales, but the lowest priced as well.

We make 102 styles and sizes at prices as follows: \$37.50, \$42.50, \$45.00, \$50.00, \$55.00, \$60.00, \$65.00, \$70.00, \$75.00, \$80.00, \$85.00, and at higher prices if you wish them. Everyone of these scales from the lowest to the highest priced contains the **Perfected Springless Mechanism** which has made the Toledo superior to all others.

We are the originators and the first makers, for use in trade, of **Springless Automatic Scales** and every scale you get from us is backed by ten year's successful experience in building them.

We can, therefore, guarantee to you a better automatic computing scale for less money than you can get from any other source in the world.

You make no experiment when you buy a Toledo. Nearly seventy thousand of them are now in use, and they are indorsed by hundreds of the greatest merchants in the world.

The latest improved Toledo Scales possess many powerful advantages. They are well protected by patents and are the envy of the scale-making world.

**All The Consideration We Ask Is This**—if you intend to buy a scale, give us a chance to show you our line. Read below what the Great Fair Store of Chicago writes about Toledo Scales.

Sincerely yours,

TOLEDO COMPUTING SCALE COMPANY,

Toledo, Ohio, U. S. A.

P. S.—Send for illustrated book showing scales and prices.

## 100 Scales in One Store

We have just made a thorough investigation of your latest types of scales, the new springless cylinder, and the new fan scale with revolving indicating hand, and on account of the superior qualities of the improved Toledo, we have decided to purchase 100 of them to replace the 100 we purchased from you four years ago, when we discarded the various types of even balances, beam and spring scales.

This purchase was made after an investigation of other scales made by various scale companies that have constantly solicited us during the past four years, and after investigating all of them we satisfied ourselves that the Toledo Scale in our opinion was superior to all others.

The order for same will follow from our Purchasing Department, with specifications for sizes, color and price.

Chicago, Ill., July 12, '09.

(Signed) THE FAIR,

E. J. Lehmann, Vice-President.

NO SPRINGS

NO SPRINGS





In this department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

CONDUCTED BY IVAN P. THOMPSON

#### A Color Scheme in Relishes.

I presume we may take it for granted that warm weather will soon come to us to stay a while and cold meats will be more in evidence in consequence. A nice slice of cold roast beef is appetizing in itself, but much more so if a relish is added to it.

Place a row of large bottles of olives along the rear of your window and upon these rest a board or slab of glass. Upon this platform place glasses of mustard at intervals as suggested in drawing. Build another platform on the top of these, as in sketch, and more glasses of mustard. Let these last glasses of mustard support another platform, along the edge of which you might run a wreath of light blue crumpled crepe paper, the same color as the cheese cloth on

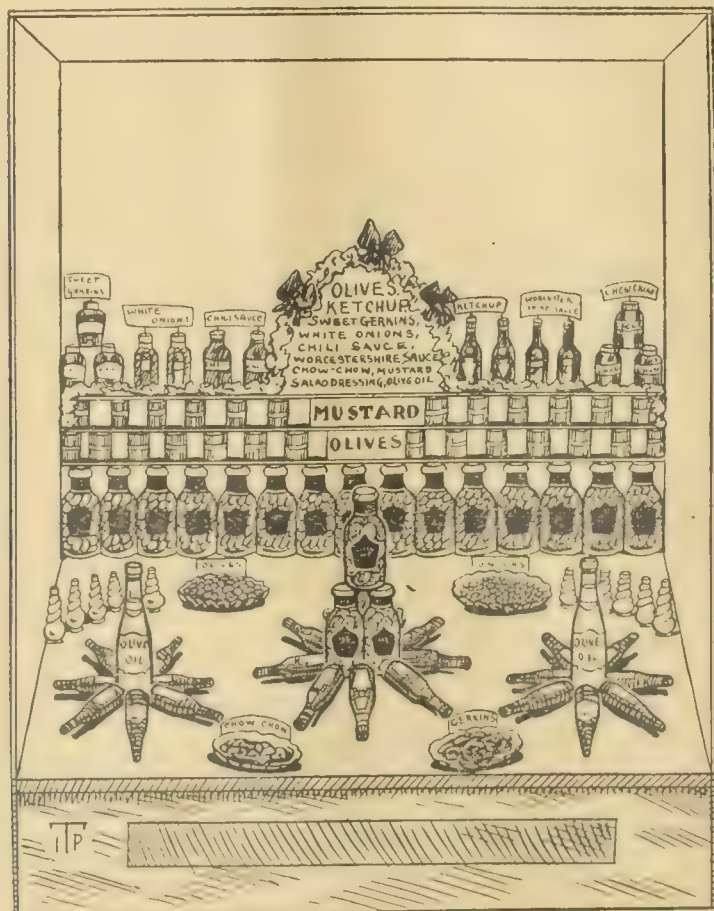
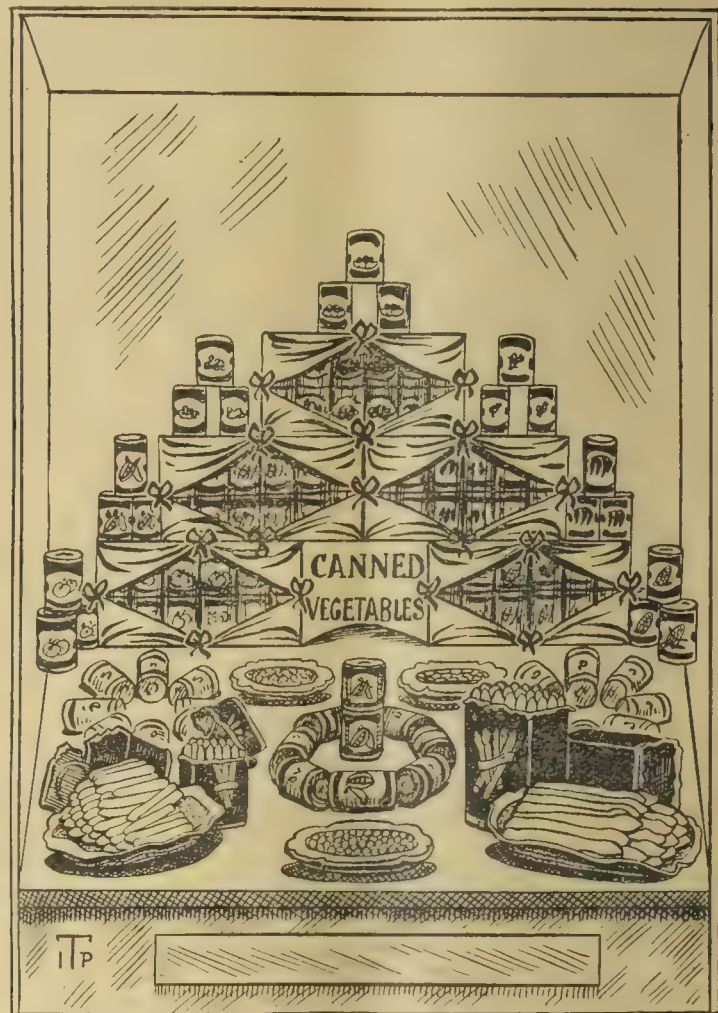
the ground. In the centre place a sign with a list of relishes in the window and the price. The prices are not always mentioned in the sketch, for the reason that they vary, but you will find it bad policy to omit them on your sign cards. Carry the crepe paper border over the upper edges of the sign and fasten it with a blue bow of ribbon at each corner and in the centre of the top edge of the card upon which your price-list is lettered.

This done, reading from left to right, pyramid three jars of, say, sweet gherkins, then place two jars or bottles of white onions side by side though not too close together, and then two more of chili sauce in similar positions. Place signs on them as in sketch. Then, on the other side of the big sign, place two bottles of ketchup,

two of Worcestershire sauce, and wind up with a pyramid of chow-chow bottles and the signs accompanying them.

In the middle of your floor place a pyramid of the large bottles or jars of olives, the base consisting of two or three bot-

This window was designed with an eye to color as well as form, as will be seen by the following list: Sweet gherkins, green; white onions, white; chili sauce, light green; ketchup, red; Worcestershire sauce, brown; chow-chow, yellowish green;



ties, according to the requirements of the shapes of the bottles used. Now, around the base of the pyramid radiate bottles of ketchup with the cap outwards. Do the same with small bottles of olive oil, with a large bottle of same for a centre at each side of the centre piece. Back of the side pieces place a row of salad dressing bottles in the shape of a segment of a semi-circle, and between them place on one side a dish of olives and on the other one of white onions. Between the left hand design of bottles and the centre one place a dish of chow-chow, and between the centre piece and the right hand design of bottles place a dish of sweet gherkins.

In placing your signs see that they are as much as possible on a level with the eye or below it; not above it, as it is more natural to look either straight in front of you when looking at a window, or downwards, at the floor decoration than it is to look up, and a casual observer might miss what would otherwise have attracted the attention.

mustard, yellow; olives, dark green; salad dressing, light yellow, and olive oil, dark yellow.

#### A Display of Canned Vegetables.

Now that fresh vegetables are coming in, you might like to get a few of your canned vegetables off your hands before they are relegated temporarily to a back seat. Open about five boxes of canned vegetables in such a way that they can be placed with their contents visible and showing the labels. Put two of these on the floor with a half-box length between them. Cut two pieces of cheese cloth each the length of the box and half the width. Now tack their four corners to the corners of the box and the middle of the sides of the box. Have the strips of cloth loose enough to enable you to tie them with a bow of ribbon back to the middles of the top and bottom sides of the box. At each of the other or side points of the diamond thus shaped fasten also a bow of ribbon of the same color as the others and as the cheese cloth, say pink in this case.



Drape all the boxes alike, then place two on top of the first two, but meeting in the centre of the top outline of a sign filling the space between the two bottom boxes. This will leave room for a pyramid of cans to left and right of the second two boxes.

Place the fifth box on top of the last two mentioned and at each side of it and on the top of it place three cans as in sketch. Place a pyramid of three cans on the floor to right and left of the lowest boxes and at right angles to them; that is, going towards the window front, to to speak.

Now, at the left side of the front part of the window, put a group consisting of a dish of asparagus tips, an opened can with the vegetables still inside it and an empty can. To the right group a dish of asparagus (not tips), an opened can with the vegetables still inside it and an empty can. See that the cans have nice clean labels and look inviting as well as the contents thereof.

In the middle front pile two or more cans and surround them with other cans of the same vegetable (peas, for instance), with the surrounding cans lying on their sides and showing their labels. In front of this put a dish of whatever the last mentioned cans contain—peas in this case.

Behind the left hand group of asparagus tips place cans in a design shaped like an eight-pointed star, and do the same with other cans behind the group on the right hand side. To the right of the star of cans on the left place a dish of whatever the cans contain, and to the left of the right hand star of cans put another dish of whatever those cans contain. Of course, there should be a ground cloth of cheese cloth, and have it the same color as the drapery on the boxes.

### Cantaloupes and Oranges Can't be Called Rocky Fords or Indian River Unless They Come from There.

So Rules Federal Food and Drug Board in Decision No. 115. Such Terms Not Sufficiently Generic to Indicate Types.

The Federal Food and Drug Board issued a new ruling during the week concerning the use of geographical terms in connection with food products. The Board

holds that in the case of such products as Florida oranges and Western cantaloupes, such terms as "Rocky Ford" and "Indian River" cannot be used unless the product comes from those very districts.

The text of the decision is as follows:—

#### ON THE USE OF GEOGRAPHICAL NAMES.

Regulation 19 of Circular 21, under captions (b) and (c) contains the following:

(b) The use of a geographical name shall not be permitted in connection with a food or drug product not manufactured or produced in that place, when such name indicates that the article was manufactured or produced in that place.

(c) The use of a geographical name in connection with a food or drug product will not be deemed a misbranding when by reason of long usage it has come to represent a generic term and is used to indicate a style, type, or brand; but in all such cases the State or Territory where any such article is manufactured or produced shall be stated upon the principal label.

There are many cases which have been considered by the Board of Food and Drug Inspection in which it has been necessary to decide whether or not, in its opinion, certain geographical names have been sufficiently generic to indicate a style, type, or brand, and in consequence might be used without offending any of the provisions of the food and drugs act. Among the geographical names which have been under consideration are "Rocky Ford" as applied to cantaloupes, and "Indian River" as applied to oranges.

The Rocky Ford melon is not a new variety of melon, but is one of the older varieties of melons which in the environment of Rocky Ford, Col., has attained particular excellence.

The same remark applies to the Indian River oranges of Florida. They are not a new variety, but various varieties which in the environment of the Indian River have attained unusual excellence.

The board holds that the terms "Rocky Ford" and "Indian River" have not become sufficiently generic to indicate styles, types, or brands of melons and oranges, respectively, but that these geographical names are only properly applied to the product of the restricted area for the melons which are grown in or near Rocky Ford, and for the product grown in or near the Indian River. Inasmuch as the term "Rocky Ford" has thus become associated with a melon of peculiar excellence of a certain geographical locality, the board holds that it is unlawful to sell in interstate commerce melons not grown in the Rocky Ford district as "Rocky Ford Seed" melons. The terms are nearly alike, the intent is to deceive, and the law provides that a label should not be false or deceptive in any particular.

California asparagus is coming forward regularly, but the price is still rather high—\$6 per dozen for No. 1, \$4 for No. 2, and \$2.50 to \$3 for No. 3. The quality is good. A little asparagus is coming from Georgia at 50 cents and from Charleston at 30 to 40 cents.

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

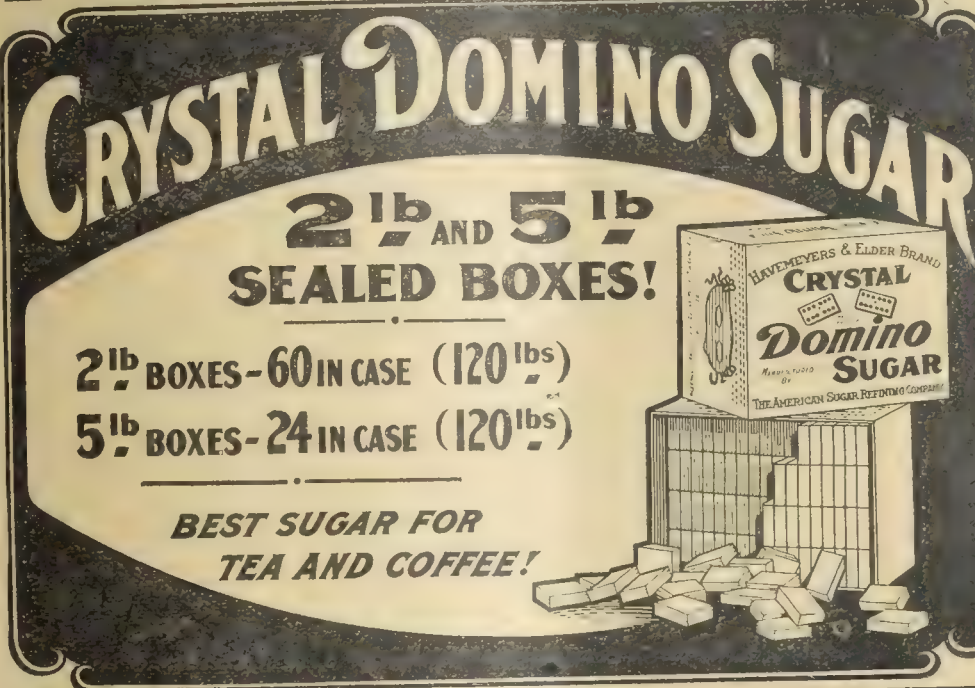
We guarantee this plan to sell **Skipper Sardines**. Isn't that worth investigating?

### Angus Watson & Company

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



**CRYSTAL DOMINO SUGAR**

**2 lb AND 5 lb SEALED BOXES!**

**2 lb BOXES—60 IN CASE (120 lbs)**

**5 lb BOXES—24 IN CASE (120 lbs)**

**BEST SUGAR FOR TEA AND COFFEE!**

## THEY MUST PREFER OURS

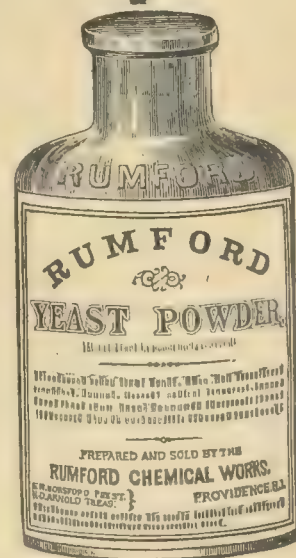
So far as we know, no user of Rumford's Baking Powder or Rumford's Yeast Powder has ever returned to the other types of powders.

When you consider it, it is almost impossible that they should, for the Rumford powders excel all others in baking efficiency and wholesomeness—they are foods and not chemicals.

That is the strong point of our selling proposition—we—and you, too, if you will use it—have an invincible argument. Who, unless she wanted a very cheap powder, would deliberately buy a chemical powder in

preference to one consisting only of phosphates, corn starch and soda, especially when the phosphate powder would do the best work?

**Rumford Chemical Works**  
PROVIDENCE, R. I.







Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

#### XLIV.—The Meaning of "Good Will."

Considerable misapprehension exists as to the exact meaning of the term "good will," which usually comes under examination and discussion when a business is bought or sold. As a matter of fact, the good will of a business figures to-day in its sale, and in fixing its price, to a much smaller degree than a few years ago, when large sums were often paid for the good will alone. More businesses are sold to-day without any charge whatever for the good will than are sold in any other way. Nevertheless, although under the rulings of the courts of most States good will of itself amounts to very little, there are certain features connected with it which if understood will enable the buyer or seller of a business to protect himself in very vital ways.

A good short definition of the term "good will" is the favor that the concern has won from the public, and the chance that the customers will return and continue to buy. To state this a little more elaborately, it is the advantage which has been acquired by a business establishment beyond the mere value of the stock and fixtures. It may depend on location, or on the personality of its proprietor, or on the special character of goods sold, or on the reliability of its service—in short, it is the favorable reputation which the store has acquired, and which constitutes a strong foundation for an increase in business and a continuation of the old. It can easily be seen that such a factor may far outweigh the value of the stock and fixtures, and for that reason the courts construe it to be a form of personal property and will permit it to be sold like any other personal property.

As stated in the beginning, probably a dominating percentage of all businesses are sold to-day without any charge being made

for the good will. In other words, where the consideration price represents simply the fair inventory value of the stock and fixtures. This does not mean, however, that the sale hasn't included the good will. This often becomes important, and it is a matter of intention. There are cases which hold that where a business was sold, each item of stock and fixtures specified, and each given a value, the good will did not pass unless distinctly included. And there are other cases which hold that where the circumstances indicate that it was obviously intended to pass the good will, the seller cannot plead that it didn't pass because the stock and fixtures were alone worth the purchase price.

The courts have mostly taken the position, so important may be good will to the buyer of a business, that it passes whether mentioned or not, unless there is a distinct stipulation to the contrary. And the courts are also very ready to construe words in an agreement of sale into a transfer of the good will, although they do not transfer it in precise language. It is always safer, however, to leave nothing to chance in such matters, and I therefore advise that the words "good will" be invariably mentioned in an agreement of sale if it is intended to pass it. "Stock, fixtures and good will," is the conventional arrangement.

When it comes down to the actual law in the case, the words "good will" as contained in an agreement of sale or passed in a bill of sale from seller to buyer, do not mean anything like as much as they are generally supposed to mean. For instance, they do not of themselves mean that the seller must not re-engage in the same line of business. Under plenty of cases he may at once establish a similar business in the

same town or neighborhood. That is if the agreement of sale says nothing more than to simply pass the good will. Where it is understood and desired, therefore, that the seller of a business should not enter into competition with his buyer by opening another place like the one he sold, a distinct stipulation to that effect should be inserted in the papers. Such a clause will always be enforced by the courts if reasonable and clear.

In England, where we got the most of our common law, the rule is that where a man has sold his business, including good will, he cannot solicit the old customers for a new business. If he does such a thing an injunction will lie against him. Of course there is nothing to prevent him from selling his old customers if they come to his new store voluntarily. Also, he can try to get them indirectly such as by general advertising.

I regret to be obliged to state, however, that this most just and salutary rule does not apply in this country except in the States of New Jersey and Ohio. Outside of those States the seller of a business can immediately start a new one and go out after his old customers just as hard as he can—*unless there is a provision to the contrary in his agreement of sale.* And this is so even though the good will is distinctly included in the bill of sale. The only restriction is that the seller must not represent to the old customers he solicits that he is still conducting the old business.

The question then arises—of what value is 'good will'? The answer is that under the rule of the American courts, outside of New Jersey and Ohio, it is of little or no value. It simply amounts, as stated, to the advantageous reputation which for any reason the business has acquired and the likelihood that its customers will continue to deal there. But since the seller is permitted to make all possible effort to hold the old customers for himself, he thereby destroys the likelihood that they will continue with the old business, and by the same token—if he succeeds—destroys the good will which he has sold as a vital part of his business.

So that the way for a buyer to protect himself is not to depend

on what he thinks he gets by a transfer of good will, but to insist upon specific provisions being incorporated in the agreement and bill of sale.

(Copyright, April, 1910, by Elton J. Buckley.)

Question: "D." Pa.—A party rents a house and the tenant and his wife sign a strict landlord's agreement. They buy furniture on the installment plan. Can the landlord serve a warrant and hold the furniture for the rent, and what would be your advice for the landlord to take to get his rent?

Answer.—Any goods bought on installments and housed in a rented house are liable to be seized by the landlord for unpaid rent, provided the tenant has signed the ordinary form of lease which gives the landlord the right to distrain for rent.

There are a few exceptions to this rule—leased pianos, organs, sewing machines and typewriters, which are exempted from the landlord's levy by special statutes. With these exceptions leased or installment household goods can be seized for rent.

Of course the seizure of such goods under distress proceedings must be governed by the provisions of the lease, and also by the statutes controlling such proceedings.

#### New York Merchants' Association Wants Parcels Post Law.

The New York Merchants' Association is behind a parcels post bill introduced last week by Representative Bennet, of New York. The bill provides for a parcels post on rural free delivery routes. To make the law effective it is provided that all mail matter collected and delivered on these routes shall be of one class. While remaining within the termini of the route of origin, door to door rates shall be in force between the different houses, places of business and the post-offices. For parcels of one pound or less, one by six by twelve inches in size, 1 cent is to be charged; over one pound to eleven pounds, six by twelve by twelve inches in size, 5 cents; over eleven pounds to twenty-five pounds, six by twelve by twenty-four inches in size, 10 cents. The bill provides that no parcel shall exceed six feet in length and no carrier shall be required to carry in one load more than 500 pounds.



25c

25c

## “The 5 and 10c Twins have a Baby Brother”

For still quicker action write or wire us a blanket order for 25 cent goods to any amount you wish and the best selection we can put together will go by first freight.

Sample Houses: Baltimore Cincinnati Dallas Kansas City Omaha San Francisco Seattle

25c

25c

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# THE SCIENCE OF ADVERTISING

This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Jersey City, N. J., March 16, 1910.  
Editor Science of Advertising.

Gentlemen:—Will you kindly criticize this ad. Our ad man thinks it just right. Please tell us where he errs and oblige,

Respectfully yours,  
AMERICAN BUTTER, CHEESE AND EGG COMPANY.

The advertisement inclosed measured six inches double column, and is here reproduced in slightly reduced form:—

as where the text is set in ordinary body type, and only the headlines in boldface.

\*\*\*

Owing to another fault in the display, this advertisement looks something like a man with a small head and big feet. It is light-headed and bottom-heavy. The heading, which is usually the

much ground in this advertisement. They have advertised too many things; so many in this small space that scarcely any one has been given enough room to do it justice. Just twenty-two articles have been advertised in this comparatively small advertisement. This I believe to be far too many. I should have cut down the number probably one-half and then spent more time with each.

\*\*\*

A New England subscriber sends in a copy of his local paper containing a marked reading notice. I am reproducing it here:

This week try our white York State hand-picked pea beans, 9 cents quart. Red Kidney, 12 cents, at D. F. Blish and Son's, Grocers, 66 Church street. Creamery butter, fresh, sweet, 32 cents pound. White compound lard for every use, 13 cents pound, 2 for 25 cents. D. F. Blish & Son, 66 Church street.

I have known in my time a large number of local merchants who used little locals like this with splendid effect. The country newspaper doesn't charge anywhere near enough for this sort of advertising, considering its value. It is almost always absurdly cheap and is used nowhere near as much as it ought to be. If any part of a local newspaper is read, the columns of home news are, and it is therefore absolutely certain that the advertisement will be seen at least. Whether it will be read and remembered depends on the way it is written, of course. I don't think much of the item I have reproduced—it is nothing more than a few prices thrown together. Here is my idea of a pulling reader:—

Quite a number of ladies in this town say they have tried both ordinary lard and butter for cooking, but the very best results were gotten from our white compound lard. This is certainly a superfine product—pure, sweet and wholesome. It is rich enough to shorten anything but not rich enough to upset people's systems. Costs only 13 cents a pound at Blish's.

If I were a local merchant doing business in a country town I should cheerfully pay the extra price usually asked for local reading notices, as compared with the cost of display space. Unless, at least, I was a user of very large space.

## Grocery Sales of Greatest Value

SMOKED BEEF—In our pound glass jars, regular 25c, sale 10c. OX-HEART CHERRIES, reduced from 25c, regular 3 lb. can; in good heavy syrup, can. 15c

SWIFT'S PRIDE CLEANSER—Better than any on the market; extra large can. 8c. OLIVES—Plain or stuffed, surprisingly large 25c bottle, selling this week for. 15c

**Fruits in Glass**  
Fancy Pears, good syrup. 15c  
Hand packed, whole Tomatoes 15c  
Large Juicy Peaches 20c  
Nicely sealed retaining all their natural flavor big jars.  
**Evaporated Fruits**  
Whole Apple, pared and cored, lb 13c  
Pitted Plums, natural flavor, lb 13c  
Pitted Prunes, 1 lb. cartons. 10c  
Silver Prunes, 25 to the lb. 15c  
Flavor delicious; fruit meaty.

TOMATOES—Large No. 3 cans, solid packed, red ripe; reduced from 10c; special, can. 8c. NORWAY MACKEREL—Weigh about 3-4 of a lb., white and fat; price 9c; 3 for. 25c

Tastes Good 'Tis Good **Butterine** Can't tell it from Butter 25c lb.  
Made from the choicest Beef Suet, churned in sweet cream. Better try a pound.

PURE JAM—Large jar, choicest fruit and granulated Sugar, 13c; two for. 25c. PICKLES—Sweet and Sour mixed, Chow and Onions, a 15c bottle, cut to. 10c

IMPORTED PEAS—Finest obtainable; can. 11 and 18c. IVORY TABLE SALT—In large cartons, cut to. 7c

JAMS—Our 10c bottle reduced this week to. 8c. MUSTARD—Williams Bros., Jumbo bottle, cut to. 8c

DUCK and CHICKEN EGGS—Fresh laid, sold at a penny a dozen profit.

We give liberally the Green Trading Stamps.  
Telephone 377 Jersey. Orders delivered promptly.

**AMERICAN**  
**Butter, Cheese & Egg Co.**  
Everything in Groceries, 156 Newark Ave.

The chief fault with this advertisement is in the typographical arrangement. There isn't a line in it but is set in boldface. Only exceptional circumstances can excuse this. Where small boldface type is used the effect is always a smudgy black-looking advertisement with no contrasts. That is the only office of boldface type—to provide contrasts—to make one part of an advertisement stand out more strongly than another part. I admit that that can be done in a measure by using different sizes of boldface, but the effect is not so good

most important part, should never be smaller than the name and address, which are *never* the most important part. A little more consideration would have allowed the head to go in larger and more adequate type. Then the head is a little tame. "Grocery Sales of Greatest Value" is hackneyed. "Come Quick for These Bargains," or "These Are All Money-Savers," or "Money To Be Made Here," might have been better.

\*\*\*

My judgment is that the American people have tried to cover too

HIGHEST IN HONORS

## Baker's Cocoa & CHOCOLATE



Registered,  
U. S. Pat. Off.

52

HIGHEST AWARDS  
IN  
EUROPE  
AND  
AMERICA

A perfect food, preserves health, prolongs life

**Walter Baker & Co. Ltd.**

Established 1780 DORCHESTER, MASS.



THE NEW FLAVOR

## MAPLEINE

Better  
Than  
Maple

(The Crescent Mfg. Co.,  
Seattle, Wash.)

BUTTER & HARDING, Brokers  
5 S. Front St., Philadelphia, Pa.

## MANY GROCERS

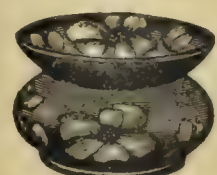
Find it pays them to read the  
"good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

**IF** you are using Premiums to build up your business, or contemplate doing so, it will pay you to write for our exclusive illustrated premium catalogue, containing hundreds of different articles especially adapted for premium purposes, which will be sent free upon request.

**American Merchandizing Co.**  
163 W. 29th Street, New York



No. 1 Cuspidor  
6 1/2 Inch

## THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

**The Peters & Reed Pottery Co.**  
ZANESVILLE, OHIO



*The Hamilton Corporation,*  
*Charles E. Barker and E. Hamilton Banker*  
GENERAL MANAGERS  
*Guaranteed Resources \$1,000,000.00*  
*Executive Offices: 29-35 West 32<sup>nd</sup> Street.*  
*New York,*

April 4, 1910.

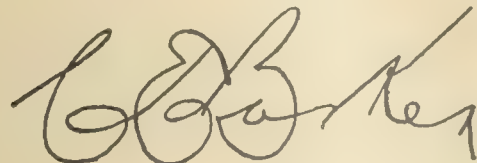
Grocers;-

Retailers,- make more money! We have a plan to increase retailers' profits on standard goods. The attractive part of our plan from the retailer's standpoint is that the expense falls entirely on the manufacturer instead of the retailer.

You write us for particulars with the understanding that you can't spend a dollar with us even if you want to. We simply tell you our plan if you want to make more money, and if the plan seems good to you, you say so, and if it doesn't, you say so. Write us quick if you are open for new ideas.

Very truly yours,

THE HAMILTON CORPORATION,



General Manager.





The Other Fellow's Stunt.

It's certainly a fact that nobody's ever satisfied with what he has himself. The other fellow's store and the other fellow's stunt is always better than ours. Ain't it funny?

I heard a grocer who has one of the swellest stores I know of kicking to beat the band the other day because he hadn't started in when he opened his store to cater to a poorer class of people. Ain't that the prize knock?

This man's store ain't so big, but it's exclusive and dead swell. I know how much he does—he sells about \$800 a week, which ain't so punky.

I'll bet he ain't got a real poor person on his books. By real poor person I mean a white slave like me. The store is in a rich part of a rich city and it sells rich stuff. Preserved figs and French prunes in glass and all that sort of stuff.

"Well, you're the last man I ever expected to hear kick about his own store," I said, when he unloaded his tale of woe. "Specially a store like this. Why, I've always looked on your store as darned near ideal. It's sure a high-grade, classy place. I'll bet there ain't a grocer in the town but envies you and wishes he had it. What ails you, anyway? What's in your mind?"

"The trouble is," he said, "the people I sell to think paying grocery bills is a matter of no special importance—it can wait until they remember to do it."

"Well, don't you allow for that in the prices you charge?" I asked.

"Certainly," he said, "but what good is 25 per cent. interest if you can't collect either interest or principal? I'm particularly sore to-day. I sell a family up here on the hill—the man's a big stockholder in an iron foundry over across the river. They pay all their bills once a year.

They've owed me ever since last summer, and the bill's nearly a thousand dollars. In spite of that the whole lot went off to Europe last week to be gone three months. And I need that money."

"Ain't the account good?" I asked.

"Good, yes!" he said, "certainly it's good! The man owns the place he lives in and that's worth fifty thousand if it's worth a cent. But how does that help me? Think I'm going to bring suit?"

"Why don't you go to some bank and borrow on the account?" I asked him.

"That would be fine," he said, "if he wasn't a director in the only bank here that does that sort of business."

"No," he went on, "it's simply a case of waiting till they come back. I have dozens of cases nearly as bad. They know they can afford to pay, and they know I know that; their credit's good—there isn't a store here that wouldn't be crazy to sell them—and so they let things drift. People of that kind never think you need money."

"A man who does my kind of business needs three times the capital that the other fellow needs," he went on. "And I haven't got it; that's the trouble."

"Well, what makes you think poor people are any better pay?" I asked him.

"I know they are," he said. "I learned the business in that kind of a store. The best people on earth to sell to is laboring people—the kind that work in mills and foundries at \$12 to \$20 a week and get paid regularly every two weeks. I don't mean the drunken riff-raff, but the steady workers that have families. People like that are as regular as a good clock. They only have so much—they know exactly what it is—and they set so

much aside for the table. Unless the father gets sick or out of work, you can gamble on getting what's due you right on the dot. That's next to spot cash in my judgment."

"But you can't sell the same class of stuff and you can't get the same profits," I suggested.

"Right," he said, "but what of it? What difference does it make what kind of stuff you sell if you get your money for it? Of course you can't make the same profits, but you don't need to. I deliberately charge these people for making me wait for my money."

"But wouldn't you rather do a tony business like this than sell to women who come in with aprons over their heads?" I asked.

"Why should I?" he said. "No, I believe I'd rather do the other kind. These people treat me all right, of course, but I'm only a sort of servant to them. They expect to order me about just as they order their butler. No, when all's said and done I believe I'd rather come in contact with the other class. They look up to you, if anything, and they show a friendly feeling that isn't possible with the others."

"Well, you're a good enough merchant to run any kind of a store," I said, "why don't you sell this one and start the other kind of a store somewhere else? Then you'd be perfectly happy."

And then I waited for a reply with a twinkle in my beautiful eyes.

"Well, I hadn't thought of that exactly," he said, looking at me suspiciously.

"You bet you hadn't," I said, "and you won't think of it either. It's all right to sit here and talk about how rotten your stunt is and how much you'd rather have the other fellow's, but when it comes to changing yours for his, you'd always find you had to hurry away to keep a date with a man down the street. No, sir, a man's job is always the worst ever until it comes to giving it up to the other fellow and taking his."

Now my job. Sometimes I feel as if I simply had to set a railroad station on fire. I get so sick of batting about the road that some days I'd give anything if I could only get some nice light work to do like sprinkling sugar on cream

puffs. But the chance is if I got the nice light job, even at more money, I'd shed tears the second morning for the smell of a railroad engine.

It seems I've showed me ignorance again. Read this:—

Baltimore, Md., March 21, 1910.

Mr. Stroller.

Dear Sir:—Just a few words in reply to your article, "Overworking Our Mouths."

First, I want to refute that statement of yours about the Socialist thinking we ought to divvy up, which is absolutely false and absurd—one of the antiquated stock arguments of the prejudiced and ignorant. Mr. Stroller, ask any enlightened man; write to the editor of your daily paper and he'll tell you different.

Socialism can hardly be defined in a few words, but here's an excellent and concise definition: The collective ownership and democratic management of the social means of production for the common good. No divvying up about that.

I agree with you that some grocers do overwork their mouths, they not knowing the first principles of business-building and business-getting. As a business man and Socialist, I know that I can't mix business with Socialism. When I am in the store my sole aim is to be of the best service possible to the trade and employer, inviting no discussion of a political or religious nature, but talking goods and the store.

Mr. Stroller, undoubtedly you will be able to understand this letter. I would like to write better, but still being a young man just having passed my majority, I get my education by degrees, under this great and glorious civilization (?). But know that Socialism is the inevitable outcome of the present iniquitous system.

Respectfully yours,  
ATILA E. HARTIG,  
729 Baker St.  
THE STROLLER.

Florida beans are in better demand by reason of the warm weather. The range in price is \$2.50 to \$3 per crate.

#### Ohio County Grand Jury Finds Food Demand Exceeds Supply.

The Grand Jury of Cuyahoga County, Ohio, in which is the city of Cleveland, has reported as follows after a comprehensive examination into the causes of high food prices:—

Based upon the evidence, a brief resume of which is contained in the foregoing report, the grand jury find that the high price of food commodities in Cuyahoga county, not taking into consideration causes beyond the limits of our county, are due chiefly to the following:—

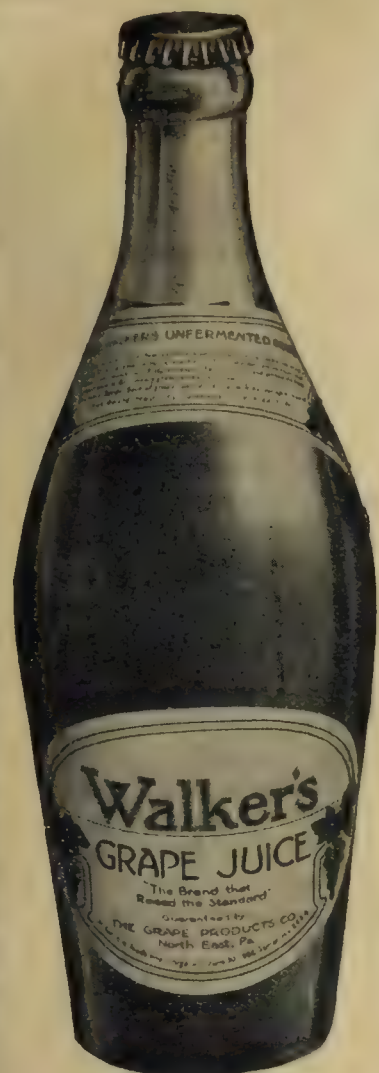
First: The local consumption greatly exceeds local production.

Second: Rigorous inspection of farm products tends to prevent competition by the discouraging of production.

Third: Advanced cost of raising cattle owing to the increased price of grain and hay.

Fourth: Demand for the best quality and cleanliness of food regardless of price.





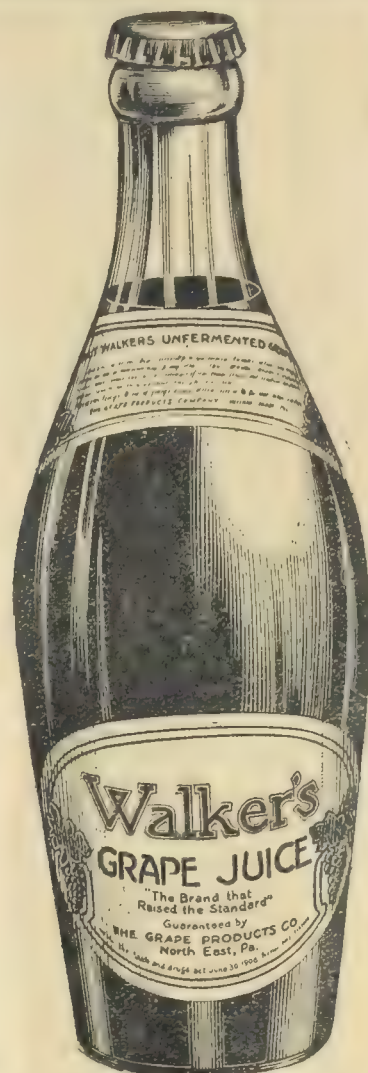
The "Ten-Pin" Bottle

# The Seller of 1910 and Thereafter—

## Walker's GRAPE JUICE

**"IT'S CLEAR BECAUSE IT'S PURE"**

## It Sells Because—



The "Ten-Pin" Bottle

### People Like It Best

Other grape juices have only scratched the surface of the possibilities in grape juice as a universal beverage. Everyone likes grape juice; everyone knows it is healthful and wholesome; but the puckery after-taste and cloudy appearance of other grape juices have retarded their sale. People who liked other grape juices fairly well are now buying Walker's because they like it better; people who didn't like other grape juices well enough to use them regularly are buying Walker's by the case.

### It Is The Only Clear Grape Juice

The clearness of Walker's, which means purity, makes it the most attractive grape juice on the market and the best for family trade. It can be used steadily day after day with only the most beneficial effects. It will not upset the digestive organs, as the cloudy, astringent grape juices do; it will not discolor the teeth, tongue or lips, because it is clear and pure. The rich color and clear translucent appearance of Walker's gives the housewife greater opportunities for the preparation of dainty beverages and fancy desserts, as well as making a more tempting drink, when served "straight."

### It Contains No Tannin or Dregs

You could not sell a cloudy wine and it will be hard to sell a cloudy grape juice when people learn that they can get a grape juice that is pure and clear. The cloudy appearance, the purplish sediment and dregs of ordinary bottled grape juices are due to pulp, extract and particles of seeds and skins. These not only spoil the looks of the juice, but they furnish the tannin which gives to cloudy juices their astringency. Walker's is free from all this floating matter, settlings and sediment—and is consequently without the tannin taste.

Walker's will keep properly because free from this sediment, while ordinary grape juices, by gradual decomposition of the solid matter at first held in suspension, in time precipitate a slimy deposit in the bottoms of the bottles, rendering the juice unsalable.

### It Is Nationally Advertised

Walker's Grape Juice is being advertised by a \$200,000 campaign—not in a few magazines with limited circulation, but in every general and woman's magazine of importance, covering every city, town and hamlet, reaching practically every possible buyer of grape juice. Again, Walker's advertising not only *appears* in these magazines, but it appears big—in spaces large enough to be seen by all readers. The double-page spread in the middle of the "Saturday Evening Post," the most valuable advertising space in the world, was used for Walker's Grape Juice in January and will be used again in May. Few of even the largest advertisers use this space twice within five months.

### We Furnish Store Ad Matter

With all orders for one case or more we furnish a large ten-piece Window Trim, cut out and lithographed in colors; a set of store signs and hangers; and a supply of 24-page Recipe Books, showing beverages and desserts that can be made with Walker's Grape Juice. This advertising matter, in addition to its local value, will serve to link your store with our National advertising.

### Walker's Pays You a Good Profit

Walker's Grape Juice is unusually profitable, first because there is a good margin between wholesale and retail prices; and second because our advertising will make first sales for you, while the quality of the product will make repeat sales.

**We give special discounts on 5 and 10 case lots. Write for them. Your jobber can supply you now.**

**THE GRAPE PRODUCTS COMPANY, North East, Pa.**



# THE GROCERY MARKETS

## Tea.

The tea market is still dull. There is a regular steady demand from day to day, but hardly a pound of it is for tea not immediately wanted. Nevertheless tea could be sold on speculation if it could be gotten cheaply enough. The available supply is so small that everything desirable is held steady to firm. The consumptive demand for tea is fair.

## Coffee.

The coffee market is quiet. Rio and Santos are both unchanged. There have been some sales of Santos made during the week for July shipment at a fraction advance, and this seems to presage some increased firmness in the market in this country. The consumptive demand for Brazil coffees is very moderate. Mild coffees are steadily maintained, but dull. Java and Mocha quiet and unchanged.

## Sugar.

The sugar market has shown some uneasiness during the week. The raw market in Europe is firmer, while the Cuban raw market, on reports of continued large receipts, doesn't seem so strong. As to refined sugar, the Federal advanced 10 points during the week, or to 5.35 cents, while the other refiners accepted orders at 10 points of the list, or at 5.15 cents. As the week closes it is reported that any refiner will sell at 5.15 cents. The consumptive demand for refined sugar is fair.

## Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is in light demand, on account of the warm weather. Prices are unchanged. Sugar syrup is in active demand at firm prices. Molasses is quiet and unchanged.

## Fish.

The demand for fish is fair. Norway mackerel have shown some disposition to ease off during the week, and the demand is but fair. Irish mackerel are offered at favorable prices also. Domestic sardines have advanced, as predicted last week, to a basis of \$2.60 f. o. b. for quarter oils. No prices on the 1910 pack have

been named as yet, but they are expected to be much higher than last year. Imported sardines are quiet and inclined to be easy. Cod, hake and haddock are dull and unchanged. Salmon shows no change and only fair demand.

## Canned Goods.

Tomatoes are undeniably weaker, and during the week the market has dropped again to a basis of 60 cents f. o. b. While three good consumptive months are ahead, there seems no strong reason to expect much higher prices for tomatoes this season. Futures are exceedingly dull, the general situation showing no change. Spot corn is in fair demand at unchanged prices. Future corn quiet and unchanged throughout. Spot and future peas are both quiet at ruling prices. The spot supply seems to be ample for all needs. Apples are unchanged, the market not being especially strong. Eastern peaches are scarce and hardly worth quoting. California canned goods are selling in an occasional way at unchanged prices. Small Maryland canned goods show no change, but some activity, string beans in particular.

## Dried Fruits.

Prunes are dull, and while the coast shows no change in price, holders in secondary markets are cutting prices. Peaches are still in good demand at unchanged prices. Apricots are dull and unchanged. Raisins dull and neglected. Currants are in fair demand at ruling prices. Fard dates have been in rather unusually good demand, in spite of the warm weather, the reason being general scarcity. Figs and citron are dull and unchanged.

## Beans and Peas.

Domestic pea beans seem to have slumped badly. Sales have been made during the week as low as \$2.18 delivered, though on spot holders are endeavoring to get from \$2.25 to \$2.35. The demand is moderate. Imported pea beans are still selling up to \$2.20. Domestic marrows are firm at \$2.85 and in fair demand. Imported still unobtainable. Cali-

fornia limas show no change at this writing, but there are rumors of an advance of 15 points on Monday, April 4th, which would mean 5.40 to come forward. Green and Scotch peas are weaker and show a declining tendency. Other dried and split peas unchanged and in fair demand.

## Butter.

The receipts of fine butter continue light and the market is firm and unchanged. The quality of the butter now arriving is good for the season and all receipts meet with ready sale. Stocks in storage are about exhausted and the trade is being chiefly supplied with fresh butter. The probability is against any material increase in the make within the next two or three weeks.

## Eggs.

The market remains firm and unchanged, and the receipts are about normal. The quality of the current receipts is the best of the year. The present consumptive demand is very good and there is also some speculative demand. The consumptive demand should remain active for some time.

## Cheese.

The cheese market remains about the same as during the past month. The consumptive demand is good considering the high prices. Stocks are very light and fancy cheese is likely to go out at unchanged prices. New cheese will hardly arrive for at least thirty days. Under grades are more plentiful than fancy and show only a fair demand.

## Provisions.

The provision market is firm and there is a fair consumptive demand at slightly advanced prices. Everything in smoked meats shows a continued shortage and the consumptive demand readily absorbs everything that arrives. Pure and compound lard are both firm and are likely to advance shortly. Barrel pork rules very high and shows very slow sale. Canned meats and dried beef are in fair consumptive demand at unchanged prices.

## INDIVIDUAL MARKET REPORTS.

### Evaporated Apples, Etc.

The evaporated apple market here has continued strong and there has been a steady demand from the domestic trade. Europe continues to show very little interest, but stocks are so light that the goods are held with considerable confidence.

Raspberries are in very light demand, but there is some business being done at 22 to 22½ cents for new goods. Old goods are held at the same prices.

Apples for shipment in small quantities are quotable as follows: Prime, 7¼ to 7½ cents; choice, 7½ to 8 cents; fancy, 9½ to 10 cents, f. o. b., in 50-pound boxes; cartons, ½ cent per pound higher; cores and skins, \$1.25 to \$1.30; chops, 1⅜ to 1½ cents f. o. b. buyers' bags.

C. C. HALL.

Rochester, N. Y.

### Baltimore Canned Goods.

Continued favorable weather for the shipment of canned goods has attracted more business to this market than usual for the month of March. As a rule, blustering wintry weather prevails in this section at the ending of the winter, but this month will probably be written down as having been the mildest March on record. Spring-like temperature every day, or nearly so, has been the experience up to date, and the canners are, as usual, mapping out their plans for the coming summer's campaign but they find themselves up against a proposition that causes them to balk. The farmers who contract with the canners every season for a stated acreage of tomatoes at a fixed price per ton are unwilling to set out their plants this season unless at the top prices paid for last year's crop, and in some instances a higher price. They threaten to put in other crops that promise to be more profitable and let tomatoes go for one season, or else reduce their acreage in that article to a point where they can control the selling prices for canning purpose. Up to this time the canners are standing pat and show a disposition to let things drift along as they are. The same conditions seem to prevail in the Western canning centres.

Meantime, this market continues to be the source of supply for spot tomatoes for prompt shipment at to-day's low prices. Again this week the buying orders came from nearly every State in the country, in lots ranging



# Do We Get Your Tea Orders?

We are importers in a large way, and through our special representatives select *where it grows* the Tea of our importations.

We get special value always. We don't pretend to sell the *cheapest* Teas on the market; price basis is not the way to buy. Buy good Teas only and sell at a fair profit and pay enough to get genuine quality. Give us a chance on that basis. You won't make a mistake.

## WE WANT TO TALK TEAS

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet — "Fifty Years' Progress" — tells you about us.

## A POT OF GOLD

You can't find the pot of gold "at the foot of the rainbow" but you can **make** a pot of gold for yourself by recommending **Knox Gelatine** to all your customers. We guarantee it will please them, and they will continue to buy it once you get them started. This means **steady sales** at a **good profit** to you because **Knox Gelatine** sells at fifteen cents a package. Get your customers buying **Knox Gelatine** all year around.

**CHARLES B. KNOX CO., :: :: Johnstown, N. Y.**



from one to three carloads chiefly, with an order for a larger quantity now and then. April and May are expected to be the big months for larger orders, sufficient to cause some improvement in the market prices. The selling end of the market at to-day's prices is being narrowed down in point of numbers, and when the financial requirements of the sellers are covered the market will have a chance to go back to a normal basis.

More business in tomatoes for future delivery was done this week than in the week previous, and it is reasonable to expect a gradually increasing demand as the season progresses. We cannot recall a season when the canners showed less disposition to urge the sale of tomatoes at the prevailing quotations for forward delivery. If they do not make sales there is no reason for making contracts with the growers for next season's crop, and the latter will have to decide very soon whether to plant tomatoes and take his chances, or to put in other crops for the outside markets.

In nearly all other lines of vegetables the market was dull this week excepting in a small way. A few carload lots of spot corn were sold, and sweet potatoes, string beans and baked beans were wanted to patch up broken stocks, but the other items were inactive.

The spring demand for canned fruits is always expected to be large enough to clean up the stocks of all kinds remaining unsold from the previous canning season. If there is only an ordinary demand for them this spring that result will be accomplished, as the stocks of fruits held here are very much below the average for this time in the season. The canning season for cove oysters has closed, practically, and the stocks on hand for the requirements of the trade until next October are smaller than was anticipated.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Spices.

The market is active and firm prices are prevailing. The demand is quite satisfactory throughout the list. Stocks are generally short. Inasmuch as the Easter holidays are closely observed in Europe, we have had no advices in the last three days.

Pimento (Allspice) changed and in very good demand; present prices are certainly safe.

Peppers.—Changes have been few during the week. There has been some large trading in Lampongs for future. The demand for pepper is good and all April arrivals have been pretty well sold up. White peppers, while firm, are without change.

Red peppers very scarce and firm. All indications point to a condition of present high prices throughout 1910.

Cloves.—The demand is good and prices are steady. It is not expected that lower prices will rule. The chances are that the tendency will be upward.

Mace much higher abroad. Prime stock is scarce and firm.

Nutmegs steady and firmly held. No changes are reported during the week.

Cassias.—Saigon is scarce. Batavia is in good demand, especially for the extra quality. China being heavily traded in for future arrival, little being sold for spot needs.

Gingers.—Demand good with higher market value for African for future arrival. All gingers are firm and the general tendency is upward.

Tapioca very active; prices have advanced here as well as abroad. Still higher prices are looked for.

Seeds in good jobbing demand. Coriander is very much firmer. Poppy and caraway unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Imported Fish Specialties.

Sprats.—The demand at present is very light and principally for the reduced size. We, however, anticipate a very good demand in the near future. Indications from all parts of the country point towards it.

Holland Herring.—No demand at all. Stocks are not very large and prices remain unchanged.

Scotch Herring.—Very little demand. Market remains unchanged here, although the European market is decidedly higher.

Norwegian Smoked Sardines.—Demand continues very good and stocks are moving quite freely, especially for the better grades.

STROHMEYER & ARPE Co.  
New York, N. Y.

#### MARKET NOTES.

Florida peas are still comparatively scarce and high, though much lower than some months ago. The present range is \$3 to \$4.

Florida tomatoes range from \$2 to \$3, with \$3.50 for anything strictly fancy. Most of the current receipts are small. The demand is good.

Florida strawberries are weaker and range from 25 to 35 cents per quart. The receipts are large and of good quality.

Salad shows a wide range—\$1.25 to \$3. The receipts are still coming from Florida only, except

for an early shipment or two from North Carolina. The demand takes good salad as fast as it comes.

New Florida potatoes are coming North in small quantities and average \$2.25 per basket, or \$6 to \$7 per barrel. Bermudas average \$7.50 per barrel and are in good demand.

Florida cucumbers range from \$3 to \$4 per box, and the hothouse \$1.25 to \$1.75 per dozen. The demand is active.

#### AMONG THE TRADE.

Mr. Reno Schoch, well-known among the local trade, was elected last Monday to succeed Bernhardt Mosler as secretary of the Girard Grocery Co. At this writing no one has been elected to the secretaryship of the Retail Grocers' Association, though the two positions have always been held by one man. Mr. Schoch is a member of the Schoch & Shafer Co., a retail firm which has been locally prominent for many years. It maintains two uptown stores and formerly conducted a large retail store on Market street. The firm has been a member of the association for a long time, and Mr. Schoch is thoroughly familiar with the operation of its various interests. Without doubt he will make a most efficient executive.

Jonathan S. Graham, formerly one of the best known wholesale grocers in Philadelphia, but long since retired, though his successors still use the firm name of Jonathan Graham & Co., died in Redlands, Cal., last Tuesday. He had lived there for twelve years.

#### Pennsylvania Health Department Teaching Consumers How to Buy Food.

Showing What Cuts of Meat Can be Bought Cheapest and Also What Other Foods Are Ideal.

The Pennsylvania Health Department has done some excellent work during the last week in the direction of educating consumers how to cut down their food bills. The department puts its work more on the score of health than of economy, but it all comes to the same in the end. Through its 113 dispensaries scattered over the State the authorities are

carrying on an active campaign to teach consumers what parts of meat can be bought for the least money, and also that they should eat foods which supply starch, fats and albumens. Sample menus have been placed in the hands of the people, with the prices of everything appended. The products which are put forward by the Health Department as ideal foods are the following: Hominy, oatmeal, split pea soup, vegetable soup, stock soup with rice, rolled flank of beef, beef loaf, pot roast, round steak, perch, salt herring, codfish, pork and eggs, sausage, mush, scrapple, rice, baked beans, onions, potatoes, dried corn, dried lima beans and prunes.

#### Ginger Ale Manufacturers Tell Federal Board Red Pepper is Natural Ingredient.

Contemplating New Ruling on Ginger Ale Labeling, Board Hears Manufacturers' Arguments for Use of Capsicum Without so Labeling.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 31, 1910.

The Federal Food and Drug Board granted a hearing during the week to manufacturers of ginger ale, the question at issue being whether capsicum (red pepper) can legally be added to ginger ale in order to increase the pungency, without revealing its presence on the label. It is admitted that there is no objection to the use of capsicum on the score of harmfulness; the only question is whether it is a natural ingredient and therefore need not be mentioned on the label. The Board has in contemplation a new ruling on the subject, and before making it wished to get the manufacturers' views.

The hearing developed the fact that almost all the ginger ale on the market contains capsicum, though only recently have the manufacturers considered it necessary to so label it. It seems to be a fact that the adding of capsicum is a very old custom. Its object is to give more life to the ale. The Board did not indicate whether it would require capsicum to be stated on the label or not, but will announce its conclusions as soon as reached.

HOLT.



The most  
successful business  
firms in this country thor-  
oughly understand the great  
value of good horses, wagons,  
and harness for delivering goods.

The Wanamaker HORSE GOODS  
STORE can supply you with  
THE BEST HORSE GOODS  
that are made.

**John Wanamaker**  
Philadelphia, Pa.

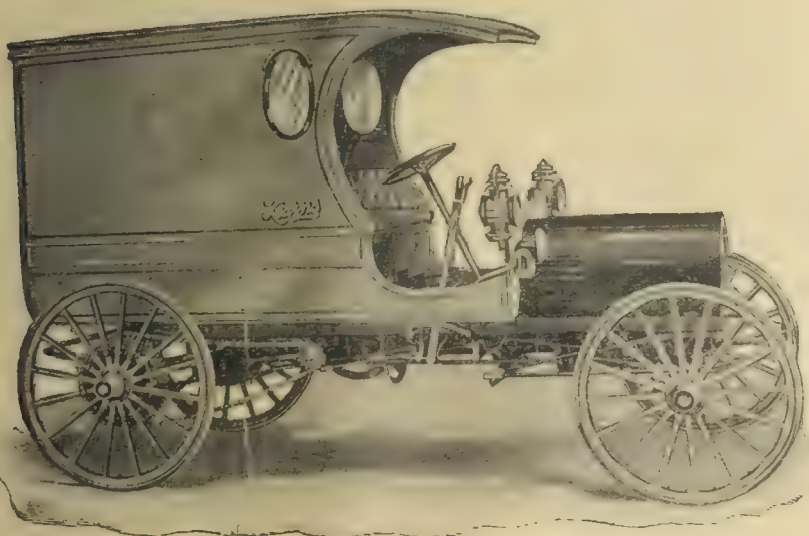
*Anker's*  
**Bouillon  
Capsules**

**SEE THEM MELT!**

Put a package of these on your counter,  
with a little card telling what they're are  
good for, and they'll melt away like snow.  
ANKER'S BOUILLON CAPSULES make  
bouillon, soup or beef tea, and everybody  
likes one of the three, especially when  
they're so delicious as they are. Ten  
capsules in a box—drop one in hot water.  
Good goods and a good profit.



ROYAL SPECIALTY CO., Sole Manufacturers 92 READE STREET  
NEW YORK



**Simply Oil Three Grease Cups  
Every 100 Miles**

To show how absolutely simple our MODEL A DELIVERY CAR is to operate, the only oiling it needs is in three grease cups which need renewing every 100 miles. The other bearings need oiling only once a year!

The Kearns Model A is the simplest delivery car made. This means so much. It shows in the up-keep cost, the ease of operation and control, the smooth, quiet running,

This car really has no gears, valves or springs to go wrong. A handsome car at an extremely moderate price. Much cheaper than any team to operate, yet it does three times as much.

Write for figures showing price and cost of maintenance.

**Kearns Motor Car Company**  
Beavertown, Penna.

## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter 2¼ inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.



Made in Pints, Quarts and Half Gallons.

The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

**R. E. TONGUE & BROS.**

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

## Morris & Co. Supreme Brand Corned Beef

FORMERLY FAIRBANKS LION BRAND

*Extra Lean, Choicest Quality*

All Jobbers carry  
Supreme Brand Canned Meats

**W. A. MILLAR & CO.**

2d and Willow Streets, Philadelphia Agents



## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Business Habits.**—Many men make the mistake of confining business habits to business hours. Do you know that it's a splendid privilege to be able to acquire business habits. A well-regulated store is a business college conducted on a practical basis. Its specialty is imbuing its men with "business habits" and watching them acted out. In college we have a recitation. In the store we have the real thing. The professor corrects the one. The manager corrects the other. But the point is to carry this habit outside of the store. Let your trained business habits apply to home life. Social life. Church life. Political life. Some day you'll be a councilman maybe or

a vestryman or an important chairman. That's where your business training will help you and where you must put it to use.

\*\*\*

**The Booster Spirit.**—The best man in any store is the man that shows the *booster spirit*. The man that builds and "enthuses" and works. the man that believes in himself and his store. *You* can do it—even if you are a plain clerk. It's only a matter of getting in love with things. A booster sees the best right around him. No better goods are sold than he sells. No boss is more on the level than his boss. No delivery is more prompt nor any set of drivers more polite than his de-

livery or the gang of fellows that run that delivery.

It isn't so much the good you do the store, sir, as the downright good you do yourself in actually *doing something*. For heaven's sake get away from following the other fellow. He has simply done what ten thousand others did. It's up to you to make a break and be a booster.

\*\*\*

**What Are You Doing About High Meat Prices?**—"Doesn't hit my job," you say. But I say it does. What's more, it hits you more directly as a grocery salesman than any other man in business. There's going to be more canned meats and canned vegetables sold if this condition continues than you ever saw. Not only that, but it's just the time to talk cereals. It's just the time to show up your package goods and your loose oats, cornmeal and bags of flour. Canned beans will be a good seller now, so will dried beans, and if you men are up to snuff you'll feature these things in your store. Don't let the bright fellow on the other corner wake you up. You do the waking. There's too much

lagging in the average grocery store—too much letting well enough alone. Boys, there's nothing "well enough." And let me impress upon you again that you shouldn't look to the boss to start these things. He has a hundred other things on his mind and very likely he has these very things on his mind that I'm writing about but thinks nobody can carry them out but himself.

Show him that you have got ideas. Go ahead and demonstrate your originality. Let the man feel that he has brains back of his counter.

\*\*\*

**Your Letters.**—I have received in the past few months a great number of letters from clerks and employers indorsing the ideas given in "Straight Talks to Clerks," and while my duties will not permit answering all these in detail, I gratefully acknowledge your kind and complimentary words and am delighted to learn of the deep interest taken in this department of the paper. Write again.

Florida squash is selling in a small way at \$2.50 per crate.

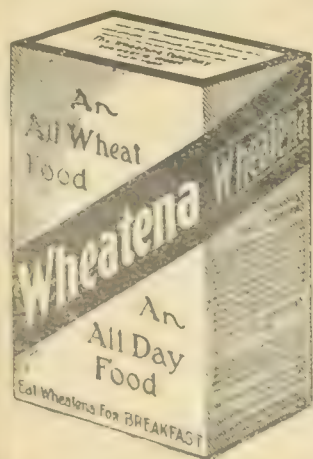
## BORDEN'S EAGLE BRAND CONDENSED MILK

HAS ENJOYED A MERITED REPUTATION FOR PURITY AND HIGH  
QUALITY FOR MORE THAN HALF A CENTURY.

BORDEN'S CONDENSED MILK CO.  
"Leaders of Quality,"  
Est. 1857. New York.



Its name is familiar to  
trade and consumer  
throughout the world.



## Better Than Miraculous

We mainly claim for **Wheatena** that it is a repeater; that it is so carefully devised and so carefully and expertly made, that the family that use it once will usually adopt it as a permanent household fixture.

This is not because there is anything miraculous about **Wheatena**, but because the greatest care has been taken to make it a perfect food and because its peculiar make-up makes it immensely superior to the great mass of popular cereals exploited by heavy advertising.

THE WHEATENA CO., Rahway, N. J.

## Let Us Send You Samples

We are getting requests to send **Tea and Coffee Samples** all the time from grocers, and they show a constant, steady increase. It is a very exceptionally situated grocer for whom we can't save money.

In a nutshell, we deduct the cost of salesmen's salaries from our selling prices and sell you by mail. Is there any reason you couldn't buy by mail, if you were absolutely protected? Send for samples.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897



## Mr. Harris Helps the Government; He Can Help You

If you want to know how to make the most money you can possibly make out of your Coffee Department, write our Mr. William B. Harris.

Mr. Harris is the coffee expert for the U. S. Department of Agriculture; that's how much confidence the Government has in him.

**WILLIAM B. HARRIS COMPANY**  
Coffees, Teas, Cocoas  
167 Front St., New York, N. Y.

*Cup  
Quality  
First  
Consideration*

TRADE MARK

## LEARN TO MAKE SIGNS & SHOW CARDS

### MR. CLERK!

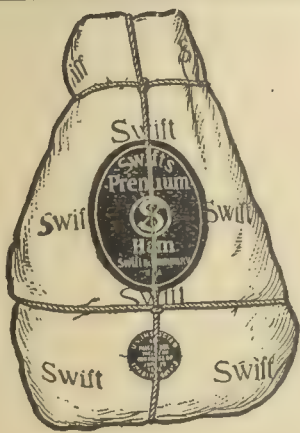
If you knew how to make signs and show cards, couldn't you get a better salary? Of course you could.

You can learn how for \$10. Our *Correspondence Course in Show Card and Sign Writing* will teach any man of ordinary intelligence how to do the work. Consists of 45 clear plates, which simply need to be followed. \$10 covers everything.

We have some other courses that will fit you for a better salary. Write us.

**Home Study Institute**  
934 Chestnut Street, Philadelphia, Pa.

## FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL



Ham without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

**SWIFT'S PREMIUM HAMS** are uniform—always properly cured, tasty, appetizing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAMS**.

Swift & Company, U. S. A.

## Sell the Good Things That Pay Best

Undoubtedly the best all 'round Cereal foods made are the gluten foods like our **Gluten Cereal**. The trouble with all but ours is that they pay so little profit. The best known, in fact, pay no profit.

Our's isn't so widely advertised or so well known as some wheat cereals, but since it pays 40 per cent., while the others pay little or none, wouldn't it pay you to help get it known?

**A. C. Godshall & Co.**

INCORPORATED

LANSDALE, PA.

YOU CAN GET

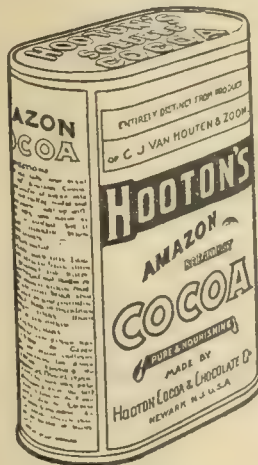
## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



Some Reasons  
For Selling  
**HOOTON'S COCOA**  
Every Chance You Get

**FIRST**—You can depend on **HOOTON'S COCOA** pleasing your customers and backing up your strongest guarantee of quality and flavor.

**SECOND**—Not only is the quality of **HOOTON'S COCOA** right, but it's the biggest First Quality can sold for ten cents.

**THIRD**—Besides giving your customers both quality and quantity that will bring them back again and again—you make a good profit.

**HOOTON COCOA AND CHOCOLATE CO.**  
NEWARK, N. J.

"REMEMBER HOOTON'S, NEWARK, N. J."



## London (Eng.) Consumers Can Live on Weekly Grocery Bill of \$3.66

Some Interesting Figures Showing Retail Meat Prices in England as Compared With Our Own. Prices of Other Grocery Staples. Cost of Living Much Under this Country.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

March 31, 1910.

As an interesting contribution to the discussion as to high meat prices in this country, come some figures sent to the State Department during the week by United States Consul Mahin, from Great Britain. They cover the retail prices of the various cuts of meat in England in comparison with the prices in this country, as follows:—

Description.	American.	British.
Brisket .....	\$0.05	\$0.10
Stewing .....	.11	.14
Round .....	.14	.18 to .20
Rib roast .....	.14	.20
Sirloin .....	.16	.20
Rump steak (no bone and little fat) .....	.20	.26

I have also obtained some more specific figures showing the retail prices of meats in Birmingham, the great manufacturing Centre of England. The butcher from whom they were obtained is representative in every way, but his methods of cutting differ from those of the American butchers in that he trims his meat close, leaving a very short tail to the equivalent of the

American porterhouse steak, and cutting away most of the useless fat or suet, but leaving a little more bone than is done in the United States. Chops are similarly closely trimmed and ribs of beef are short. He also is able to sell even the poorer cuts of meat, which brings down the selling value of the better cuts somewhat.

The following statement shows the prices at retail in the high-class Birmingham shop mentioned:—

Description.	Per lb.
BEEF.	
Sirloin, including the tenderloin, sold almost invariably for roasting and not in porterhouse steaks .....	\$0.20
Ribs of beef (chine) .....	.20
Top side of the round or silver side of the foreleg ....	.18
Rump steak .....	.17
Hitch bone or lower part of round .....	.18
Shoulder .....	.16
Neck (stickings) and brisket (breast) .....	.18
Ribs for boiling (the heavier and coarser ribs which form the chest) .....	.12
Hip-bone steak (the best part of the rump and the most popular steak) .....	.26
Stew steak, without bone ....	.18
Gravy beef, which is the lower part of the leg .....	.16
Soup meat (shin with bone) ..	.10
Suet .....	.10
Liver .....	.10

### MUTTON.

Leg .....	.20
Shoulder .....	.18
Loins, whole .....	.21
Chops (the American loin chops) .....	.26
Chops, rib (called cutlets in England) .....	.24
Neck .....	.18
Breast, the lower end of the ribs .....	.10
Liver .....	.16

### VEAL.

Leg .....	.18
Fillet or tenderloin .....	.21
Shoulder .....	.18
Oyster (boned shoulder) ....	.19
Neck and breast .....	.16
Cutlet .....	.26
Liver .....	.18

### FRESH PORK.

Leg and loin .....	.18
Neck .....	.17
Belly .....	.16
Head .....	.08
Chawls .....	.14

Very little of the above is American meat, as the prices of it are much too high to sell in English markets profitably.

Apropos of the same subject, some data I have obtained on the cost of living in the city of London shows that at many points it is much below the cost of living in this country. My correspondent visited twenty large bakeries and found that the same quantity of bread that cost in this country 5 cents can be obtained in London for 4.

Here is a little table of the retail prices, reduced to American cents, of most of the grocery staples in London:—

Articles.	Price.
Apples, second and third quality, lb. ....	\$0.04 to \$0.06
Butter, dairy, lb. ....	.24 to .32
Cheese, Canadian, lb. ..	.14 to .16
Cocoa, lb. ....	.16 to .36
Coffee, lb. ....	.16 to .36
Currants, lb. ....	.04 to .08
Eggs, 12 to 16 .....	.24

### Fish:

Cod, lb. ....	.08 to .12
Salmon, lb. ....	.06 to .08
Flour, second quality, 3½ lbs. ....	.09 to .10
Jam, lb. ....	.06 to .08
Marmalade, lb. ....	.08 to .10

### Meat:

Bacon, lb. ....	.16 to .24
Beef—	
Frozen, lb. ....	.10 to .14
Fresh, lb. ....	.16 to .20
Pork, steak and ribs, lb. ....	.12 to .16
Milk, fresh, pint .....	.04
Oatmeal, lb. ....	.04 to .06
Onions, lb. ....	.02
Oranges, 2 to 3 .....	.02
Potatoes, lb. ....	.01 to .02
Potatoes, cwt. ....	.72 to .96
Prunes, lb. ....	.08 to .12
Raisins, lb. ....	.06 to .10
Rice, lowest quality, lb. ....	.04
Syrup, lb. ....	.06

### Sugar:

White, lb. ....	.05
Yellow, lb. ....	.04
Tapioca, lb. ....	.08
Tea, lb. ....	.20 to .60
Tomatoes, lb. ....	.08
Vegetables, general, lb. ....	.03 to .04

With this came an estimate that a man and wife and possibly two small children could subsist comfortably in London on a grocery bill of \$3.66 per week. This includes sufficient bacon, bread, butter, cheese, coffee, currants, meat, milk, potatoes, rice, sugar, tea and vegetables. It would be an interesting conjecture how far an American family could go on \$3.66.

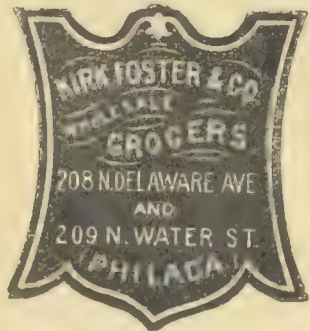
HOLT.

Florida celery is coming forward abundantly at \$1 to \$1.75 per crate. The demand for good celery is good.

# PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



## —Are You a Buyer?—



If so, we think it will pay you to read our offering; and don't overlook the "man behind the gun." We are here to stay, and guarantee every thing we sell.

**SYRUPS**—The demand for our popular brands keeps up, most of them are made heavy-bodied for the spring and summer trade. We guarantee satisfaction in every instance. **Royal Table Syrup, Gilt Edge Syrup, Ex. Amber Drips, Quaker City Syrup, White Clover Syrup, Klag B Drips, Crescent Syrup,** etc. Also full line of New Orleans Molasses.

**CANNED PINEAPPLE**—The season to sell Pineapple is here and we offer the Far East Brand Singapore Pineapples 1½-lb. size cans, 4 doz. in a case. Smooth sliced, packed in good syrup, ripe fruit and delicious flavor, per doz. at \$1.25.

**CANNED SPINACH**—There is a great difference in Canned Spinach, we sell a well known brand, packed with great care, free from grit, in No. 3 cans, per doz. at 90c.

**SIFTED E. J. PEAS**—No better Peas in the market at the price than the Cohocton Brand Sifted Early June Peas, these goods are fine flavor, small and tender, and can be retailed at a good profit, per doz. at 85c.

. . . . . A FULL LINE FANCY AND STAPLE GROCERIES AND PRICES RIGHT . . . . .

## KIRK, FOSTER & CO.

WHOLESALE  
GROCERS

## 209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA





To bring the retailer and manufacturer together RIGHT needs more than an occasional call from a specialty man, and the jobber's salesmen haven't time to introduce the two properly; yet they are natural brothers and SHOULD be as well acquainted.

Mr. Manufacturer, use the GROCERY AND ALLIED TRADE PRESS OF AMERICA. Through the publications represented, you can get in continual touch with over 150,000 merchants who are prospective distributors for you and you can talk to these people, who are so necessary to your success, TEN TIMES AS OFTEN through the GROCERY AND ALLIED TRADE PRESS OF AMERICA, as you can any other way for the same sum of money. These publications now represent even a more nearly ideal vehicle to convey the manufacturer's message to the retailer than the big magazines and newspapers do to convey his message to the consumer, because they are organized, their circulations are guaranteed, their rates are standardized and they have a co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which gives their subscribers MORE than the ordinary reason for being interested.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For detailed information on this subject, address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### FOR SALE.

**FOR SALE.**—Ten bushel yellow onion sets at \$1.25 bushel of 32 lbs. Cash with order or good reference. These sets are medium size and sound. C. H. Sharpless, Bloomsburg, Pa. 14

**FOR SALE.**—I have a check throwing National Cash Register for sale. It is the very latest 1909 model. I bought it new last year and hardly used it. It counts your customers, cash sales, paid out bills, has silent partner. Paid \$250 for it, but \$150 will take it. Its as good as new. Now who wants this snap? Call on Wednesday or Saturday. 2941 N. Fifth St., Philadelphia, Pa. 17

**FOR SALE.**—Fine country store property and stock to settle an estate. Contains two dwelling houses, large store, warehouse and stable. Stock will run about \$8,000. Post office pays \$200 per year. This is your opportunity to secure an old established business. I. J. Gotwals, Norristown, Pa. 14

**FOR SALE.**—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

**FOR SALE.**—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

**FOR SALE.**—Old-established meat, grocery and provision store, horse, wagon, pushcart and cash register. Has good, steady ship trade. If sold at once will take \$1,150. Rent, \$30 per month, store and ten rooms. Owner retiring from business. 752 S. Front St., Philadelphia, Pa. 14

**FOR SALE.**—One cheese cutter and one Moneyweight Computing Scale. Will sell the two for \$35, or will sell separately. Used one year. Can be seen at Cash Grocery Co., 1801 Venango St., Philadelphia, Pa. 14

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 14

**FOR SALE.**—Meat and provision store. Stock, fixtures, refrigerator, horse and wagon and runabout carriage. Price, if sold at once, \$1,500. Established six years. E. C. Knotts, 5052 Haverford Ave., Philadelphia, Pa. 14

### HELP WANTED.

**HARRISBURG (PA) GROCER AND** meat dealer wants grocery clerk and meat cutter. Prefer young married man. Could get good house at very moderate rent. Will pay \$10 to \$15 per week, according to ability. This is a large store and a good man has splendid chance to advance, both in salary and position. Will require recommendations. E 10, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 14

### SITUATION WANTED.

**WANTED.**—Position as clerk in a grocery store by a young man thirty-three years of age. Single. Has had eight years experience. B. C. H. 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 14

**WANTED.**—Young man, twenty-seven, steady, good education, knowledge book-keeping, wants position in butter and egg business or rent space to carry on same. City or seashore. G. W. 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 14

**PHILADELPHIA GROCERY CLERK** wants congenial position anywhere. Able to manage store, but willing to start as second man until can demonstrate worth. Age twenty-five years, single. Has had several years good experience, partly with leading chain stores. Can dress windows and write show cards. Good references. Wages wanted to start, \$13 weekly. C 35, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

**PHILADELPHIA GROCERY SALES** man, twenty-eight years old and married, wants position as salesman, either with wholesale grocery house or specialty house. Been in business for himself for several years. Will go anywhere and begin now. Want \$80 monthly and expenses. Good references. C 34, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

### BUSINESS OPPORTUNITIES.

#### GROCERY, MEAT AND PROVISION STORES.

##### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 558.—In northwest Philadelphia, grocery, meat and provision business in desirable business section. Caters to the highest class of trade, on which there is a good margin of profit. Does \$400 weekly. About \$900 will buy fixtures, horse and wagon and stock.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few

hundred dollars stand in the way of making a sale.

No. 573.—In south Philadelphia, grocery, meat and canned goods business doing \$300 to \$350 weekly, all cash. Rent low. About \$700 will buy stock and fixtures. An excellent opportunity for buyer who will take immediate possession.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 583.—Grocery, produce and provision store in Wissahickon, without a doubt the finest store in that suburb. Doing \$25,000 yearly, of which a big percentage is cash. Size of store 40 x 40 ft., being a double front, and is fitted throughout with Walker bins and other modern fixtures. Will sell horse and wagon and all fixtures for \$1,000, and stock of about \$1,000 at inventory. Exceptionally fine living quarters included with the store. Rent low and other expenses below usual for a business of this size. Reason for selling, ill health. This store is worthy of investigation and will be pleased to give full particulars to anyone desiring same.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$800-\$900 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$2,000. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

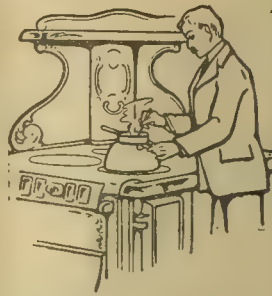
#### WARNER & CO.,

927 Arch Street, Philadelphia, Pa.

#### MISCELLANEOUS.



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 25



#### Just suppose

you were in the kitchen and wanted to make a dessert and make it in a hurry too. A tapioca pudding would be nice but you couldn't make it of pearl tapioca because you didn't think to put it to

soak the night before. If you had

#### MINUTE TAPIOCA

you would be all right, because it doesn't need to be soaked. In fifteen minutes from the time it is taken from the package it is ready to serve. Besides, the pudding is not gummy or lumpy. One package will make six full quarts.

#### Then suppose

you instruct your clerks to tell this to every lady upon whom they wait to-day, and let them know why MINUTE TAPIOCA is better than the other kind. The quality of the product is such that they'll thank you for the suggestion. Don't forget that you gain too. There's better than an ordinary profit in it. Have you used Minute Tapioca in your own home? Send us your jobber's name and you'll get a package to try. Do you know what tapioca comes from and how it is made? When writing for the package ask for "The Story of Tapioca". It's free.

#### MINUTE TAPIOCA CO.,

202 W. Main St., Orange, Mass.

## Electric Vacuum Cleaners

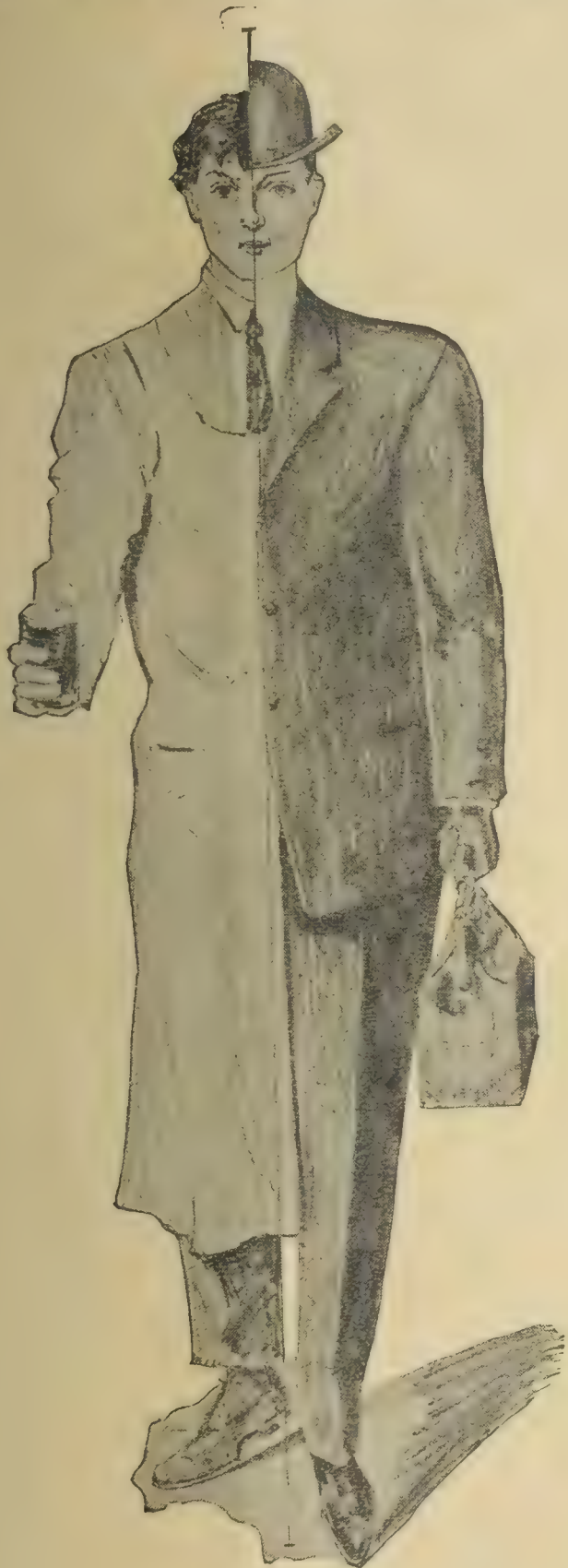
If you want to keep your Grocery Store spick and span, dirt and dust free, use an Electric Vacuum Cleaner. Do not stir up the dust by the old sweeping method, merely to have it settle again upon the fruit and vegetables. An Electric Vacuum Cleaner actually consumes the dirt—it would save you time, money and labor.

#### The Philadelphia Electric Company

Tenth and Chestnut Streets



There are two sides to every man. Which side are YOU developing?

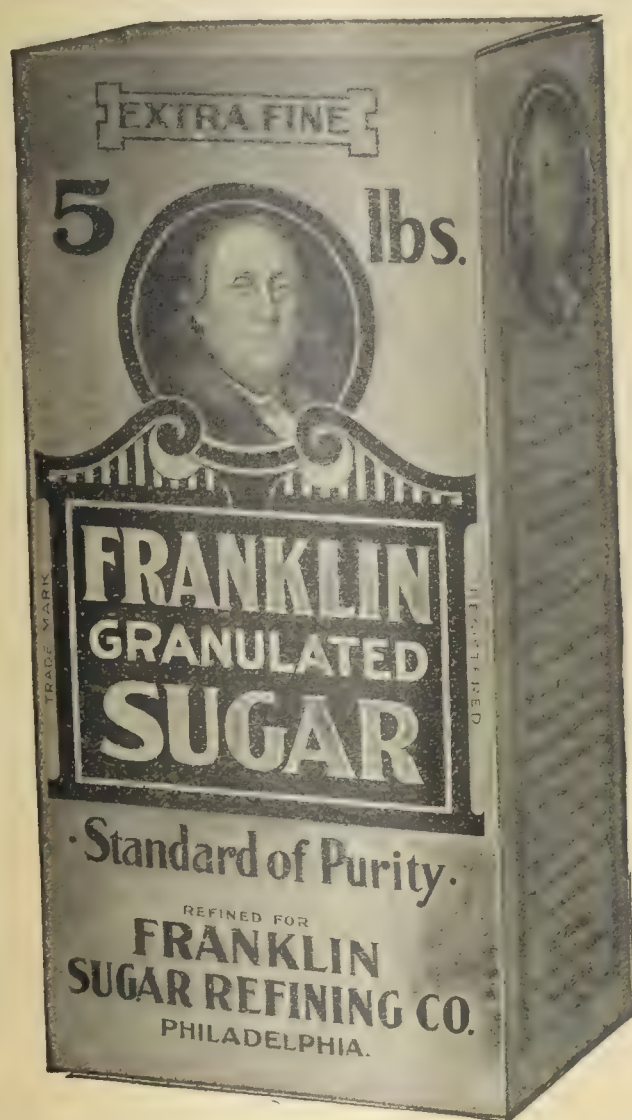


Develop the *profitable* side of yourself. You can't make money doing work that *doesn't pay* a good salary. Get trained for the work that *does pay*. Learn to be a salesman. Many of them who used to be clerks but weren't satisfied to grub all their lives have taken the Sheldon Course in Scientific Salesmanship and are making from \$1,000 to \$10,000 a year.

WRITE FOR OUR CATALOGUE

**SHELDON SCHOOL**

504 Republic Building - - Chicago



PACKED ALSO IN 2-POUND CARTONS

## Avoid Unnecessary Work

The hot days are coming when you will go to your bed at night just about all in. Too much work, much of it unnecessary. Some of the unnecessary work is grubbing in the sugar barrel, for instance, when you could sell **Franklin Carton Sugar**.

Isn't it inconceivable that some grocers still insist on following the old laborious plan of selling sugar—that *makes them no money*—when there is a plan that cuts out all the work, and makes them twice the money!

A product that saves a man work and doubles his profits can stand up before any man's reasoning.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**

PHILADELPHIA, PENNA.



# Grocery World and General Merchant Prices--Current.

**CORRECTED WEEKLY. APRIL 4, 1910.**

COL.	COL.	COL.	COL.	COL.	COL.	COL.	COL.
Alarm Cash Drawer.....18	Sardines.....9	Drugs, Grocers'.....26	Ink.....21	Mustard.....30	Preserves.....26	Spices.....30	
Alum.....26	Meats.....9		Insect Powder.....26	Prepared.....31	Provisions.....24	Whole.....31	
Anamonia.....3	Soups.....20		Ironing Wax.....33	Marmalade.....26	Prunes.....20	Starch.....31	
Amputation.....5	Capers.....16	Eggs.....16			Pudding.....18	Stove Polish.....31	
Axle Grease.....3	Catsup.....11	Essence of Coffee.....5	Jams.....26	Noodles, Egg.....17	Putty.....26	Soap Powders.....31	
	Cereal Specialties.....17	Extracts.....27	Jars and Jar Rubbers.....6	Nuts.....22		Sugars.....1	
Bags, Paper.....23	Cheese.....16		Jellies.....25		Rennet.....27	Sulphur.....26	
Bag and Twine Holders.....18	Chocolate and Cocoa.....11	Fancy Groceries.....16	Junket Tablets.....27	Oat Meal.....17	Rice.....28	Sundries.....30	
Baking Powder.....18	Chewing Gum.....28	Farinaceous Goods.....17		Oils.....22	Rolled Oats.....17	Syrups.....33	
Barley.....17	Cider.....28	Figs.....20	Ketchup.....21	Oil, American.....23	Root Beer.....29		
Bath Brick.....38	Clams.....20	Fish, Canned.....8		Oliver Oil.....22	Rosin.....26	Tacks.....30	
Beans.....17	Clothes Pins.....35	Fixtures.....18	Lamp Goods.....21	Olives.....22		Taploca.....17	
Blacking, Shoe.....4	Cocoa-nut.....13	Flour.....17	Lard.....25	Oysters.....20	Sago.....17	Tar.....27	
Bluing.....6	Codfish.....19	Self Rising.....17	Lemons and Oranges.....21	Paper.....23	Salad Dressing.....28	Teas.....1	
Borax.....26	Coffee.....5	Buckwheat.....17	Lentils.....17	Paper Bags.....23	Sal Soda.....28	Tobacco, Chewing.....36	
Brooms.....33	Essence.....5	Fly-paper.....38	Licorice.....26	Peanuts.....23	Salt.....28	Smoking.....36	
Brushes.....35	Chicory.....5	Food, Bird.....38	Live Poultry.....25	Peanut Butter.....24	Sapolio.....30	Cutters.....18	
Buckwheat Flour.....17	Coffee Mills.....18	Fruit Butters.....25	Lye and Potash.....21	Peas, Dried.....17	Sardines.....9	Twine Holders.....18	
Bung Borers.....18	Cooking Herbs.....6	Fruits, Domestic, Dried.....20	Macaroni.....18	Pickles.....24	Sauce and Condiments.....29	Twine.....38	
Butcher's Sundries.....25	Condensed Milk.....12	Foreign, Dried.....20	Mackerel.....19	Pickled Meats.....23	Sauer Kraut.....25		
Butter Dishes.....34	Condensed Mince Meat.....12	Fish, Fresh.....20	Maple Syrup.....33	Plum Pudding.....26	Scalded.....18	Vermicelli.....18	
Butter.....6	Corn Meal.....17		Matches.....21	Polishing and Cleaning.....29	Scoops, Grocers'.....18	Vinegar.....24	
Butter Color.....26	Corn Starch.....31	Gelatine.....18	Meat.....24	Compound.....29	Scouring Soap.....30		
	Cottolene.....16	Gravel, Bld.....32	Milk, Evaporated.....12	Popping Corn.....23	Seeds.....29	Shoe Dressing.....4	
Campbor.....26	Crackers, Cakes, etc.....13		Mince Meat.....22	Pork and Beef.....24	Shot.....6	Smoked Fish.....18	
Candles.....10	Crescent Mapleine.....33	Herring.....15	Mineral Water.....29	Potash.....21	Soap, all kinds.....29	Soda, Bicarb.....29	
Candles.....6	Cutters, Tobacco.....18	Hominy and Grits.....17	Molasses.....33	Potato Chips.....23	Soft Drinks.....29	Supps.....10	
Canned Goods.....7	Counters.....18	Honey.....33		Poultry Seasoning.....25	Specialties.....30		
California Fruits.....8		Horseradish.....21		Dressed.....25			
Domestic Fruits.....8	Dates.....20			Live.....25			
Vegetables.....7	Delicatessen.....14						
Fish.....8	Dressed Meats.....25						
Pie Fruit.....8							

## SUGAR.

	Barrels.	Halves.
Cut Loaf .....	6.40	6.60
Eagle Tablets .....		6.90
Crystal Dominoes, 24 5-lb. pkgs. ....		7.95
Cubes .....	5.75	5.95
Lozenge, powdered .....	5.65	5.85
Powdered .....	5.60	5.80
Granulated, fine or standard.....	5.45	5.65
"    special fine .....	5.50	
"    fine, 2 lb. bags .....	5.75	
"    2-lb. pkgs., cases... ..	5.65	
"    "    5-lb. bags .....	5.65	
"    "    10-lb. bags .....	5.60	
"    "    25 lb. bags .....	5.50	
"    "    100-lb. bags.....	5.45	
"    coarse.....	5.55	
"    extra coarse .....	5.75	
A Crystal .....	5.50	100-lb.
A Confectioners.....		Bags.
No. 2.....	5.20	5.20
No. 3.....	5.10	5.10
No. 6.....	5.00	5.00
No. 8.....	4.90	4.90
No. 10.....	4.80	4.80

TEA.

Foochow Oolong—	Per lb.
Choice.....	.34
Extra choice .....	.39
Fancy.....	.45
Formosa Oolong—	
Choice.....	.33
Extra choice.....	.39
Fancy.....	.45
Imperial—	
Choice.....	.37
Extra choice.....	.33
Fancy.....	.40
Young Hyson—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Gunpowder—	
Choice.....	.28
Fancy.....	.45
Japan, pan fired or basket fired—	
Choice.....	.35
Extra choice.....	.40
Fancy.....	.45
English Breakfast—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Ceylon—	
Teley's, No. 1, lbs., ½s or ¼s.....	.60
“ No. 2, ½ lb.....	.45
“ Troubadour, 1 lb. tins.....	
Bungalow, 1 lb.....	.25
“ ½ lb.....	.28

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87½
Tibbals Dri-Monia (con. dry), rec. size, ¼ gross case.....	9.00
Tibbals Dri-Monia (con. dry), sc. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

## AXLE GREASE.

Fraser's, 15 lb. pails.....	.85
Fraser's, boxes, $\frac{1}{4}$ gross.....per gross	9.40
Mica, $\frac{1}{4}$ gross.....per gross	9.00
Castor Oil, 36 1-lb. tins, $\frac{1}{4}$ gross.....per gross	10.00
Castor Oil, 24 3-lb. pails, $\frac{1}{6}$ gross.....per gross	26.00

## BAKING POWDER.

<b>Sea Foam Baking Powder—</b>	
$\frac{1}{4}$ lb., 4 doz. in case.....	95
$\frac{1}{2}$ lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., $\frac{1}{4}$ -lb., 4 doz.....	per doz. 45
Davis' O. K., $\frac{1}{2}$ -lb., 3 doz.....	per doz. 90
Davis' O. K., 1-lb., 2 doz.....	per doz. 1.65
Davis' O. K., 5-lb., $\frac{1}{2}$ doz.....	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.....	per doz. 84
Cleveland's $\frac{1}{4}$ -lb., 4 doz.....	per doz. 1.25
Leslie's, nickel.....	4 doz. cases 43
Leslie's, $\frac{1}{4}$ -lb. cans, 2 doz. cases.....	1.15
Leslie's, $\frac{1}{2}$ -lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	45
Parrot and Monkey, 4 doz.....	45
<b>Rumford's Yeast Powder:—</b>	
4 oz. glass, 2 doz.....	82
6 oz. glass, 3 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	1.05
<b>Rumford Baking Powder:—</b>	
sc.-tins, 4 doz.....	per doz. 45
roc.-can, 2 doz. in box.....	per doz. 90
$\frac{1}{2}$ -lb. cans, 2 doz in case.....	per doz. 1.25
1-lb. cans, 1 doz. in case.....	per doz. 2.60
Royal, roc. size, 4 doz.....	86
" $\frac{1}{4}$ lb., 4 doz.....	1.30
" $\frac{1}{2}$ " 3 ".....	2.40
" 1 " 1 ".....	4.65

**BLACKING—Shoe.**

Shinola (premiums).....	per gross	10.00
Blackola, 1 doz., 10 cent size.....		.85
Mason's No 1, ¼ gross.....	per gross	2.70
" " 2, " " " " " "	"	3.00
" " 3, " " " " " "	"	3.30
" " 4, " " " " " "	"	5.40
" " 5, " " " " " "	"	13.80
T. M. French.....	per doz.	1.10

## SHOE DRESSING.

SHOE DRESSING.		Dos.
Mason's—		
Medium Black Dressing.....		.85
Regular Black Dressing.....		.75
Combination Black.....		.75
Combination Russet.....		.75
Medium White Dressing.....		.75
No. 2, Black Shine.....		.45
No. 3, Black Shine.....		.75
No. 2, Tan Shine.....		.45
No. 3, Tan Shine.....		.75
Acme, 1 doz.....		1.25
Bixby's Royal Polish, 1 doz.....		.85
Bixby Jet Oil Polish.....		.85
Brown's Shoe Dressing, 1 doz.....		.85
Brown's, Army and Navy, 1 doz.....		.85
Boyer's French Dressing... ..		.65
“ Oil Polish.....		.85
Easy “ Bright, ladies'.....		.85
“ waterproof.....		1.25
Admiral Russet Combination.....		.75
Admiral Shoe Dressing.....		.75

## GREEN COFFEE.

	Per lb.	
Java, Private Estate.....	.25½	.27
Java, Interior.....	.21	.23
Bogatos.....	.14	.17
Washed, Caracas.....	.14	.16½
Washed, Mexican.....	.14¾	.15½
Bucarmango.....	.13	.13½
Guatemala.....	.12½	.14½
Maracaibo.....	.14	.18
Washed Santos.....	.14	.18
Mocha Seed Santos.....	.12	.13½
Santos.....	.11	.12½
Rio.....		.12

## ROASTED COFFEE IN BULK.

Private Estate.....	.33
Fancy East India.....	.28
Fancy Blend.....	.27
Logan Blend.....	.13½
Java and Mocha Blend.....	.26
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	13½	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—		
50 tins in box.....	per box	4.15
12 in tins box.....	per carton	1.60
2-lb. tins.....	per doz.	5.75

**BLUING**—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" " large, 1 doz.....	1.50
Sawyer's, No. 1, 6 doz.....	1.75
" " No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" " No. 2, 3 doz.....	2.65
" " A, No. 6, 12 oz. boxes, 1 oz. free...	4.80
" " Ball Blue, No. 1, 3 doz.....	2.60
" " " No. 2, 3 doz.....	4.80
Reckitt's, co. and roc. asst., 8 lbs.....	Per lb. .90
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
" " " " 6 " @ 39c. ....	2.34

**BLUING**—Liquid.

	Per gross
Beyer's Bengal, No. 8, $\frac{1}{4}$ gross.....	
Army and Navy, No. 8, 3 doz.....	\$ 1.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	5.50
French Laundry, large, $\frac{1}{4}$ gross in barrel.....	2.45
Tibbals Cream Indigo, 5c. size, $\frac{1}{4}$ gross case.....	4.80
" " 10c. size, $\frac{1}{4}$ gross case.....	9.00
Free goods with $\frac{1}{4}$ gross 5-cent size and $\frac{1}{4}$ gross 10-cent size.	

## BUTTER.

Tab Butter—	Per lb.
Creamery, extra, 60-lb. tubs .....	.36
“ first, “ .....	.35
“ second, “ .....	.34
“ third, “ .....	.31-.33
“ dairy, extra, bakers' use, 30- 60 lbs .....	.28-.29
“ g and 10-lb. rolls, 60 and 100- lb. boxes .....	.32-.37

## CANDLES.

P. & G., 8's, 30 lbs.....	Per lb.
" 16's, 30 lbs.....	.11 1/4
Paraffine, 4's, 6's, 8's cartons, 30-lb. cases, per lb.....	.12 1/4
Searchlight, hotel, 16's, 30 lbs.....	.08 3/4
Pearless, hotel, 16's, 30 lbs.....	.08 3/4
Bright Light, 16's, 30 lbs.....per box	1.75
Werk's, 8's, 30 lbs.....	.11 1/4
" 16's, 30 lbs.....	.12 1/4
Neverout, 8's.....per box	1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons.....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

## CANNED GOODS.

CANNED GOODS.		Per doz.
Tomatoes—		
Fancy Jersey.....		.87½
New Jersey, No. 10, 1 doz.....		2.20
“ standard No. 3.....		.80
“ 5½ inch.....		1.20
Maryland, No. 10, 1 doz.....		1.95
Mrs. Lippincott's, frying.....		1.15
Our Best, 50 oz.....		1.00
Fancy Maryland.....		.75
Luncheon, fancy Maryland.....		.80
Lima Beans—		
New Jersey, No. 2.....		.90
“ “ 10.....		4.50
String Beans—		Per doz
Fancy cut Refugee.....		1.05
“ Refugee.....		1.20
Small “ “.....		1.35
Fancy small Refugee.....		1.60
Smallest Refugee.....		1.80
New York, No. 10.....		4.25

IN WRITING TO ADVERTISER, KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





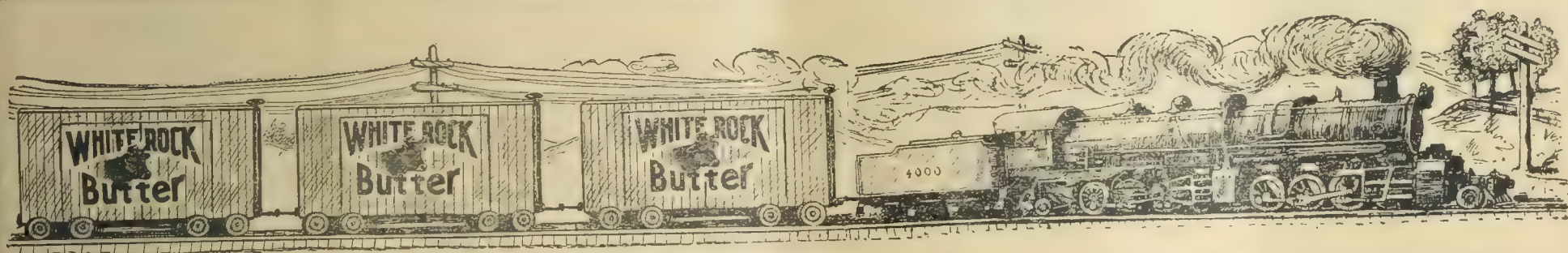
Say "Karo" to  
your customer

And you will find that you can add Karo to nearly every order.

The big Karo Advertising Campaign starts October 1st. It will reach fifteen million homes, every town and village in the United States.

Karo is the best Syrup ever made and a money maker for you if you push it.

CORN PRODUCTS REFINING COMPANY, NEW YORK



## Every Week We Get Two Carloads of White Rock Butter

from our dairy to supply the trade in Philadelphia. We have been shipping WHITE ROCK BUTTER at this rate EVERY WEEK FOR OVER FIFTEEN YEARS. The same grocers have handled it all these years because it pleased their customers by its *uniformly high quality* and *perfect condition* and because our price is right. You should handle WHITE ROCK BUTTER for the same reasons. Write us for quotations and particulars.

---

**McCanna & Fraser Company**

44-46 South Water St., Philadelphia



—3—

<b>Wax Beans—</b>	
Small.....	1.35
Fancy, small.....	1.60
Cut wax.....	1.05
<b>Baked Beans—</b>	
Fancy Maine, No. 3, sauce.....	1.60
“ “ “ 3, plain.....	1.45
“ “ “ 2, sauce.....	1.25
“ “ “ 2, plain.....	1.15
“ “ Picnic sauce.....	.70
“ “ Individual sauce.....	.50
Maryland, No. 3, sauce.....	1.20 - 1.25
“ “ 3, plain.....	1.20 - 1.25
Good, No. 3, plain or sauce.....	.95
Campbell's, No. 2, sauce.....	.95
<b>Red Kidney Bean—</b>	
New York, fancy, No. 2.....	.95
Maryland, Standard, No. 2.....	.80
<b>Corn—</b>	
Fancy Maine.....	1.25
“ New York, cream crushed.....	1.00
“ “ Country Gentleman.....	1.15
Fancy Shoe Peg.....	1.00
“ “ “.....	.85 - .95
Maryland, crushed.....	.85
<b>Peas—</b>	
Fancy New York, sweet.....	1.05
“ “ sifted, sweet.....	1.20
“ “ extra sifted, sweet.....	1.35
“ “ fancy sifted, sweet.....	1.65
“ “ June.....	1.05
“ “ sifted June.....	1.20
“ “ extra sifted June.....	1.35
“ “ fancy sifted June.....	1.65
“ “ No. 10 cans.....	5.00
Extra sifted, E. J.....	1.25
Sifted, E. J.....	1.05
Sweet Dimpled.....	1.00
Maryland, sifted E. J.....	.85
“ June.....	.80
<b>Beets—</b>	
New Jersey fancy, No. 3.....	1.10
“ “ 10.....	3.25
<b>Succotash—</b>	
New York, fancy, No. 2.....	1.20
“ standard, No. 2.....	1.05
Maryland Slavery. No. 2.....	.95
<b>Spinach—</b>	
Maryland, standard, No. 3.....	.95
New York, fancy, No. 3.....	1.50
<b>Sweet Potatoes—</b>	
New York, fancy, No. 3.....	1.25
New Jersey, standard, No. 3.....	.90
<b>Pumpkin—</b>	
New York, extra fancy, No. 3.....	1.15
“ “ “ 2.....	.90
“ fancy, No. 3.....	1.00
New Jersey, fancy, No. 3.....	.85
“ standard, No. 3.....	.75
Maryland, standard, No. 3.....	.65
<b>Asparagus—</b>	
Mammoth, 2½s.....	3.00
Large, 2½s.....	2.75
Oak, large, 1½s.....	2.65
“ standard, 1½s.....	2.45
Fancy tips, No. 1, square.....	2.65
Extra standard, No. 1, square.....	2.45
<b>California Canned Fruit.</b>	
<b>Apricots—</b>	
Extra quality.....	2.50
Extra standard.....	2.60
Standard.....	1.40
<b>Pears—</b>	
Bartlett, extra quality, 2½s.....	2.60
“ extra standard, 2½s.....	2.15
“ standard, 2½s.....	1.80
<b>Cherries—</b>	
Extra quality, 2½s.....	2.90
“ standard, 2½s.....	2.35
Standard, 2½s.....	1.80
<b>Peaches—</b>	
Extra quality, lemon cling.....	2.50
Standard, lemon cling.....	1.90
Extra standard, No. 8.....	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.05
<b>Plums—</b>	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10
<b>Domestic Canned Fruit.</b>	
<b>Apples—</b>	
Extra standard, No. 3, 2 doz.....	.90
Standard, No. 3, 2 doz.....	.85
New York State, No. 10.....	2.85
<b>Blackberries—</b>	
New Jersey, syrup, No. 2.....	1.30
Standard, No. 2.....	1.02½
<b>Blueberries—</b>	
Maine, Eagle No. 1.....	1.25
Loggies, No. 10.....	6.00
<b>Cherries—</b>	
Maryland, No. 2, white, extra.....	1.35
New York, white, No. 2.....	2.65
Flour City, red, No. 2.....	
<b>Peaches—</b>	
Extra standard, yellow, No. 3.....	1.25
Standard, white, No. 3.....	1.05
Standard, pie, No. 3.....	.95
<b>Pears—</b>	
New Jersey, No. 10.....	3.75
Delaware, standard, No. 3.....	1.00
<b>Raspberries—</b>	
New York, extra preserved, No. 2.....	2.45
<b>Strawberries—</b>	
Anchor, No. 2, water.....	.75
New Jersey, standard, No. 2.....	1.50

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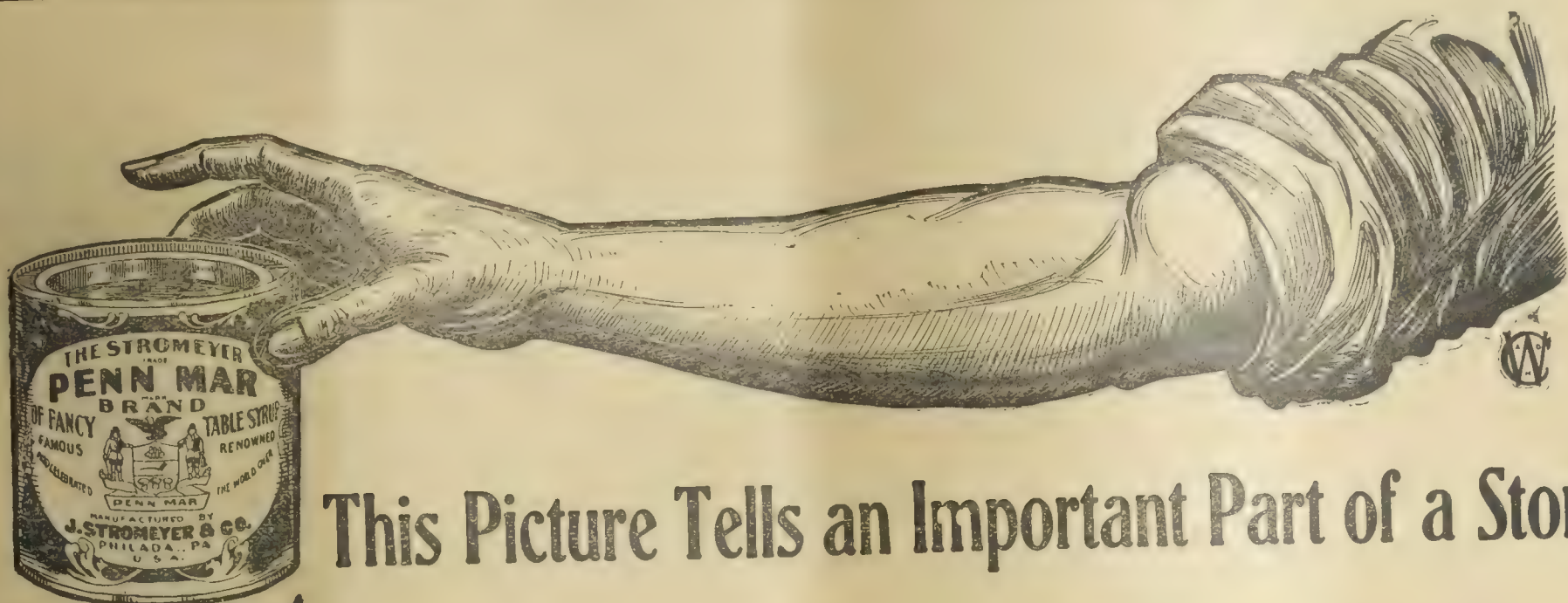
Pineapple—		
Hawaiian, No. 2 $\frac{1}{2}$ , sliced.....	2.50	
“ “ 2, “.....	2.20	
“ “ 2, grated.....	1.75	
“ “ 2, crushed.....	1.80	
“ extra, grated in juice.....	5.75	
“ crushed in juice.....	5.75	
Baltimore, extra, grated, No. 2 ..	1.80	
“ sliced, “ 2.....	2.00	
Singapore, heavy syrup, No. 1 $\frac{1}{2}$ , cubes...	1.10	
“ “ “ 1 $\frac{1}{2}$ , chunks ...	1.20	
“ “ “ 1 $\frac{3}{4}$ , sliced.....	1.30	
<b>Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.</b>		
<b>Crabs—</b>		<b>Per doz.</b>
Deviled, No. 1, 4 doz., McMenamin's.....	3.17 $\frac{1}{2}$	
“ No. 2, 2 doz., McMenamin's.....	3.25	
<b>Clams—</b>		
Star, No. 1, 4 doz.....	.85	
<b>Lobster—</b>		
B. & M., No. 1, tall, 2 doz.....	4.35	
“ “ flat, 4 doz.....	4.35	
B. & M., No. $\frac{1}{2}$ , flat, 4 doz.....	1.40	
“ No. $\frac{1}{2}$ , flat, 4 doz.....	1.35	
Star brand, No. $\frac{1}{2}$ , flat, 4 doz.....	2.25	
“ No. $\frac{1}{2}$ , flat, 4 doz.....		
<b>Shrimps—</b>		
Dunbar, No. 1, pickle, 4 doz.....	1.30	
<b>Mackerel—</b>		
Pickert's, soured, No. 1, 4 doz.....		
“ “ No. 2, 2 doz.....		
“ “ No. 3, 2 doz.....		
Underwood, soured, No. 1, 50 cans.....		
“ “ No. 1, 4 doz.....		
<b>Oysters—</b>		
Boyer's, No. 1, 2 doz.....	.75	
“ No. 2, 2 doz.....	1.45	
Stewart's, No. 2, 2 doz.....	1.35	
“ No. 1, 2 doz.....	.67 $\frac{1}{2}$	
Victory, No. 1, 2 doz.....	.75	
<b>Kipperd Herring—</b>		
Maconache's, 2 doz., plain.....	1.60	
Bonaccard, 6 doz.....	1.60	
<b>Salmon—</b>		
Hapgood's, No. 1, tall.....	2.05	
“ “ 1, flat.....	2.15	
Horseshoe, No. 1.....	1.65	
Alaska, red.....	1.55	
White Raven, red, $\frac{1}{2}$ s.....		
Red, No. $\frac{1}{2}$ , flat, 4 doz.....	.90	
Pink, No. $\frac{1}{2}$ , 4 doz.....	.80	
<b>SARDINES—Imported.</b>		
Boneless and peeled, $\frac{1}{2}$ s.....	28.00	
“ D. & G., $\frac{1}{4}$ s.....	26.50	
“ Ispa, $\frac{1}{2}$ s.....	28.00	
“ Gondolier, $\frac{1}{2}$ s.....	100 17.00	
“ Landell, $\frac{1}{4}$ s.....	100 8.50	
“ Martel, $\frac{1}{2}$ s.....	100 10.50	
“ “ $\frac{1}{2}$ s.....	100 14.00	
“ Loyal, $\frac{1}{4}$ s.....	100 9.50	
Argonauts, $\frac{1}{4}$ s.....	100 14.00	
Orion, smoked, $\frac{1}{4}$ s, key.....	100 8.00	
Tomato sauce, $\frac{1}{4}$ s.....	100 15.00	
Truffled, $\frac{1}{4}$ s, key.....	100 12.50	
Spiced, $\frac{1}{4}$ s.....	100 10.00	
Skipper, $\frac{1}{4}$ s.....	100 11.50	
“ tomato sauce, $\frac{1}{4}$ s.....	100 11.50	
Royanette, oval, $\frac{1}{4}$ s.....	100 9.50	
<b>Angus Watson &amp; Co.—</b>		
<b>Skipper Sardines—</b>		
“ olive oil, first grade, key, 100 tins.....	12.00	
“ “ “ “ “ 50 tins.....	11.00	
“ tomato sauce, key, 100 tins.....	12.00	
“ “ “ “ “ 50 tins.....	11.00	
Sea Queen, $\frac{1}{4}$ s, pure olive oil, 100.....	9.00	
Sea Pearl, $\frac{1}{4}$ s, pure olive oil, 100.....	8.00	
<b>Domestic.</b>		
<b>American Oil—</b>		
No. 2, $\frac{1}{4}$ s.....	100 3.00	
$\frac{1}{4}$ s, key.....	100 3.15	
Irma, $\frac{1}{4}$ s.....	100 4.00	
<b>Mustard—</b>		
Irma, $\frac{1}{4}$ s.....	100 3.85	
$\frac{1}{4}$ s.....	100 3.15	
$\frac{1}{4}$ s.....	50 2.75	
Continental, $\frac{1}{4}$ s, key.....	48 3.00	
Irma, fancy, $\frac{1}{4}$ s.....	50 3.80	
Gold Label, $\frac{1}{4}$ s.....	50 4.50	
“ “ $\frac{1}{4}$ s.....	100 7.00	
Underwood's, $\frac{1}{4}$ s.....	50 4.25	
<b>CANNED MEATS.</b>		
<b>Corned Beef.</b>		
<b>Armour—</b>		<b>Per doz.</b>
Veribest, No. 1, key, 2 doz.....	1.95	
“ No. 2, key, 1 doz.....	3.05	
<b>Fairbank's—</b>		
No. 1, key, 2 doz.....	1.60	
No. 2, key, 1 doz.....	2.75	
No. 6, key, 1 doz.....	11.00	
No. 14, key, $\frac{1}{2}$ doz.....	24.00	
<b>Lobby—</b>		
No. 1, key, 2 doz.....	1.95	
No. 2, key, 1 doz.....	3.00	
<b>Chipped Beef.</b>		
<b>Lobby's—</b>		
No. $\frac{1}{4}$ , 2 doz.....	1.30	
No. 1, 2 doz.....	1.20	
No. $\frac{1}{4}$ , glass, 2 doz.....	1.35	
No. 1, glass, 2 doz.....	2.32 $\frac{1}{2}$	
<b>Beck's—</b>		
No. $\frac{1}{4}$ , sliced, glass jars.....	1.30	
No. 1, sliced, glass jars.....	1.20	

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<b>Sliced Smoked Beef.</b>					
Armour's Veribest—					
Shield, in glass, size ¼.....	I	30			
" " " "	I	30			
<b>Sliced Bacon.</b>					
Armour's Veribest—					
Star, in glass, size ¼ .....	I	58			
" " " "	I	75			
" " in tin, " " ¾ .....	I	53			
" " " " " " I .....	I	75			
Meacham's—					
No. ½, glass jars .....	I	70			
No. 1, glass jars .....	I	80			
<b>Roast Beef.</b>					
Armour's Veribest—					
No. 1, s doz.....	I	95			
No. 2, i doz.....	I	05			
Fairbank's—					
No. 1, s doz.....	I	61			
No. 2, i doz.....	I	73			
Libby's—					
No. 1, s doz.....	I	75			
No. 2, i doz.....	I	00			
Kings'—					
No. 1, s doz.....	I	57½			
No. r i doz.....	I	75			
<b>Lunch Tongue.</b>					
Armour's Veribest, No. 1, s doz.....	I	30			
Armour's Veribest, No. ½, s doz.....	I	80			
Fairbank's, No. 1, s doz.....	I	80			
Libby's, No. 1 s doz.....	I	75			
Libby's, No. ½, 2 doz.....	I	85			
<b>Whole Ox Tongue.</b>					
Armour's Veribest—			<b>Per Doz</b>		
Size 1 .....	I	35			
" 1½ .....	I	60			
" 2 .....	I	50			
" 2½ .....	I	90			
Fairbank's, No. 2, i doz.....	I	80			
Libby's, No. 2½, i doz.....	I	90			
<b>Potted or Deviled Meats.</b>					
Armour's—					
No. ⅓, 4 doz.....	I	50			
No. ½, 2 doz.....	I	80			
Libby's—					
No. ⅓, 4 doz.....	I	50			
No. ½, 4 doz.....	I	90			
R. & R.—					
No. ⅓, 4 doz.....	I	15			
No. ½, 2 doz.....	I	95			
<b>Potted Chicken or Turkey.</b>					
Armour's Veribest—					
No. ⅓, 4 doz.....	I	00			
No. ½, 2 doz.....	I	85			
Libby's—					
No. ⅓, 4 doz.....	I	50			
No. ½, 2 doz.....	I	90			
R. & R., No. ⅓, 4 doz.....	I	75			
<b>Sausage.</b>					
Armour's Veribest—					
Vienna style, size ⅓.....	I	95			
" " " " " " I.....	I	60			
Luanehon, with Tomato Sauce, size ⅓.....	I	00			
<b>Boned Meats.</b>					
Curtice Brothers, "Blue Label," in tins—					
Chicken, No. ½.....	I	50			
" " No. 1.....	I	00			
Turkey, No. ½.....	I	50			
" " No. 1.....	I	00			
Whole Rolled Ox Tongue, No. 2.....	I	50			
Boneless Whole Ham, No. 1½.....	I	75			
" " " " No. 2½.....	I	50			
All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.					
<b>Deviled Meats.</b>					
Curtice Brothers, "Blue Label"—					
	<b>No. 5 oz.</b>	<b>No. 10 oz.</b>			
Ham.....	1.50	2.80			
Tongue.....	1.50	2.80			
Chicken.....	.80	3.30			
Turkey.....	2.00	3.30			
No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.					
<b>Potted Meats.</b>					
Curtice Brothers, "Blue Label"—					
	<b>No. ⅓ Tin.</b>	<b>No. ½ Tin.</b>			
Ham.....	1.45	2.45			
Tongue.....	1.45	2.45			
Chicken.....	1.95	2.95			
Turkey.....	1.95	2.95			
No. ⅓ packed 4 doz., No. ½ packed 2 doz. in case.					

Soups.			
Campbell's—			Per doz.
Asparagus.....			.90
Beef.....			.90
Bouillon.....			.90
Celery.....			.90
Consomme.....			.90
Chicken.....			.90
Chicken Gumbo (Okra).....			.90
Clam Bouillon.....			.90
Clam Chowder.....			.90
Julienne.....			.90
Mock Turtle.....			.90
Mulligatawny.....			.90
Mutton Broth.....			.90
Ox Tail.....			.90
Pea.....			.90
Pepper Pot.....			.90
Printanier.....			.90
Tomato.....			.90
Tomato Okra.....			.90
Vegetable.....			.90
Vermicelli-Tomato.....			.90
No. 10 cans, Tomato only.....		per doz.	6.50
Curtice Brothers, "Blue Label"—			
	Quarts.	Pints.	½ Pints.
Consomme.....	3.15	1.75	1.25
Bouillon.....	3.15	1.75	1.25
Beef.....	3.15	1.75	1.25
Julienne.....	3.15	1.75	1.25
Printanier.....	3.15	1.75	1.25
Vegetable.....	3.15	1.75	1.25
Tomato.....	3.15	1.75	1.25
Ox Tail.....	3.15	1.75	1.25
Mock Turtle.....	3.15	1.75	1.25
Pea.....	3.15	1.75	1.25
Mutton Broth.....	3.15	1.75	1.25
Clam Chowder.....	3.15	1.75	1.25
Clam Broth.....	3.15	1.75	1.25
Chicken Gumbo.....	3.15	1.75	1.25
Mulligatawny.....	3.15	1.75	1.25
Chicken.....	3.15	1.75	1.25
Chicken Broth.....	3.15	1.75	1.25
Green Turtle.....	6.50	3.50	2.00
Green Turtle, Clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
Schimmel's, assorted, 1 lb., 4 doz.....			.85
CATSUP.			
Beefsteak Catsup, medium.....			Per doz. 2.00
Waldorf, medium, 12 oz., screw top, 2 doz.....			.87½
Campbell's—			
Tomato, roc. size, bottles.....			.90
Tobasco, roc. size, bottles.....			.90
Snyder's—			
Pints, 3 doz.....			2.10
Half-pints, 3 doz.....			1.30
Quarts, 1 doz.....			3.25
Gallons, 6 jug in crate.....		per jug	.82
KETCHUP.			
Curtice's "Blue Label" Tomato Ketchup— Per Case			
Small, 25 bottles in case.....			2.75
Medium, 25 bottles in case.....			4.25
Large, 12 bottles in case.....			3.25
CHOCOLATE AND COCOA.			
Walter Baker & Co's—			
Premium, ¼s, 12 to 25 lbs.....			Per lb. .50
Premium, ⅓s, 12 lbs.....			.50
Caracas, sweet, 6 lbs.....			.32
German, sweet, 12 lbs.....			.25
Auto, sweet, 6 lbs.....			.35
Cocoa, ¼-lb. cans, 12 lbs. in box.....			.36
Cocoa, ½-lb. tins, 6 lbs.....			.36
W. H. Baker's—			
Best Cocoa, ¼-lb. size.....		per lb.	.32
“ ½-lb. “.....			.33
Premium Chocolate, ⅓s, 12 lbs.....			.28
“ ⅓s, 12 lbs.....			.29
Best Sweet Chocolate, 1-52, 6 lbs.....			.19½
“ 1-52, 12 lbs.....			.19½
Hershey's—			
Milk, 48 5 cent.....		per box	1.62
Epp's—			
Cocoa, ½-lb. tins, 7 lbs.....			.42
Van Houten's—			
Cocoa, 12-lb. boxes, 1-lb. tins.....		per tin	.75
“ 12-lb. boxes, ½-lb. tins.....		“	.40
“ 6-lb. boxes, ¼-lb. tins.....		“	.20
“ square tins, 48 in box.....			.12
Heaton Cocoa and Chocolate Co.—			
Cocoa, labeled, ⅓s.....			.38
Cocoa, labeled, ⅓s.....			.37
Premium Chocolate, ⅓s.....			.30
Premium Chocolate, ⅓s.....			.31
Bensdorp's Royal Dutch Cocoa, 12 lb. cases—			
		Per can.	Per doz.
¼-lb. round cans.....		.18	2.27
½-lb. round cans.....		.29	3.60
1-lb. “.....		.57	6.84
1½-oz. “ 30 cans in case.....		.07	
			Per lb.
5-lb. “.....		2.75	.55
Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—			
Milk, 6 to 12 lb.....			.45
Queen, 4 to 12 lb., 12 to case.....			.42
Sweet Vanilla, 4 to 12 lb.....			.28





## This Picture Tells an Important Part of a Story

PENN MAR is the only absolutely pure cane sugar syrup made in this country. It is so superior to the ordinary syrup that those to whom you sell it once will always buy it from you.

We not only give you 33 $\frac{1}{3}$ % profit on it, but we help you sell it.

### J. STROMEYER & COMPANY

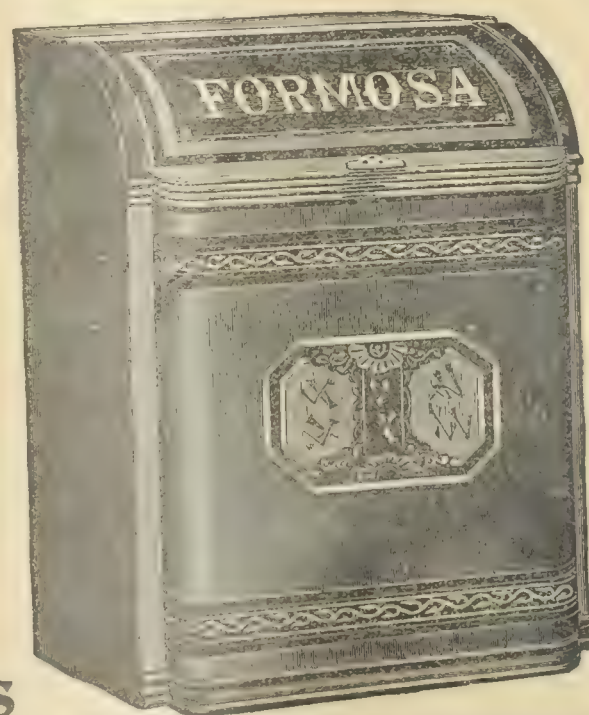
33 South Water Street  
PHILADELPHIA, PA.



## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese Scenery Paper for Tea-store Decoration



TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills

WRITE FOR CATALOGUE  
**MORGAN & CORNELL**

211 DUANE ST.  
NEW YORK



Almond Staple Paste, 5-lb. cans .....	per lb.	.28
Anchovies, In oil, $\frac{1}{2}$ bottles.....		4.50
" " " $\frac{1}{2}$ bottles.....		3.95
Bouillon, Burnham, pints, 3 doz.....		3.75
" " " 6 pints, 3 doz.....		1.00
Capers, Nenparell, $\frac{1}{2}$ gal. kegs.....		1.50
" " quart, glass.....	per doz.	8.25
" " bottled, $\frac{1}{2}$ size.....		2.40
" " " size.....		1.00
" " " size.....		1.00
Canton Ginger, large pots, 6-jar cases, per case.....		4.65
" " medium, 12-jar cases.....		5.00
" " small, 24-jar cases.....		4.75
Cherries In Maraschino, glass, 1 doz. case.....		7.00
Clam Chowder, Burnham, 1 lb., 4 doz.....doz.		.90
" " " 3 lb., 3 doz.....		3.00
Currie Powder, pints.....	per doz.	3.50
" " 4 oz.....		2.25
" " 2 oz.....		1.40



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers

IN

## 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



## Your Reputation is at the Mercy of Butter

The winter's nearly over—how has your butter trade made out?

Here's a flat and positive statement:—If you have featured **Gurnse** butter during the winter you have probably sold more butter than you ever sold before—all other things being equal, and without a solitary complaint.

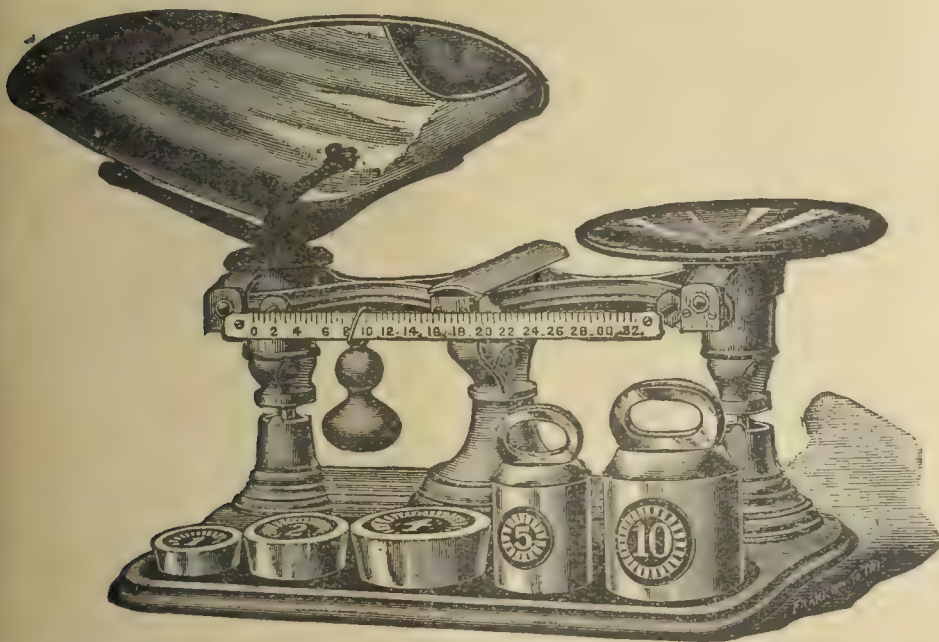
If you believe that's simply talk about our own goods, ask some grocer who has sold **Gurnse**.

Even if you got complaints about **Gurnse**, they would lose you nothing; for we authorize you to give back the money in every case. But it's as certain as anything can be that you won't get them. **Gurnse** is a perfect butter—a gilt-edged dairy butter that we make under ideal conditions in our own dairies.

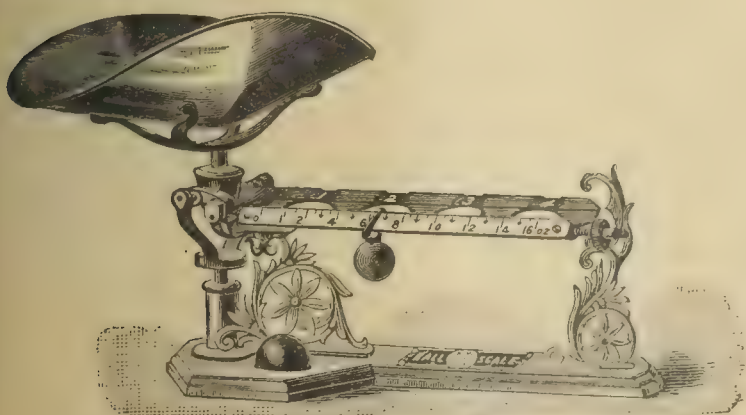
Your reputation is at the mercy of any butter you sell. **Gurnse**, at least, will never betray you.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—39 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.



Troemner's No. 151 B, "AGATE" Bearing Scale, sensibility 1-32 oz. Leaves your profit in the bin every time. NO OVERWEIGHT.

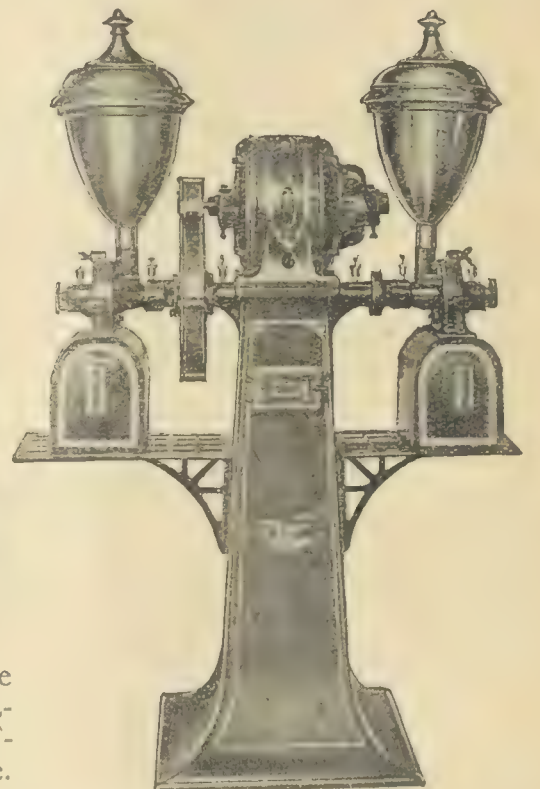


Troemner's No. 44, "BALL" SCALE

Standards of Excellence  
Used by All Leading Grocers

## Troemner's New Electric Coffee Mills

The ONLY successful machine of the kind on the market. PULVERIZING and GRANULATING coffee as it should be done.



FAMOUS "STAR" COFFEE MILLS  
STEEL and AGATE BEARING GROCER SCALES  
TEA, COFFEE and SPICE CANS AND BINS

Don't be talked into something "just as good;" there is NOTHING like GENUINE TROEMNER FIXTURE. WRITE FOR CATALOGUE.

## Henry Troemner

No. 911 ARCH STREET - PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams Street - CHICAGO, ILL.  
GENERAL AGENTS FOR UNITED STATES

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"







# RETAILERS

## Should Sell the Genuine No. 2 Norway Mackerel


Count 220 to 250 to the barrel.

### Fat and Appetizing

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

## We Have Kept Close to the Retailer

In selling **Egg-O-See** and **E-C Corn** we believe in keeping close to the retail dealer. Not as a grandstand play, but for straight business. We have proved that a retailer who is favorably disposed toward a product can do wonders for it.

So we have succeeded in showing retailers that we are working with them to create a demand for **Egg-O-See** and **E-C Corn**, and to enable the retailer to supply that demand at a profit to himself.

Every plan we have ever operated with **Egg-O-See** and **E-C Corn** has been along two lines: First, to make as good products as human hands can produce, and second, to help the retailer create a demand for them.

Our constantly increasing sales sheets show how well we have succeeded.

**Egg-O-See Cereal Company**  
QUINCY CHICAGO BUFFALO

Want to make your  
Customers grateful to you?



Most of them will be bothered with mosquitoes and most of them don't know how to drive them away. Tell them **Egyptian Deodorizer** will not only do that but it will drive away all kinds of insects and at the same time purify the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your customers about it and you will soon want more. A splendid profit which you might just as well have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**

## On Your Shelves For Years

Old goods are like old friends — you have a warmer feeling for them than you have for strangers.

Take **Babbitt's Best Soap**. For years it's been the standard laundry soap of the country.

For years, probably, it has stared back at you from your shelves until you and your customers both have come to consider it as much of a fixture as your scales.

Don't be tempted to displace it by any get-rich-quick soap. Stick to tried and true friends. **Babbitt's Best Soap** has always paid you a good profit; hasn't it earned your good will?

Made by

**B. T. Babbitt**  
New York



—17—

Seeded Raisins—		
Owl, extra fancy, 36 is.....		.07½
Fancy, 36 is.....		.08
Blue Pennant, 36 is.....		.07½
Parrot, 36 is.....		.05¾
Souvenir, 36 is.....		.06½
Glen Rosa, 36 is.....		.07½
Blue Ribbon, 36 is.....		.06½
California Seedless Raisins—		
Gold Cord, bleached, 36 is.....		.10
Not-A-Seed, 36 is.....		.07½
Griffin, 50 is.....		.06½
Gray's, 36 is.....		.06½
Loose Muscatels, 3 crown, 50-lb. boxes.....		.05½
Sultanas, 50-lb. boxes.....		.04¾
Thompson's, 50-lb. boxes.....		.05
Prunes—	25 lb.	50 lb.
Fancy Santa Clara, 20-30.....	.14	
" " 30-4.....	.09¾	.09
" " 40-50.....	.08½	.08½
" " 50-60.....	.07½	.07½
" " 60-70.....	.06½	.06
Ruby, 30-40.....	.09¾	
" 40 50.....	.09½	
" 50-60.....	.08¾	
Oregon, 40-50.....	.07¾	
" 50-60.....	.07½	
Silver.....	.11¾	
Currants—		
Fancy, re-cleaned, new, 40 is.....		.08½
Extra choice, re-cleaned, new, 40 is.....		.07¾
Fancy, re-cleaned, 30 lbs. loose.....		.08
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.....		.13¾
Lemon Peel, fancy, 10-lb. hinge lid boxes.....		.12¾
Orange Peel—		Per lb.
Fancy 10 lb., hinge lid boxes.....		.12¾
Dates—		
Fard, fancy, new, boxes about 14 lbs.....		.11¾
Hallowe'en, very fcy, new (Glden) abt. 70 lb.		.05
Orient, new, pitted, 30 packs.....per pack		.06
Figs—		
Fancy, new, Cal., 10-is.....per box		.77½
Extra fancy new Smyrna layers, 5 crown,		
boxes about 12 lbs.....per lb.		.1 ¾
Fancy new Smyrna layers, 5 crown, boxes		
about 12 lbs.....per lb.		.12¾
5 or 10 box lots.....	"	.12
Apricots—		
Blenheim, extra fancy large, very bright		Per lb.
Santa Claras, 25 lb. boxes.....		.15¾
5 or 10 box lots.....		.15¾
Fancy Royals, new, 25 lb. boxes.....		.14
Extra choice Royals, new, 25 lb. boxes.....		.13¾
5 box lots.....		.13¾
Choice Royals, new, 25 lb. boxes.....		.12¾
5 or 10 box lots.....		.12¾
Moorpark Slabs, fancy, very bright, 50 lb.....		.12¾
Cherries—		
Extra fancy California, pitted, 25 lb. boxes.....		.21
Pennsylvania, pitted, 25 lb. boxes.....		.19
Nectarines—		
Fancy, white, 25 lbs.....		.09¾
5 or 10-box lots.....		.09¾
Peaches—		
Fancy Muir, 25 lbs.....		.09¾
Extra choice Muir, 25 lbs.....		.09
Choice Muir, 25 lbs.....		.07½
Good, 25 lbs.....		.06
Extra choice Yellow, 50 lbs.....		.07¾
Whole, 50 lbs.....		.05¾
Fancy, pared, 25 lbs.....		.18¾

## FOREIGN AND DOMESTIC GREEN FRUITS.

Jamaica Bananas—		Per bunch.
Selected, 10 hands, packed 1 in barrel.....		2.00
“ 9 “ 1 “ .....		1.75
“ 9 “ 2 in crate .....		1.65
“ 8 “ 1 in barrel.....		1.25
“ 8 “ 2 in crate.....		1.15
“ 8 “ 3 “ .....		1.10
“ 7 “ 2 “ .....		.95
“ 7 “ 3 “ .....		.85
Cocoanuts—		Per sack
Porto Rico, extra fancy, 80 size.....		3.75
Jamaica, extra fancy, 100 size .....		3.50
Florida Oranges—		
Fancy Brights, 126-150.....	2.75	-3.00
“ 176-200.....	2.75	-3.00
“ 216-250.....	2.75	-3.00
“ 288-300.....	2.50	-2.75
Golden Russets, 126-150.....	2.75	-3.00
“ 176-200.....	2.75	-3.00
“ 216-250.....	2.65	-2.85
“ 288-300.....		-2.50
Florida Grape Fruit—		
Fancy Brights, 36-46-96 .....	3.50	-4.00
“ 54-64-80 .....	4.00	-5.00
Russets, 36-46-96.....	3.25	-3.75
“ 54-64-80.....	4.00	-4.75
Messina Lemons—		Per box
Extra fancy, 300 size.....	3.50	-3.75
“ 360 size.....	3.50	-3.75
Choice, 300 size.....		3.25
“ 360 size.....		3.25
California Lemons—		Per box
Extra fancy, 300 size.....		3.75
“ 360 size.....		3.75
Choice, 300 size.....	3.00	-3.25
“ 360 size.....	3.00	-3.25
Pineapples—		
Fancy, 18-24.....	3.00	-3.50
Fancy, 30 size.....	3.00	-3.25
Fancy, 36-42 size.....		-2.75
California Oranges—		
Extra fancy Navels, 96-112.....		2.75
Extra fancy Navels, 126-150.....		2.50
Extra fancy Navels, 176-200.....	2.75	-2.00
Extra fancy Navels, 250, 288-324.....	2.50	-3.75

## HORSERADISH.

Tumblers, 10-c. size, a doz.....	per doz.
Tumblers, 5-c. size, a doz.....	"
Tumblers, 10-c., Lord's Prayer, a doz.	"
Tumblers, int. cut glass, 10-c., a doz.	"

—18—

INK.

Arnold's, black, 3s.....	per bottle	.48
Continental, red, 1 doz.....		.30
"      black, 3 doz.....		.25
Royal, black, 3 doz.....		.25
Superior, black, 3 doz.....		.23
Stafford, Commercial, 3s.....	per bottle	.60

LAMP GOODS.

	No. o.	No. 1.	No. 2.
Lamp Chimneys—			
Macbeth Pearl Top.....	4.80	4.50	5.70
Acme Victor Top.....	3.60	4.20	4.80
Pure Flint, Lustre Top.....	\$ 70	3.30	3.90
Crystal Crimp Top.....	\$ 10	2.70	3.30
No. o, Tubular Lantern Globes .....	5 doz.		2.75
Cold Blast .....	5 doz.		3.75
Jumbo Chimneys, plain.....per doz.		No. 1.	No. 2.
" " dec., reg.. "		.75	.85
		.90	1.00
Banner Burners.....	No. o.	No. 1.	No. 2.
	.45	.55	.75
<b>No charge for packages.</b>			
Oil Cans—			Per doz.
1-gal., glass .....			2.25
1-gal., galvanised, Pearl .....			1.90
5-gal., Lennox, spout .....			5.50
5-gal., " spigot.....			6.50
5-gal., Columbia.....			7.00
5-gal., Banner.....			8.00
5-gal., Climax pump .....			10.00
5-gal., Home Rule, pump.....			12.00
Lanterns—			
No. o, Standard .....			4.50
No. o, Dash .....			6.50
Cold Blast .....			8.00

LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb .....	1.50
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## LYE AND POTASH.

	Per case.
Banner Lye, 4 doz.....	3.75
Babbitt's Lye, 4 doz.....	3.25
Lewis' Lye.....	3.25
Red Seal, 4 doz.....	1.90
" 4 doz.....	4.00

## MATCHES.

Double Dip Brands—	Per case
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots..	3.35
Black Diamond, Dia. 5 size, 100 bxs., 4 cs...	3.00
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots....	4.25
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots	3.75
Crecent, Dia. 5 size, 144 bxs., 4 cs. lots ....	3.75
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.	3.50
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.	.95
“ “ “ 2½ gr. cs., 8 cs. lots	2.35
“ “ “ 5 gr. cs., 4 cs. lots....	4.70
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs..	.85
“ “ “ 3 gr.cs., 7 cs. lots	2.55
“ “ “ 5 “ 4 “	4.25
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.....	2.50

<b>Parlor Brands—</b>					
Search Light,	Dia.	5 size,	4 cs. lots.....		4.25
"	"	Dia. 1 size,	2½ gr.cs.,8cs.lots.		2.40
"	"	"	3 gr. cs., 7 cs.lots.		2.85
"	"	"	5 gr. cs., 4 cs. lots.		4.75
Swift & Courtney,	Dia.	8 size,	5 gr.cs.,4 cs.lots		3.50
"	"	"	Dia. 5 size, 144 bxs., 4 cs. lots		3.75
Chips,	Dia.	■ size,	50/3 bx. pkgs., 10 cs. lots		1.65
"	"	"	100/3 bx. pkgs., 5 cs. lots.		3.30
Globe,	Dia.	1 size,	144 bxs., 20 cs. lots.....		.93
"	"	"	3 gr. cs., 7 cs. lots.....		2.70
"	"	"	5 " 4 "		4.50
Doric,	Dia.	1 size,	1 gr. cases.....		.90
"	"	"	5 "		4.50
Big Buffalo,	Dia.	B size,	144 bxs.....		3.85
Little Stars,	Dia.	L S size,	10 gr.cs., 2 cs.lots		3.80
Vulcan,	Dia.	5 size,	144 bxs.....		4.20
<b>Safety Matches—</b>					
Three Noes,	Dia.	1 size,	5 gr. cs., 4 cs. lots.		4.50
Home,	Dia.	8 size,	5 gr. cs., 4 cs. lots....		3.75
"	"	6 " 5 " 4 "			2.00
Orient,	Dia.	6 size,	5 gr. cs., 4 cs. lots..		2.25
Red Top,	Dia.	6 size,	5 gr. cs., 4 cs. lots....		2.50
Aluminum,	Dia.	A. L. size,	5 gr. cs., 4 cs.....		1.90
"	"	"	10 " ■ "		3.80
Blazers,	Dia.	B size,	5 gr. cs., 4 cs. lots .....		2.25
Vulcan,	No.	2,	50 gr. to case.....		25.00
"	"	"	less than 50 gr.....per gr.		.55

## MINCE MEAT.

Atmore & Son—	
<b>Extra Family, Seedless—</b>	<b>Per case</b>
No. 5, 6 glass jars.....	4.50
No. 3, 6 glass jars.....	3.10
No. 18, 37 and 68, wooden pails..... per lb.	.13
Barrels, halves, quarters and kits... "	.10 1/2
<b>Family, Seedless—</b>	<b>Per box</b>
No. 5, 6 wooden pails .....	3.65
No. 10, 6 wooden pails .....	6.50
<b>Celebrated, Seedless—</b>	
Bbls. 1/2s and 1/4s..... per lb.	.08 1/2
Wooden pails, 18, 37 and 68 lbs..... "	.09 1/2
Wooden kits, Nos. 30-35..... "	.09
Wooden kits, Nos. 20-35..... "	.08
<b>Keystone—</b>	<b>Per lb.</b>
Bbls. 1/2s and 1/4s.....	.07 1/2
Wooden pails, 18, 37 and 68 lbs.....	.08 1/2
Condensed cartons, 3 doz. to case..... gross	11.00
Condensed cartons, 6 1/2 doz. to case..... gross	11.00
Barrels, 1/2s, 1/4s..... per lb.	.10
Wooden kits, Nos. 30-35.....	.08
Wooden kits, Nos. 35-40..... "	.10 1/2

—19—

Schimmel's—	
Bbls., $\frac{1}{2}$ bbls. and 30-lb. kits.....	.07 $\frac{1}{2}$
18 and 37-lb. kanakins.....	.07 $\frac{1}{2}$
re-lb. kanakins, 6 to crate.....per des.	10.30
5-lb. " 6 to crate ....."	8.75
5-lb. glass jars, 6 to crate ....."	6.15
Campbell's, 30-lb. pails.....	.08
Mrs. Wells' bbls., $\frac{1}{2}$ bbls. and 30-lb. kits....	.06
New Year, bbls., kegs and 30-lb. kits.....	.05
Crescent, bbls., $\frac{1}{2}$ bbls. and 30-lb. kits.....	.04 $\frac{1}{2}$
National, bbls., $\frac{1}{2}$ bbls. and 30-lb. kits.....	.07
Southwark, bbls. $\frac{1}{2}$ bbls. and 30-lb. pails.....	.06 $\frac{1}{2}$
Brick's Nonpareil Brand—	Per lb.
Bbls. 440 lbs., $\frac{1}{2}$ bbls. 250 lbs. $\frac{1}{4}$ bbls. 125 lbs., $\frac{1}{8}$ bbls. 65 lbs.....	.09
Tubs, 70 lbs., 35 lbs., 18 lbs.....	.09
Charge for packages as follows : 70 lbs., 60c.; 35 lbs., 40c.; 18 lbs., 25c. Returnable if in good order,	
Tins, 5 lb., $\frac{1}{2}$ doz. in crate.....	Per crate
Brick's Old Homestead—	Per lb.
Bbls., 28 lb. pails, etc.....	.07 $\frac{1}{2}$
35, 28 and 18 lb. tubs.....	.08
Packages not returnable.	
None Such—New Eng. Cond.	Per case
12 oz. pkge., per $\frac{1}{4}$ gr.....	2.90
12 " " " $\frac{1}{2}$ " " " " " " " "	5.75

## OILS.

	Per gal.
Stove Gasoline.....	.15 3/4
Headlight, 150 test.....	.11

## OLIVES.

Extra Queen—				Per doz.
Imported, No. 10, 2 doz.....	10	2	doz.....	2.70
“ “ 19, 1 “ .....	19	1	“ .....	4.50
“ “ 32, 1 “ .....	32	1	“ .....	6.80
“ “ 16, 2 “ .....	16	2	“ .....	2.40
“ “ 8, 3 “ .....	8	3	“ .....	.99
Cyldr., imported, No. 10, 2 doz.....	10	2	doz.....	1.45
Fancy, No. 16, 1 doz.....	16	1	doz.....	2.30
“ “ 14, 2 “ .....	14	2	“ .....	2.20
Special, No. 14, 2 doz.....	14	2	doz.....	1.50
Stuffed—				
Ring, 3 doz.....				.90
Fancy, No. 14, panel bottle, 2 doz.....				2.25
“ “ 10, “ 2 “ .....	10	2	“ .....	1.40
Olives in bulk—	1 gal. pails.	2 gal. pails.	5 gal. kegs	
X.....	1.35	2.65	5.65	
XX.....	1.45	2.85	6.15	
XXX.....	1.75	3.35	7.00	
XXXX.....	2.00	3.85	8.00	
XXXXXX.....	2.40	4.20	10.25	
Mammoth.....	2.70	5.15	11.60	
Kegs, large, 1 gallon.....				1.60

PURE OLIVE OIL.

Special importation, large, 1 doz. case.....	7.00
“ “ medium, 2 doz. case....	8.00
“ “ small, 2 doz. case.....	5.00
Trois Croix, French, 8-½ gal. cans, case....	12.00
“ “ “ glass, small, 2 doz. case	
“ “ “ med., “ “	
Table and Cooking Oil—	Per doz.
Cottonseed, large, 1 doz.....	1.90
“ “ medium, 2 doz.....	.95
“ “ small, 2 doz.....	.48
Wesson's Cooking, 30—No. 2.....	Per case 7.00

## American Oil.

	Per doz.
Stohrer's, No. 8, 2 doz.....	.35
" No. 16, 2 doz.....	.90
" No. 38, 2 doz.....	1.85
Keystone, bottles, 2 doz.....	.90

## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.....	per dos.	4.75
" "	quarts.....	5.75
" " 10-oz. jars .....	"	2.50
" " 10-lb. pails .....	per pail	2.50
Tripe, 10-lb. palls .....	"	.90
" 5-gal. kegs .....	per keg	2.00
Pigs' Feet, 10-lb. palls.....	per pail	1.00
" 5-gal. kegs.....	per keg	2.25
Pickled Beef Salad, in glass .....	per dos.	1.10
" Tripe, in glass .....	"	1.10
" Ox Heart, in glass .....	"	1.10
" Pigs' Feet, in glass.....	"	1.10
Russian Sardines.....	per keg	.75
" 5-lb. palls .....	per pail	.50
" 10-lb. pails.....	"	1.00

## POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.....	.18½
Loose, bbls., 30 lbs.....	.18
¼-lb. packages, 12-lb. boxes.....	.20

## PEANUT BUTTER.

McLaren's—	Per doz.
Small, a doz.....	.90
Medium, s doz.....	1.50
Large, 1 doz.....	2.75
Peanutene, No. 2 jars, s doz.....	1.85
"      No. 4 jars, 3 doz.....	2.95 1/2
Beardsley's—	Per doz.
Small jars, a doz.....	.90
Medium jars, s doz.....	1.25
Large jars, 1 doz.....	2.25

—30—

## PICKLES.

45 gals., 1200s.....		9.25
45 gals., 2500s, Williams Bros., fancy.....		
10 gals., 300s, ".....		2.25
10 gals., 450s, ".....		2.65
10 gals., 600s, ".....		2.65
16 gals., 600s, ".....		4.50
16 gals., 600s, ".....	dills	4.50
45 gals., 1400s, ".....		10.25
C. & B., Chow or Gherkins, pints.....		3.50
" " half-pints.....		2.40
Celery Sauce, Yorkshire, 2 doz.....	per doz.	1.00
Chow, " pints, 2 doz.....	"	1.00
Gherkins, sour, " " " ".....	"	1.00
Mixed, " " " ".....	"	1.00
Assorted, " " " ".....	"	1.00
Gherkins, sweet, " " " ".....	"	1.25
White Onions, " " " ".....	"	1.40
Sweet Pickles, 500s to 600s, 5 gal.....	per keg	2.75
" 1,000s, 5 gal.....	"	3.40
" 2,000s, 5 gal.....	"	5.25
Chow-Chow, No. 1, 5-gal. kegs.....		1.95
" No. 2, 5 gal.....		1.75
Chow and Mixed Pickles, 2 gal.....	per pall	1.00
Williams Bros.—		Per doz.
No. 8, Sour Gherkins, 2 doz.....		.85
No. 8, Sweet Gherkins, 2 doz.....		.85
No. 8, Sour Mixed, 2 doz.....		.85
No. 8, Sour, assorted, 2 doz.....		.85
No. 8, Chow-Chow, 2 doz.....		.85
No. 8, Onions, 2 doz.....		.87½

## VINEGAR.

	Per gal.
Pure ex. cider, 45 grain.....	.15½
" " " 40 " .....	.14½
Distilled, 45 grain.....	.09
" " " 40 " .....	.08¾
Fermented, 45 grain.....	.09¾
" " " 40 " .....	.08¾
Lutz & Schramm pure cider.....	.21
" " distilled white.....	.13
" " pickling white.....	.20

## PROVISIONS.

Hams, skinback, 18-so lbs.....	19½
" 14-16 lbs.....	18½
" 10-12 lbs.....	18½
Picnics, 6-8 lbs.....	14½
Dried Beef, sets, city smoked.....	18
" tenders and knucks.....	18
" air dried, sets.....	20
" " tenders and knucks.....	21
Jersey Pork, butt..... per bbl.	30.00
" family.....	31.00
Breakfast Bacon, rib in.....	18½
" boned.....	21
S. P. Bellies, 14-15 lbs.....	16
Bologna, 25-lb. boxes.....	13½
Boiled Boneless Ham.....	27
Beef Tongues, smoked, 5-6 lbs.....	11.00
Cooked Compressed Ham, 25-lb. boxes.....	
Covered Hams, ¼-cent extra; Covered Shoulders,	
Picnics and Bacon, ¼-cent extra.	
Swift & Co. —	
Premium brand Hams, 8 to 10 lbs.....	20
" 12 lb.....	20
" 14 to 16 lb.....	20
" 18 lb.....	20
" skinned, 18-so lbs.....	21
" boned, skinned, fat-	
less.....	31
" Bacon.....	25
" Dried Beef, inside.....	20
" Beef Tongues, short cut.....	22
Winchester brand Hams, skinned, all aver.....	20
" 8 to 10 lbs. aver.....	
" 12 lbs. aver.....	
" 14 to 16 lbs. aver.....	
" 16 to 18 lbs. aver.....	
" Picnic.....	13½
bove average loose, if packed ¼ cent a lb. advance	

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs. ....	.15%	.10%
Plain tubs, 50 and 60-lb. ones.....	.16	.12%
10-lb. tin pails, 60 lbs.....	.16%	.10%
5-lb. " 60 lbs.....	.16%	.11
3-lb. " 60 lbs.....	.17	.11%
Armour's—		
Shield Pure, 60-lb. tubs.....		.16%
Simon Pure Leaf, 35, 55 and 100.....		.19
White Cloud Compound, tubs.....		.11
" " tierces.....		.10%
Vegetole, tierces.....		.11%
" " tubs.....		.11%
Swift & Co.—		
Premium brand, tierces.....		.17%
Silver Leaf brand, tierces.....		.16%
Jewel, compound, tierces.....		.16%
Cornuet, tierces.....		.11

## DRESSED MEATS.

City Dressed Beef—	Per lb.
Choice, native.....	.12 -.13
Common.....	.11 -.12
Western Dressed Beef—	
Choice, native cattle.....	.12 -.13
Common to fair.....	.11 -.12
City Dressed Veal—	
Prime.....	.14 -.15
Good to choice.....	.10 -.13
Dressed Hogs—	
Pigs.....	-.15
Hogs, heavy.....	-.15
"    120 lbs.....	-.15
"    160 lbs.....	-.15
"    140 lbs.....	-.15



## Don't Buy a Cheap Wagon



If you do, you'll remember this advice. A cheap wagon looks nearly as well in the factory as our "J. M.," but oh, what a difference in six months!

The "J. M." wagon is the best delivery wagon made. Only the finest materials go into it, and they're put together right, too.

If we haven't what you want, though we probably have, we'll build it for you.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PENNA.

## Are you making any "Exton" effort?

Do you realize how easy it is to sell goods that are best known and known as the best? Exton Crackers are this kind. They please in every instance, and a satisfied customer is the best advertisement you can have. Crisp with a crispness that remains. The flavor unexcelled.



And excellence unapproached. Ask your jobber. The name EXTON is easy to remember, and your profit will be satisfactory.

**A. EXTON & CO.,** = **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

The Blending and Roasting of Coffee is an art that can be acquired only through years of experience.

We have that experience, gained through nearly one hundred years of business life, and we give to you the benefit of our knowledge.

We send you the exact Coffee you buy and see that it is properly blended and roasted so as to insure the best results.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## HERE IS YOUR QUESTION ANSWERED

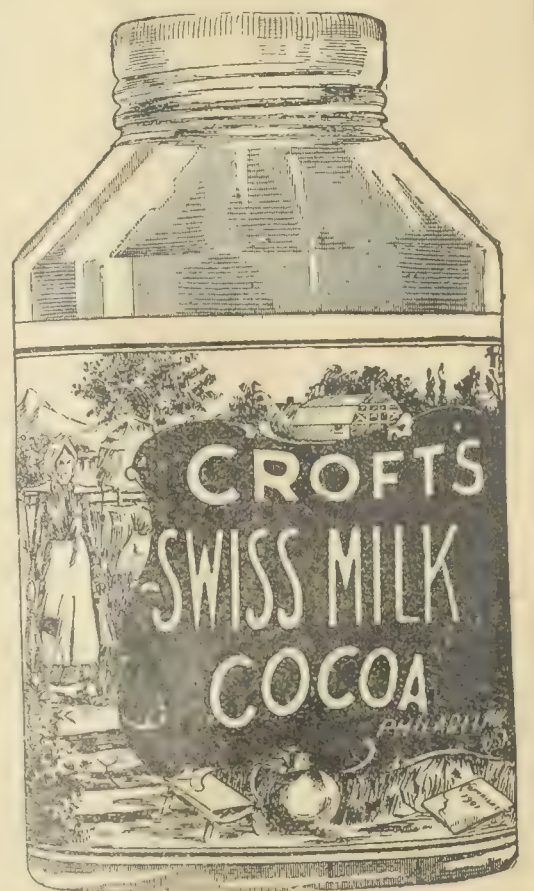
Why put in Croft's Swiss Milk Cocoa when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, Croft's Swiss Milk Cocoa is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Grocery World" when you write?

40 cents a pound  
Packed in ½-lb. jars, 6 and 12-lb. boxes



**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA









For the Retail Grocer

## Swift's Pride Cleanser

In large sifting-top cans.  
50 cans to the case.  
Always \$3.00 per  
case your cost.

Retails 10 cts.

A handsome shelf  
package.  
The top notch of cleanser  
quality.

A big-profit staple—it repeats  
permanently.  
Advertised nationally.

Order from your wholesaler or from any  
**Swift & Company**  
Branch House

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books**  
are the ones who do the cash business  
because the system makes your customers  
want to pay cash.

### AND FOR CREDITS

this system is the best because it saves  
95 per cent. of book-keeping expense.  
Ask me how to save money on accounts  
and increase your cash trade.

Ask any one of the whole 5000  
satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Sells Because It Satisfies

Many times  
imitated but  
never equaled



One of  
the famous  
Three Leaders

**CHAS. W. YOUNG & CO**

Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.



## Look at These Shelves

Here is a store fitted with **Baines' Brackets**. Our word for it, there are at least 25 per cent. more goods on the shelves here than there can possibly be on the shelves of any similar store using the old style shelves. No crowding either.

The point about **Baines' Brackets** is that they hold up the shelves without uprights. That gives you the use of the whole unobstructed shelf length, and not only greatly improves the appearance of your stock, but gives you a place for at least one-fourth more goods.

**PIQUA BRACKET COMPANY**  
PIQUA, OHIO

## Dried Beef and Bacon Slicer

This machine will do the work of any \$100 machine  
**SCALES, MILLS, CADDIES, STORE FIXTURES**  
WRITE FOR CATALOGUE

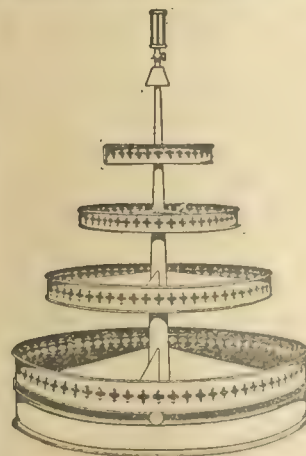
**H. F. HEACOCK**

51 North Second Street

PHILADELPHIA, PA.



## Increase Your Sales and Profits on Vegetables



You can do both with our **Vegetable Display Stand** because it not only reduces spoilage of vegetables and green truck but makes them look so attractive they almost sell themselves. When writing to us state whether you have a city water supply.

**GALESBURG CORNICE WORKS** 81 COX STREET  
GALESBURG : ILLINOIS







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, April 11, 1910.

No. 15.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico .....	\$3.00
To Canada .....	3.50
To Great Britain and Continent of Europe and Asia .....	4.50
Single Copies .....	.10

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## This Bill Would Compel Manufacturers to Sell Retailers and Wholesalers to Sell Consumers

**Under Penalty of Fine or Imprisonment. A Most Radical Bill Introduced in Congress to Make All Persons Selling Food, Drugs or Beverages to Limited Classes Pay \$500 License. Full Text of Act.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 7, 1910.

One of the most remarkable pieces of legislation ever introduced in Congress or in the Legislature of any State was introduced in the House during the week by Representative J. Hampton Moore, of Pennsylvania. It refers only to the District of Columbia, and was referred to the Committee on the District. Its importance, however, is in the moral effect which it will have everywhere if it becomes a law. Briefly the act compels all classes of manufacturers and dealers in food, beverages or drugs to sell all persons at the same price or pay a yearly license fee of \$500. The direct result would be to compel manufacturers to sell direct to any retailer who would buy the quantity a jobber buys, or even to a consumer, and to compel the jobber to sell a consumer if said consumer would buy in sufficiently large quantities. The Wholesale Grocers' Association interprets the act and its inevitable results in this way and will put up the fight of its life against it. The organization has also appealed for aid to wholesalers' organizations at outside points.

The bill referred to is H. R. 23,011, and its full text is as follows:—

### A BILL

To levy a tax on certain vendors of food, beverages and drugs, in the District of Columbia.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That every person, partnership, association and corporation, which, in the District of Columbia, stores for sale or sells any food, beverage, or drug to any limited class of customers and not to all customers alike who tender the regular price thereof, or who or which demands of a certain customer or of certain customers a price or prices in excess of what is demanded of customers generally for like goods and service, shall pay annually to the collector of taxes of the District

of Columbia a license fee of five hundred dollars, and said collector of taxes shall deposit all money so received in the Treasury of the United States to the credit of the District of Columbia. All licenses issued under the provisions of this Act shall date from the first day of November in each year and shall expire on the thirty-first day of October following, except that licenses may be issued at any time after the beginning of the license year to expire at the termination of said year which said licenses, shall date from the first day of the month in which the license is issued, and for which said licenses payment shall be made of the proportionate amount of the annual license tax.

Sec. 2. That no person for himself, or as the servant or agent of any other person, or as the servant or agent, or as a member, stockholder, or officer or any partnership, association, or corporation shall, in the District of Columbia, store for sale or sell any food, beverage or drug to any limited class of customers and not to all customers alike who tender the regular price thereof, or demand of a certain customer or of certain customers a price or prices in excess of what is demanded of customers generally for like goods and service, unless or until the license fee prescribed by section one of this Act has been paid and the license issued by the collector of taxes of said District duly displayed in the place of business where such food, beverage, or drug is stored for sale or sold.

Sec. 3. That the provisions of this Act shall not apply to associations or corporations which do not sell or undertake to sell to the public generally, but which sell exclusively to members of such associations or corporations; nor shall it be construed as authorizing or undertaking to authorize in any case any discrimination based solely upon race, color, or previous condition of servitude.

Sec. 4. That any person violating the provisions of this Act shall, upon conviction thereof, be deemed guilty of a misdemeanor and shall be fined not more than one thousand dollars or imprisoned for not more than two years, or both so fined and imprisoned in the discretion of the court.

Sec. 5. That all Acts or parts of Acts contrary to the provisions of this Act or inconsistent therewith be and the same are hereby, repealed.

A talk with a number of the leaders of the trade makes it clear that all are of the same opinion regarding the meaning and effect of this act. The license fee of \$500, which must be regarded as a penalty because business cannot be done without it, is imposed upon all concerns who do

not sell "to all customers alike who tender the regular price." In Section 2 it is made a criminal offence, punishable by a fine of \$1,000 or imprisonment not exceeding two years to sell to a limited class of customers only and not to all customers alike who tender the regular price, or charge certain customers more than others are charged for the same thing. This is taken to mean that the retailer who goes to a manufacturer prepared to buy a jobbing quantity and to pay the regular price for it will have a right to insist upon getting it under penalty of having the manufacturer arrested and fined first for refusing to fill his order, and second for doing this discriminating kind of business without a \$500 license. The act will operate similarly when a consumer goes to a jobber ready to buy the quantity that the retailer usually buys. All classes of the trade seem to be against the bill here.

HOLT.

NOTE.—A letter to the "Grocery World and General Merchant" from Congressman J. Hampton Moore, who introduced the above bill, states that it was fathered by "parties in Washington who desire to reduce the cost of living."—Ed.

### New Cold Storage Bill Introduced in Congress.

**Result of Senate Food Investigation. Prohibits Keeping Longer than One Year. Elgin Butter Board President Confesses to Interference With Competition.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 8, 1910.

One result of the Senate food investigation was the introduction of a bill on Thursday making it punishable under the provisions of the pure food act to keep in cold storage for more than one year any article of food and requiring that all articles of food held in cold storage any length of time shall bear a label plainly and correctly stating the period of time so stored. Any food articles held in storage for more than a year become "adulterated," and if articles stored for a lesser time do not bear the prescribed label they become "misbranded" and are liable to the penalties imposed in the pure food act.

The bill was referred to the Committee on Manufactures, which considered the pure food act. It is expected that the bill will be reported to the Senate and passed early next week.

The Senate Committee heard John Newman, president of the Elgin Butter Board, during the week and as the result of his testimony will attack the Elgin body for interference with competition. Mr. Newman testified that five men meet in Elgin every Monday morning to fix the prices for the week at which members of the Elgin Association must sell their product; that a dealer who under-sells the quotations is expelled from the association; that this condition is made possible through the co-operation of the creameries, the farmers and the dealers in butter, and that, in fixing the price of butter, the Board takes into consideration the butter offered for sale but not purchased. He ascribed the high cost of butter to the high price of hay.

Frank Tilford, of Park & Tilford, New York City, and John H. Magruder, of Washington, also testified. Both testified that they had been threatened by wholesalers' associations for cutting prices.

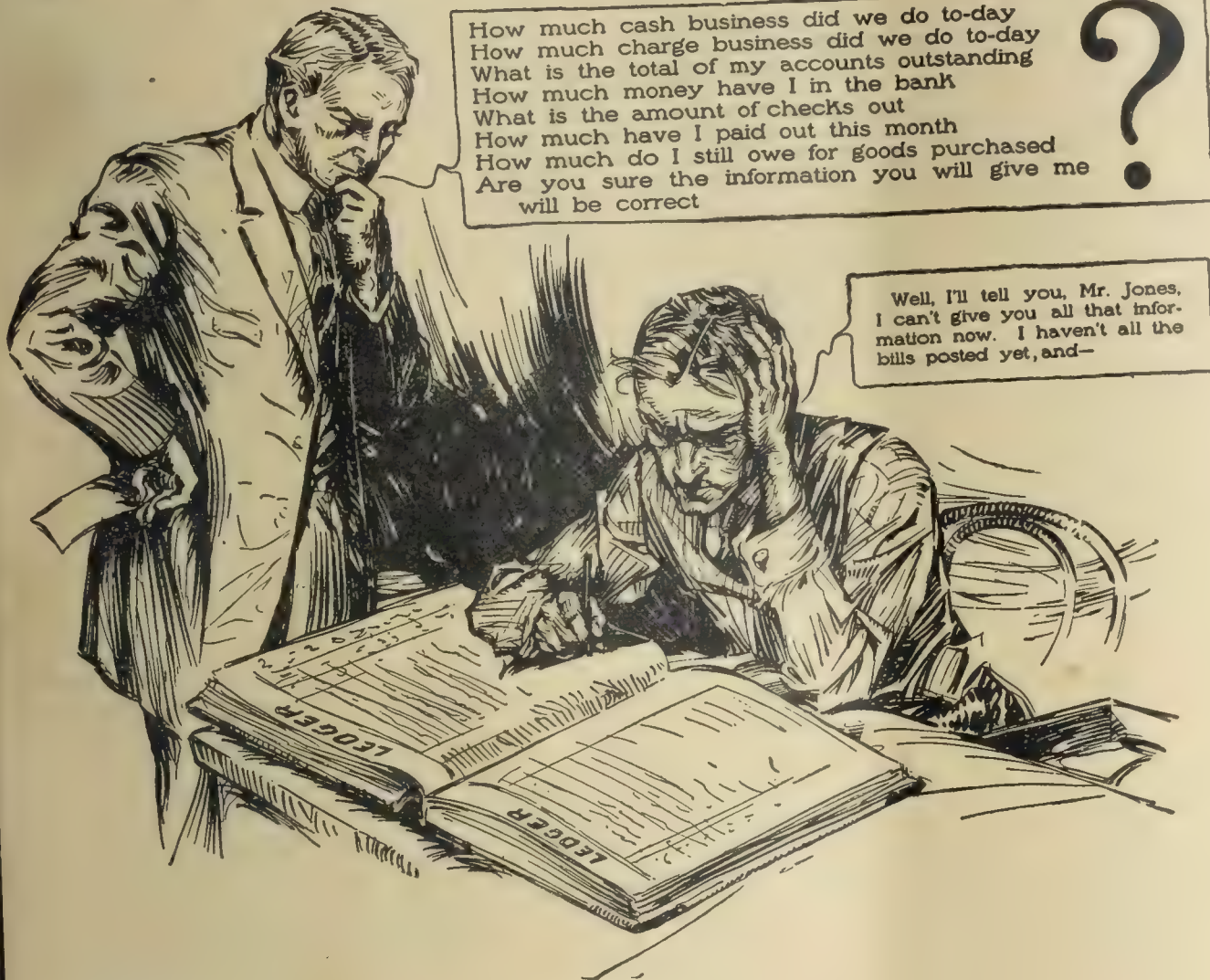
HOLT.

### Southern Manufacturers' Representatives Organize.

An auxiliary of the American Specialty Association, to be known as the Southeastern Association of Manufacturers' Representatives, was organized in Atlanta on the 19th inst. This auxiliary, as are the other auxiliaries of the Specialty Association, is composed of local representatives of members of the National Association, and will have jurisdiction over North and South Carolina, Georgia and Florida, with headquarters in Atlanta. The following officers were elected: President, B. B. Foster, of the Shredded Wheat Co.; vice-president, J. W. Blood, of the Kellogg Toasted Corn Flake Co.; secretary-treasurer, C. R. Pyburn, of the Van Camp Packing Co.; executive committee, H. B. Goldsmith, of the N. K. Fairbank Co.; William Tellam, of the Beech-Nut Packing Co.; George W. Roberts, of the W. H. Baker Co.; R. P. MacLean, of the Dunham Manufacturing Co.



# DO YOU KNOW



Mr. Merchant—

How often have you asked these questions? How long did you have to wait for the information?

After you finally got the information, did you know absolutely that it was correct, or didn't you have to take some one else's word for it?

This information, which is the gauge as to the condition of your business, should be absolutely accurate to the penny.

To be thoroughly in touch with your business you should have all this information, and more, every day.

If you depend on any human agencies to tell you these things you can expect delays—errors and added expense in pay-roll.

A National Cash Register will give you all this information, and more, every day of your business life-time.

You will know what it tells you is absolutely correct, and that no mistakes have been made in any of the figures.

It will give you this perfect audit of your business, and give you many other business advantages, as long as you are in business, for considerably less than a bookkeeper's salary for one year.

National Cash Registers are furnishing this information to hundreds of thousands of successful storekeepers every day.

Over 800,000 National Cash Registers have been sold.

We are selling 10,000, and over, per month, because National Cash Registers save money for storekeepers.

Prices as low as \$15.00. Easy monthly payments, or a liberal discount for cash.

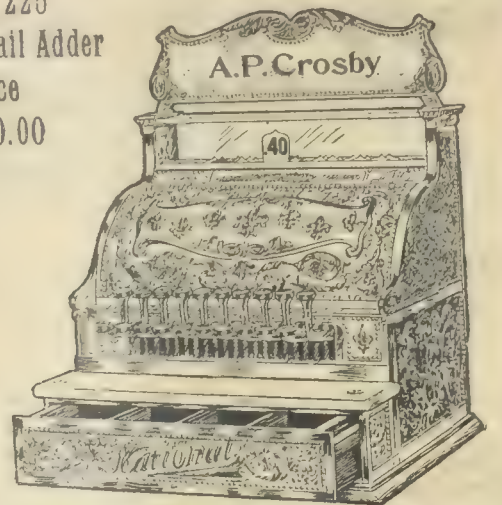
Write for Catalogue and prices and other information that will be of benefit to you. This will not obligate you in any way

## The National Cash Register Company

### DAYTON, OHIO

Offices in all  
Principal Cities

No. 225  
Detail Adder  
Price  
\$30.00



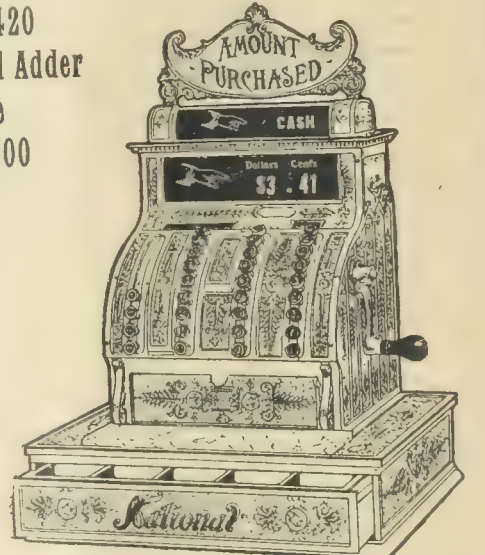
Detail Adder with all latest improvements. 20 keys registering from 5c. to \$1.95, or from 1c. to \$1.99

No. 317  
Total Adder  
Price  
\$60.00



Total Adder with all latest improvements. 15 keys registering from 5c. to \$1.95, or from 1c. to 59c.

No. 420  
Total Adder  
Price  
\$75.00



Total Adder with all latest improvements. 27 amount keys registering from 1c. to \$9.99. 4 special keys

No. 1054  
Total Adder  
Detail Strip  
Printer  
Drawer  
Operated  
Price  
\$100.00



Total Adder, drawer operated, with all latest improvements. prints each sale on a strip of paper. 32 amount keys registering from 1c. to \$59.99, or 5c. to \$59.95. 5 special keys



## Co-operative Delivery in Two Towns

**The Plans in Use in Algona (Iowa) and Pawnee City (Neb.); How They Came About; How They Work Out and What They Save for the Merchants. One Pawnee City Grocer Saves Ten Dollars a Week.**

During the past week the "Grocery World and General Merchant" has obtained some information regarding the working out of plans for co-operative delivery which are in operation in two Western cities—Algona, Iowa, and Pawnee City, Neb. Incidentally, it is an unexplained fact that practically all the co-operative delivery plans in present operation are confined to the West.

Algona, Iowa, is a town of 3,000 inhabitants. Five grocers, who formerly each ran a delivery wagon, after many years of the old plan decided it would be well to pool their interest so far as deliveries are concerned. Each of the five wagons went over the same territory from two to a dozen times a day. It was found that the average cost to each merchant of maintaining a delivery system was approximately \$50 a month, which is an extremely conservative estimate. To-day the cost would probably be greater, on account of advances in feed. One of the team owners of the town was approached and after some figuring decided he could furnish with three wagons, at a cost of \$200 a month, what the grocers were doing with five wagons at \$250 a month, and make some profit for himself. A contract was made with this team owner to do the work for \$200 a month. He was to divide the town into three divisions and establish a route in each of these three divisions. He was to guarantee to do the delivery satisfactorily. It was decided that only two deliveries a day should be made, and that goods not ordered in time to make these deliveries could not be delivered until the next day.

One wagon is maintained for each of the three divisions in the city. Each store has three large baskets, one for each of the three corresponding divisions. As fast as orders are wrapped they are thrown into the proper basket, and at the appointed hour the

wagons drive to the different stores and collect these baskets. The agreement is that each store must have the baskets ready at the time the wagons call, so there shall be no delay. According to rule, the deliveries are to be made at 9.30 A. M. and 3 P. M. In practice another usually is made about one o'clock and in rush times even one more.

For this service each of the five grocers pay \$40 a month. Formerly it cost them \$50 a month. If any other store—dry goods, hardware or drug store—wishes to use the delivery, the team owner charges 10 cents a package. Drivers are not allowed to solicit business, but if an order is written to any special grocer when he calls at the patron's home he may turn in that order.

The plan in use in Pawnee City has had even better success, though it is a smaller place. The population is 2,000. The system at Pawnee City is also the contract system. That is to say, the actual work of delivering is let by contract to a teaming concern at a rate agreed upon between the merchants and the contractor. Not all the merchants pay the same rate. They fix this schedule by mutual agreement.

Fifteen business houses patronize the co-operative delivery system. The furniture store, the laundry and the feed stores deliver independently. The contractor, who runs two teams each making four trips a day, receives about \$50 a week from the service.

This is the schedule of prices paid by the different lines of trade per week:—

2 hardware stores, each	\$1.50	\$3.00
2 clothing stores, each	1.00	2.00
3 general stores, each	5.00	15.00
1 grocer	5.00	5.00
3 drug stores, each	2.00	6.00
2 meat markets, each	3.50	7.00
1 dry goods store	2.00	2.00

The two wagons, which each cover half of the territory in the town, start at one end of the street and collect all the goods, stopping at all stores which handle groceries on each delivery but making other stores only when signaled.

These stores, which do not always have goods to put out every trip, have flags they hang out just as the city stores hang out signs for express wagons to stop.

Four trips are made each day and the goods must be ready in the stores, routed properly, when the wagons call. The deliveries, two in the morning and two in the afternoon, are at 8.30 and 11 A. M. and 2.30 and 5 o'clock P. M. Only one trip is made outside the city limits each day. That is the first afternoon trip at 2.30, and the residents outside the limits all know this, so there is no difficulty on that score. Each week the wagons change their collection trips, starting at the opposite end of the street. So during one week the merchants at one end of the street have a trifle of an advantage in time, but the following week the others get the same advantage.

The saving to the individual merchants in Pawnee City has been rather striking. The only individual grocer in the place formerly paid \$60 a month for his delivery service. As will be seen from the above schedule, he now pays but \$20, a clear saving of \$10 per week.

### More Food Products Fail to Satisfy Federal Law.

**Government Reports Successful Termination of Prosecutions Against Adulterated Vinegar, Syrup, Milk, Flour, Preserves and Dried Eggs.**

The following data as to other prosecutions brought by the United States Government under the Federal food law has been received during the week:—

#### JUDGMENT No. 200—MISBRANDING OF VINEGAR.

A sample of vinegar labeled and branded "Red Star Brand Fermented Apple Cider Vinegar" had been analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to consist wholly or in part of dilute acetic acid, or distilled vinegar, and a foreign material high in reducing sugars, and artificially colored in imitation of cider vinegar, when an inspector of said Department found in the possession of the American Extract and Vinegar Co., Nashville, Tenn., 75 packages, consisting of 50 half-barrels and 25 barrels, of the aforesaid vinegar, each of the barrels

and half-barrels labeled "Red Star Brand Fermented Apple Cider Vinegar—Leroux Cider and Vinegar Co., Toledo, Ohio." The vinegar had been shipped on March 26, 1909, by the Leroux Cider and Vinegar Co. from Toledo, Ohio, to the American Extract and Vinegar Co., Nashville, Tenn. From the aforesaid analysis it appeared that the vinegar was misbranded within the meaning of Section 8 of the act in that it was labeled "Fermented Apple Cider Vinegar," which statement was false and misleading in that it tended to give the impression that the contents of said packages consisted of apple cider vinegar, whereas, as a matter of fact, they contained a dilute acetic acid, or distilled vinegar, together with a foreign substance high in reducing sugars, which was artificially colored in a manner to conceal its inferiority. The vinegar was seized and the manufacturer compelled to file a bond.

#### JUDGMENT No. 207—MISBRANDING OF VINEGAR.

On May 14, 1909, Dr. S. J. Crumbine, secretary of the State Board of Health of Kansas, found in the possession of the Meinrath Brokerage Co., Wichita, Kan., 78 casks of vinegar labeled "Warranted Cider Vinegar," these goods having been shipped by the Robinson Cider and Vinegar Co. from Benton Harbor, Mich., on or about April 27, 1909, to the Wichita Vinegar Works, Wichita, Kan., which had refused to accept the consignment. A sample taken from the shipment was subjected to analysis by a collaborating chemist of the Bureau of Chemistry, and it was found not to be a cider vinegar, as claimed, in that it was not made wholly or entirely of apples, but contained less than 0.25 gram of apple ash in 100 cubic centimeters, and less than 30 cubic centimeters of decinormal acid were required to neutralize its alkalinity. The product was therefore misbranded under Section 8 of the act in that it was labeled "Warranted Cider Vinegar," whereas, in fact, the casks contained a product which was not cider vinegar. The goods were seized and released under bond.

#### JUDGMENT No. 209—MISBRANDING OF SYRUP.

An inspector of the United States Department of Agriculture purchased from M. H. McAleese,



at Benkleman, Neb., a sample of the syrup labeled "Baker & Co.'s Cane and Maple Sugar Syrup, Denver, Col.," which was taken from a consignment shipped to said dealer by the defendant from Denver, Col. The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to consist almost entirely of cane sugar syrup and a very little maple syrup. It was concluded from the analysis that the syrup was misbranded. The Baker Co. was indicted, plead guilty and was fined \$10 and costs.

**JUDGMENT NO. 211—ADULTERATION AND MISBRANDING OF MILK FLOUR.**

On or about October 14, 1909, an inspector of the United States Department of Agriculture found in the possession of H. J. Kuhnle Co., Philadelphia, Pa., five barrels of the product labeled "F. Behrend, 54 Front St., N. Y. Pure Vacuum dried Milk Flour, containing 5 per cent. Butter Fat," which had been shipped to said dealer by F. Behrend, of New York City, N. Y. Samples taken from this consignment were analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to have been manufactured from a closely skimmed milk and to contain only between 1 and 2 per cent. butter fat. The goods were seized, but released under bond.

**JUDGMENT NO. 222—MISBRANDING OF PRESERVES.**

A sample of preserves labeled "Convenient brand preserves, one full pound," had been weighed in the Bureau of Chemistry of the United States Department of Agriculture and found to contain 14 ounces of preserves, when an inspector of the said Department found in the possession of Henke & Pillot, a corporation of Houston, Texas, 516 cases of said preserves, each case labeled "four dozen one pound convenient brand preserves," and each can labeled "Convenient brand preserves, one full pound." The preserves had been shipped in September, 1908, to Henke & Pillot by Wm. Numsen & Sons, Baltimore, Md. It appeared that the preserves were misbranded within the meaning of Section 8 of the act in that the label purported to correctly state the contents in terms of weight, which statement was incorrect. The Government seized the whole shipment and

compelled Numsen & Sons to file a bond to reclaim them.

**JUDGMENT NO. 224—ADULTERATION OF LIQUID EGGS.**

On or about November 29, 1909, there was found on the wharf of the New England Navigation Co., New York City, 144 cans of liquid eggs, which were originally consigned by Henry Sloan & Co. from Buffalo, N. Y., to Morris Brown, of Boston, Mass. An inspector of the United States Department of Agriculture called at the establishment of the Boston consignee to collect a sample, which was refused by said consignee, acting upon the instructions of his immediate consignor, Sloan, who had stated to him in a letter that the eggs were doctored and should be hidden from the inspector and immediately shipped to Samuel Rottenberg, New York City. On November 27, 1909, they were reshipped by the said Morris Brown to said Rottenberg, and were seized on Pier 18, North River, New York City, before delivery could be made to him.

Henry Sloan & Co., the first consignors, are dealers in "spot" and rotten eggs, which they claimed were marketed solely for tanners' use. Samuel Rottenberg, of New York City, the last-named consignee, is a dealer engaged in bakers' supplies, the largest portion of his trade being in the distribution of eggs. The circumstances of the shipment and the business in which the parties are engaged warranted the assumption that said eggs were putrid and unfit for human consumption, whereupon, on November 29, 1909, the Government seized the stuff and destroyed it.

**A Splendid Cigar Proposition**

We are pleased to announce we are now offering a very interesting proposition on the famous Hawthorn Cigar. For the present we will give with each 1,000, at \$35.00, 100 free. This Cigar holds the record of being a leading seller in its home territory for a longer period than any other brand. We invite you to place your orders at once.

**CROCKER GROCERY COMPANY**  
WILKES-BARRE, PA.

We have the most perfect HUMIDOR for curing Cigars in the United States.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

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Telephone { Bell. Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



# Push It Now

You haven't a customer who won't buy

**Duff's  
Molasses**

if you remind them of it. It is molasses season. The only reason you don't sell ten times as much is because you don't talk about it.

**Duff's  
Molasses**

is known all over the country as the brand that everybody keeps buying. The kind that children love—and it's good for them.





# WITH THE EDITOR

Another authority of some note who believes that a reason for high food prices

**A True Statement  
but a Wrong  
Conclusion.**

is an excessive number of grocery stores, is W. C. Brown, president of the New York Central Railroad. Mr. Brown made an address before the Rochester (N. Y.) Chamber of Commerce recently, and in the course of it he said:—

"I live in an apartment building in New York," he continued, "which contains about forty apartments. Since the agitation in regard to prices has been in progress, I have taken pains to observe the methods of the retailers of meats, vegetables and groceries and I have seen fifteen delivery wagons, each with a box or basket or two, waiting in each other's way to get into the area where delivery to the apartments is made.

"One of the wagons with one team and one driver could have handled, without trouble, all that the fifteen wagons contained. In the four sides of one city block, not far from where I live, there are sixteen small stores or markets, selling groceries, vegetables, meats, etc.; four of them without any trouble whatever could do all the business done by the sixteen.

"My suggestion would be that twelve of these shopkeepers take their twelve teams, their twelve drivers and their clerks and go out in the country and become producers, instead of consumers; that they add something to the wealth of the country by creating it instead of interposing an unnecessary and uncalled for expense between the producer and the consumer.

"The ultimate consumer must, in each case pay prices for his goods that will cover the high rents of the many small establishments, the waste of carrying many duplicate stocks in different stores, the disadvantage of buying in small quantities, and the wages of multiplied clerks and of multiplied cost of delivery."

It cannot be doubted that there is considerable truth in this. There are more grocery stores than there is any need to be, but nevertheless the writer doesn't agree with Mr. Brown's idea of the result of this condition. Doesn't it stand to reason that the more merchants are fighting for the business the hotter the competition and the lower the prices? The fact that there are too many stores hurts the stores, not the public. For if there were fewer—just enough, in other words, to supply the demand—the stores could and would be a thousand times more independent than they can be now, and one

form of their independence would inevitably be the getting of better profits.

The fact that many stores means many rents and operating expenses, which consumers must pay, doesn't mean that they would pay them any less if some of the stores went out of business, for the retirement of twelve stores out of sixteen would certainly not mean that the remaining four stores could appreciably reduce their percentage of expense.

**Substitution.**

In the advertisement of Gimbel Bros. in last Sunday's Philadelphia papers the following appeared:—

TEAS, COFFEES, SPICES, FLAVORING, EXTRACTS AND BAKING POWDERS ARE GOOD TESTS OF GIMBELS PURE FOODS.

As a rule, when you buy any foodstuffs that have been adulterated you do not get them for less, the retailer simply makes more profit, because he knows that his business is, at the best, precarious and he wants to make the most of it.

Certainly you do not get your money's worth, because you are buying something that is worse than useless.

In Teas and Coffees there is now but little, if any, adulteration, but there is substitution, which is as bad. Every pound sold at Gimbel's is sold with the idea of other orders. The successful grocery store is built up by regular, not sporadic custom.

We have paid especial attention to extracts and baking powders; they are a prolific source of adulteration, and these with teas and coffees are good tests of the store's pure food crusade.

If you are outside our wagon delivery zone, have your name put on our free delivery list for purchases of \$5 and upward.

One day last week an expert coffee man walked through the Gimbel coffee department with a "Grocery World and General Merchant" representative. The prize Gimbel coffee is a blend for which they get 50 cents a pound. The coffee man examined it, tested it, judged it and then gave it as his opinion that the Gimbel's at least doubled their money on it and probably a little more. Another blend which retailed at 30 cents he believed did not cost more than 14 to 16 cents.

A coffee that costs 25 cents or less is not worth 50 from any standpoint. Neither is one worth 30 that averages half that. This

sort of thing the writer believes to be worse than "substitution"; it is extortion and if carried beyond a certain point becomes actual dishonesty.

There seems to be a general consensus of opinion that one reason why the canned tomato market is so exceptionally dull in

**The Result of  
a Lie.**

this section is the distrust of canned tomatoes inspired by the Philadelphia "North American" during its reckless and unscrupulous attack upon the Murphy food bill in the spring of 1909. It will be remembered that the venom of the "North American" was spurted with particular malice toward that clause of the Murphy bill which allowed the use of benzoate of soda. To arouse hostility against that provision the "North American" stopped at nothing. Its specialty was the telling of half truths, coupled with actual misrepresentation. One of its cartoons, for example, represented a shrouded figure of death in close proximity to a can of tomatoes on which the artist had falsely written "Benzoate of Soda." Canned tomatoes have never contained benzoate, so the "North American's" statement was a vile libel on a staple food. The canning interests took the matter up, and a number of protesting letters were sent the paper and published. The harm, however, had been done. Thousands of people who saw the cartoon and absorbed its poison probably never saw the letters, and the paper itself was never decent enough to confess its wrong.

There are actual instances in the trade itself of consumers who have never eaten canned tomatoes since the "North American" cartoon appeared, and to every one such known there are a hundred or a thousand not known. Never under the same circumstances has the demand for tomatoes been so poor in Eastern Pennsylvania. The price is the lowest for years. Ordinarily at the prices ruling tomatoes should be selling in

enormous quantities. Yet one of the largest handlers of the product in Philadelphia stated during the week that he had not sold a carload in Philadelphia in two months. In the same period he had sold three or four cars to Pittsburg, one to New York, and a still larger quantity west of Pittsburg. This is a general experience.

The writer repeats an opinion expressed some time ago—that it would be a splendid thing if some legal procedure could be devised by which an action in libel would lie against the man or the paper who lied against a commodity. The action of the "North American" is particularly mean and low, as it constantly poses as the only newspaper pure food advocate in this section.

The bill introduced in Congress during the week regarding those dealers in food, drugs and beverages within the District of Columbia who sell limited classes, as manufacturer to jobbers, and jobbers to retailers, is quite the most amazing production the writer has seen in many a day.

**An Amazing and  
Very Bad Bill.**

The full text of the proposed act appears elsewhere in this issue, and readers hereof may read and interpret it for themselves. There seems no doubt, however, that the bill, if enacted, would abolish all lines between the various middlemen. To apply this, the manufacturer, unless he wants to pay \$500 for a license or risk fine and imprisonment, must sell any retailer who will buy the same quantity that a jobber buys, and he must sell him at the same price. Fine! says the large retailer whom many manufacturers now refuse to sell direct. But wait. By the same provision the manufacturer must also sell a consumer under the same conditions, and the wholesaler must likewise.

This is a bad bill for everybody; the retailer should fight it just as hard as the jobber. Where it comes to the abolition of all middlemen, the retailer stands on the



same gallows with the jobber and should join with him in all possible defences.

It would be very interesting to know the origin of this bill. The "Grocery World and General Merchant" has made strenuous efforts to locate the father of it, but has not succeeded up to this time. Undoubtedly the introduction of the measure in the District of Columbia is the beginning of some kind of a movement.

#### Names of Elevator Constructors.

Lebanon, Pa., April 6, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Will you please let me have the names and addresses of different manufacturers of elevators. Enclosed you will find a stamped envelope for reply.

Yours truly,  
ISAAC SHERMAN EST.

The Albro-Clem Elevator Co., Inc., Seventh and Glenwood avenue; Supplee Elevator Co., 3207 Spring Garden street; Otis Elevator Co., Twelfth and Sansom streets; O'Neill Elevator Co., 103 North Marshall street, all of Philadelphia.

## The New York Letter

**Specialty Manufacturers Want Less Published About Brands Attacked Under Federal Food Law. More Controversy Over Wormy Figs. Procter & Gamble Reduce Jobber's Profit on Their Goods. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, April 7, 1910.

Premature publication of the facts as to cases brought for supposed violation of the Federal Food and Drug Law often does much injury to the reputation of a manufacturer and his product. This is the position taken by the American Specialty Manufacturers' Association. The manufacturers of specialties are said to be the chief sufferers since the good names of the brands and trade-marks are readily damaged by false inferences.

The specialty manufacturers hold that it is time enough to publish the facts after there has been an adjudication. The opinions expressed by chiefs and subordinates in the Federal Food Department when cases are pend-

ing are naturally unfavorable to the food product, it is pointed out, since these men are trying to prove that the law has been violated. These opinions, published before the decision of the cases, do much harm.

Then if the decision is favorable to the manufacturer, it is likely to receive little attention in the public press. It will never overtake the original unfavorable reports that have been set in motion.

The following resolutions were adopted Monday by the Executive Committee of the Specialty Manufacturers, and, after they are signed by the members, will be sent to Washington:—

Whereas, Section 4 of the Food and Drugs Act of June 30, 1906, provides, in cases of violation, "After judgment of the court, notice shall be given in such manner as may be

prescribed by the rules and regulations aforesaid," and

Whereas, Unauthentic published statements regarding articles of food and drugs are harmful to the commercial interests of the United States and tend to bring into disrepute merchants and manufacturers who are earnest in their desire for the proper enforcement of the Food and Drugs Act; therefore be it

Resolved, That the American Specialty Manufacturers' Association affirms its belief in the Food and Drugs Act of June 30, 1906, as a wise and salutary measure, when judiciously enforced, but deprecates the publication by the Government or by its assumed authority of any proceedings under said Act, until after conviction; otherwise, arbitrary opinions expressed by chiefs and subordinates, and given publication under the privilege of office, are generally accepted by the public as having all the weight and authority of a final order from a department of the Government; and be it

Further Resolved, That a copy of these resolutions be addressed to the President of the United States, the Secretary of the Department of Agriculture, the Secretary of the Treasury, the Secretary of the Department of Commerce and Labor and to every member of Congress.

\*\*\*

At Jersey City, the Hudson County Grand Jury, which recently handed up indictments against the officers and directors of the Beef Trust for alleged conspiracy, made a presentment to the court Saturday on cold storage conditions. As there are no laws

# Ten Cents Per Case

# More Profit

On

# Post Toasties

When bought by retailers in 5-case lots—at

## \$2.70 the case

If a Retailer cannot use five cases of Post Toasties at one time he can make a five-case order by including Postum or Grape-Nuts, or both Postum and Grape-Nuts, just so five cases of our products are taken at one time. Retailers can thus buy Post Toasties at \$2.70 the case.

DEMAND is created for this delightful food by heavy, continuous advertising, and the crisp, flavory, golden-brown food pleases customers. The sale of Post Toasties is guaranteed, and the profit is pleasing. It pays to push Post Toasties.

### "The Memory Lingers"

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan, U. S. A.



regulating the cold storage of food, it was decided to present the jury's conclusions to the court in this form.

The Grand Jury recommended that a law be enacted putting a limit on the time that food products may be kept in cold storage. Inspection of poultry and meats before placing them in cold storage was suggested and the recommendation was made that all cold storage products be labeled as such.

In the Grand Jury's opinion the markets are controlled and prices kept unduly high by the operation of the cold storage business, and the stored food is sometimes injurious to the health of consumers. On this subject, the jury says in part:—

We find it possible to control the market by placing foodstuffs in cold storage and thus enhancing the price and that there is danger to public health resulting from cold storage products if present methods are continued.

The records of the cold storage plants show that during the last year millions of pounds of meat and millions upon millions of eggs were stored in this country. These food products were kept there many months. When eggs were plentiful, they were cornered and kept from the market at times when it was natural that they should be cheap. So poultry was placed in storage and held at times when it was plentiful, and thus the market was kept depleted when in the nature of things there should have been an abundance of fresh poultry. The same thing applies to meats. We believe that methods of this character go a great way in causing the tremendously high prices of food products. Cold storage plants are the means whereby large corporate interests control the market and dictate the prices.

\*\*\*

Speakers at the annual dinner given several evenings ago by the New York Retail Grocers' Union included President George Stadtlander, A. C. Monagle, of the Manufacturers' Representatives Association; W. H. Steinkamp, counsel of the association; the Assistant Corporation Counsel, J. P. O'Brien, and others. The toastmaster was the former president, Fred. H. Otten.

President Stadtlander said that their association had not been formed to accumulate money, nor to boycott jobbers or manufacturers, nor to fool the public, but that it was organized to protect the trade. "The association," he said, "has stood for honesty and square dealing in the trade and it has done much to protect the retail grocer from the passage

of such laws as would tend to hurt his business."

Mr. Monagle said that he would rather be a grocer and keep the people well than be a doctor and take care of them when they are sick.

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Importers of figs are worried by the recent ruling of the Department of Agriculture in refusing to pass figs which were wormy. A committee from the Dried Fruit Association, it is expected, will take a trip to Washington and try to settle the matter in some way. The importers wish to have some assurance that the figs which they buy from Smyrna will be admitted.

Several plans are suggested to help the dealers. One is that the Government establish an inspection bureau in Smyrna to inspect that packing centre and the principal shipping points. Another plan suggested by a Government official is that the fruit be fumigated during the process of drying to exterminate the worms.

\*\*\*

Jobbers were disturbed this week by the issuance of a new selling plan by the Procter & Gamble Co., which reduces the profit in handling its goods from 10 to 6 per cent. It is said on Hudson street that one of the largest of the jobbers will refuse to handle the soaps under the new rates.

\*\*\*

The American Sugar Refining Co. announced this week a raise in the salaries of all employees. The increase is from 5 to 10 per cent. and went into effect immediately. The advance was made by the company without any request from the employees.

\*\*\*

The high price of meat is causing the marketmen a lot of trouble. The Jewish butchers seem to be affected the most. Their shops along the East Side and in Brownsville, Brooklyn, are the scene of daily disturbances by women who object to paying the high prices. Raids have been made on several shops by women, who are sometimes reinforced by a few men, and it has been necessary to call out the police reserves to get the women out of the shop and to protect the butcher.

The association of the "kosher" butchers have decided to close all

their shops on Friday and not open until Monday as a protest against the prices.

\*\*\*

Schedules in bankruptcy of Edward Claussen, a retail grocer, formerly of 1093 Park avenue, were filed this week and show liabilities of \$2,639. The sum of \$393.02 is now in the possession of the sheriff of the county of New York, being the amount returned after the sale of stock and fixtures, less the fees.

#### SUMMARIZED MARKET CONDITIONS.

There is a good jobbing demand for coffee. The movement of supplies into consumption is normal, and while no large buyers are in the market, the condition is quite satisfactory. Prices on Brazils are firm. The mild coffees are firm, but jobbers do not show any tendency to stock up with prices at their present level. The distributors are buying just enough to get along on, expecting a drop in the market.

The tea market is rather dull, buyers holding off for concessions of  $\frac{1}{4}$  to  $\frac{1}{2}$  cent. The holders, however, consider their position as very strong and are not inclined to urge sales. The jobbing demand is light, and no large lines changed hands.

Refiners are snapping up all the large lines of raw sugar at the prevailing prices. Cables from Europe announcing the further sales of Cubas for shipment seem to have had considerable effect. The holders here will make no concessions, and for parcels of Cubas for forward shipment higher prices are generally asked.

There is a decided improvement in the raw sugar market in the amount of new business being booked. Jobbers seem to think that there is little chance of further reductions and are beginning to stock up. The American is still shading prices, but other companies are selling at previous levels.

Rice is attracting considerable attention on account of the good qualities at low prices. A period of activity is now looked for by dealers. The orders now being booked are mostly on lines for immediate needs.

There is an upward tendency in the spice market, but buyers as a rule are buying only enough for

immediate needs. The price, they think, is too high to warrant their stocking up. The demand, however, is good for all kinds of spices.

Receipts of butter are light, contrary to the general expectation. Dealers have been expecting increased receipts for some days and unless these soon come the prices will have to be advanced. In fancy table grades premiums of from  $\frac{1}{4}$  to  $\frac{1}{2}$  cent are common. These grades are unusually scarce even for this time of the year. The best grades are quoted at 29 to 32 cents. There are few offerings of fancy grades of storage butter and prices are firm. Process is steady.

The prices of eggs have advanced half a cent. Western eggs have taken on a firm character and have advanced with the Eastern product. The advices received here from the West show that Western speculators are taking hold of the eggs and are storing large quantities of them. New York dealers are not yet willing to pay the high prices for eggs for storage purposes. The best eggs are now selling at  $23\frac{1}{2}$  to 25 cents.

Buyers are beginning to take an interest in canned tomatoes and many large sales have been reported in the past few days. Prices are, as a rule, steady, although a few of the packers are still making concessions. Corn is firm and in good demand. It is reported that packers are not anxious to take any further orders on the 1910 pack at the opening prices until they have an opportunity of getting a better knowledge of the conditions surrounding the growing crop.

There is a fair demand for California peaches with prices pointing upward. Hawaiian pineapples are firm, but they are not in much demand. There is not much inquiry for State gallon apples, buyers preferring to take hold of the fresh fruit.

FRED. A. MCGILL.

#### Maryland's Trading Stamp Bill Passes.

The Maryland Senate has passed the anti-trading stamp bill. The trading stamp companies will, it is said, test it in the courts if signed by the Governor, as it almost certainly will be.





"We Can the Flavor  
as well as the Fruit"

## An Instantaneous Success!

### Orders! Orders! MORE Orders for

# HUNT'S QUALITY FRUITS

"The Kind That Are NOT Lye Peeled."

Our big advertising of **Hunt's Quality Fruits** in Ladies' Home Journal, Saturday Evening Post, Delineator, Woman's Home Companion, Munsey's Magazine, etc., means a demand which every grocer is safe in anticipating. We know, because of the size of the orders we are getting daily. This means **Hunt's Quality Fruits** should be on sale in your store so you can reap **your** share of the harvest of profits.

Don't ignore this suggestion—write us so we can send you samples of our advertisements to paste on your windows, and beautiful art calendars to give your customers. Then, make a display of **Hunt's Quality Fruits** (beautifully labeled in Red, White, Blue and Gold) and they'll not only start selling at once but they'll **keep on selling**. This is what others are doing. Write for full particulars and a complete list of distributors.

## HUNT BROTHERS COMPANY

San Francisco, California

### Largest Cannery of Highest Grade California Fruits

Distributors for Hunt's Quality Fruits.

PENNSYLVANIA:—Githens, Rexamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville; Jas. A. McAteer & Son, Pittsburg; Love & Sunshine Co., Johnstown. OHIO:—The Chas. C. Higgins Co., Cleveland; A. Janszen & Co., Cincinnati; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville; Mosel-Johnson Co., Steubenville; Berdan & Co., Toledo; W. L. Adamson Co., Dayton. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seaman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.

# Mr. Grocer

This is not an Ad.

It is

No. 4

of an Important  
Series of Letters to

# YOU

Many enterprising grocers are now alive to the truths which we have tried to express through the "Grocery World" in its last three issues, and are giving us their enthusiastic help in every way.

They are looking upon our efforts broadly and as a business proposition containing the germ of great benefit to them.

They see that appeal of special strength through the channel of **QUALITY** is as necessary to them as it has been to the grocery departments of the big department stores and the so-called **QUALITY** chain stores.

They see also that the **CHEAP** chain stores have something to lose by an effort on the part of the independent grocer to preach **QUALITY**.

The Premier line or a small part of it is recognized as a powerful tool with which to work, for the reason that it cannot be obtained through the department stores or the chain stores.

The independent grocers are NOT each other's competitors. On the contrary, they should be and are each other's friends when they adopt a well-defined plan of action in their own in-

terests with which to meet the efforts of their **REAL** competitors.

The Premier line is worth deep consideration, and the Premier campaign is being recognized by many independent grocers as a friendly action, filled with splendid possibilities for him.

May we suggest a 30-pound case of Premier Coffees (20 pounds of Premier Breakfast Coffee and 10 pounds of Premier After-Dinner Coffee) together with a case of Premier Jams?

Send for Catalogue "A."

## Francis H. Leggett & Company

NEW YORK, N. Y.



## Canned Tomatoes the Puzzle of the Trade

**Maryland Market Expert Says There Are Ten Reasons Why Market Should be Firm and Higher to One that it Should be as Weak as it is. Both Spot and Future Tomatoes Selling Below Producing Cost, but Without Usual Effect of Clearing the Situation Up.**

Even the most conservative authorities on canned goods seem to admit that the market for canned tomatoes is rather remarkably and unaccountably demoralized even for it, for as every student of grocery conditions knows, canned tomatoes have little stability and are liable to do anything unexpected.

The following rather despondent statement of the situation has been sent the "Grocery World and General Merchant" by Messrs. Strasbaugh, Silver & Co., the canned goods brokers of Aberdeen, Md.:

The tomato situation never seemed to be more demoralized than at present. Where there is one excuse for present conditions and prices there are ten arguments in favor of reverse conditions. After a pack of 11,000,000 cases with 8,000,000 cases already distributed and only 3,000,000 cases awaiting distribution, is there any excuse for the present lack of interest on the part of jobbers and pell-mell demoralization among packers who seem to be jumping over themselves in order to dispose of the small percentage of spot goods remaining without stopping to consider that the best consuming period of the year is before us, without seeing the danger of the possibilities of the empty warehouse before the tide is turned.

Canned tomatoes are following in the footsteps of corn. After too long a period of depression, the corn market less than a year ago continued depressed and holders of that commodity gradually sold out their last goods before they realized that better things were in store for them, those who purchased remaining holdings and futures as well on the basis of cost prices reaped their reward. As a result, the buyer made money on corn packed in 1909 and corn carried over from prior seasons and this accounts for the strong situation existing to-day so far as canned corn is concerned.

The buyer is not interested in any commodity that has not been a money-maker—corn has made good money for its owners in the last six months. Tomatoes have not. As a result, buyers are absorbing all the spot corn and all the future corn as well, because corn has been a money-maker. Tomatoes, to the contrary, have not shown a profit. As a result, notwithstanding statistics, prospects, and outlook, no one is interested in canned tomatoes, not even the packers themselves. The same conditions which make it difficult to obtain a corn acreage for 1910 govern also the contracting ability of the packer so far as next season's tomato crop is concerned; without all signs should fail, there is every reason for those who think beyond a day at a time to prognosticate a high tomato market within the next six months and as tomatoes are usually a better seller than corn, when such

advances have come in the past they have exhibited a much more acute advance than was ordinarily evidenced by corn. The man who has the nerve and sufficient capital as well will, in all probability, have no cause for regret if he seriously considers canned tomatoes in their present position, with buyers unwilling to purchase future tomatoes several cents per dozen below the cost mark and with spots selling possibly 2½ cents per dozen and even more under the future price. It is not such a difficult proposition to foretell what the final result of all these conditions will bring forth.

Spot tomatoes are selling to-day below the cost of production, and futures have been offered and sold for 3 cents per dozen less than it is estimated they will cost to pack this year. Ordinarily such a condition will quickly cure itself by thinning out the producers. In other words, driving so many packers out of business that the production will be curtailed and the situation strengthened. It does not follow at all, however, that this will be the case with tomatoes, for they seem not to be governed by any of the ordinary rules of business.

### Butter Men's Views on Present Oleo Laws.

The contentions of the butter manufacturers concerning oleo are strongly set forth in a letter sent during the week from J. H. Rushton, of the Fairmont Creamery Co., Omaha, Neb., to a Western butter dealer. From that letter the following extracts are taken:

We make the following points:

1. That the oleo that is now being sold on the market is all artificially colored.
2. That under the law an oleomargarine manufacturer of white oleomargarine has no right to send along a capsule of the yellow coloring matter and no authority of law can be produced to support this practice.
3. That where a manufacturer of white oleomargarine sells his product and then gives a customer a capsule of yellow color, he knows what that color is being used for, and he aids him in committing a fraud by conspiring, (a) against the public; (b) against the Government by depriving it of its revenue.
4. When the manufacturer of oleo and the moonshiner agent working together go to a restaurant-keeper and sell him colored oleo at 16 cents a pound and the restaurant-keeper knows their purpose, then the three are guilty of a conspiracy, (a) in de-

frauding the people; (b) in defrauding the Government out of its revenue.

### Hudson County (N. J.) Grand Jury Now After Cold Storage.

The Hudson County (N. J.) Grand Jury, which indicted six packing companies and twenty-one directors for conspiring to increase the prices of foodstuffs, drew up a presentment during the week recommending changes in the management of plants where cold storage business is conducted. The presentment pointed out that laws are necessary to regulate the time for storage of provisions in refrigerating plants, because of the danger to public health by keeping meats, poultry and eggs too long, and because it has been discovered that efforts were made to corner the market. The inspection of foodstuffs, when put in and removed from cold storage, is also recommended.

### Of Ten Egg Samples Pennsylvania Food Department Found Five Unfit for Food.

#### Striking Fact from Official Summary of Current Month's Work of Pennsylvania Dairy and Food Commission.

The Pennsylvania Dairy and Food Department has sent the "Grocery World and General Merchant" a summary of its work for the current month. The monthly bulletin of which this was a part contained no report of adulteration. The summary is as follows:

Butter Samples, 86.	
Pure .....	86
Cheese Samples, 3.	
No cases .....	3
Egg Samples, 10.	
Fresh eggs .....	5
Unfit for food .....	5
Total .....	10
Fruit Syrup Samples, 8.	
No cases .....	8
Ice Cream Samples, 17.	
No cases .....	17
Lard Samples, 5.	
Adulterated .....	1
No cases .....	4
Total .....	5
Non-Alcoholic Drink Samples, 119.	
No cases .....	119
Pure Food Samples, 165.	
Adulterated .....	8
No cases .....	157
Total .....	165
Vinegar Samples, 16.	
No cases .....	16
Egg Cases, 5.	
Terminated .....	5
Lard Cases, 1.	
Terminated .....	1
Milk Cases, 3.	
Terminated .....	3

Pure Food Cases, 8.	
Terminated .....	8
LICENSES ISSUED FROM JANUARY 1, TO FEBRUARY 15, 1910.	
Oleomargarine Licenses, 636.	
Hotel .....	1
Restaurant .....	9
Wholesale .....	12
Boarding house .....	19
Retail .....	595
Total .....	636
Renovated Butter Licenses, 3.	
Retail .....	2
Wholesale .....	1
Total .....	3
Total amount of money received from said licenses for 1910, is \$66,530.95, and this sum has, in accordance with law, been deposited in the State Treasury.	

### California Raisins Drive Out Foreign Valencias.

Writing from Valencia, Consul Robert Frazer, Jr., says the raisin season for that Spanish district is practically finished. The propaganda efforts of raisin growers and merchants this season to extend trade in northern European markets have only been partly successful, for while imports to Russia and Sweden record an appreciable increase, Denmark, Norway and Germany, especially the last, show a marked falling off in consumption. Exports to the United States continue to decline yearly, and except in abnormal seasons of failure of the California crop United States markets are now generally regarded in Spain as lost to Valencia raisin growers.

### Important Change in Egg-O-See Business.

From this date the business of the Battle Creek Breakfast Food Co., Ltd., of Quincy, Ill., sometimes known as the Egg-O-See Cereal Co., will be transacted under the new name, "United Cereal Mills, Ltd."; continuing to operate its large mill at Quincy and controlling the operation and output of its subsidiary company, the Atchison Oatmeal and Cereal Co., Atchison, Kan. John E. Linihan will continue as secretary, treasurer and general manager of the company, and Brode B. Davis, of Chicago, as president, representing large Eastern capitalists, who have recently acquired large financial interests in the company.

Concerning the change, Manager Linihan said:

"For several years past the management of the company has had under consideration a change in name of the corporation. The name Battle Creek Breakfast Food Co., Ltd., was adopted by the original incorporators at a time when they expected to establish their business at Battle Creek, in the State of Michigan. This name has always been confusing and a misnomer for a corporation having its headquarters, mills and general offices in the city of Quincy, State of Illinois.

"There will be no change in the names of the trade mark brands. The products of the company, E-C Corn Flakes Toasted, E-C Oats and Egg-O-See will be manufactured and advertised as heretofore. The business of the company for the past year has been phenomenally large."



43 Per Cent.  
**Profit**



\$1.10 Per Case  
**Profit**

PRODUCTS

**DON'T BE A SLOT MACHINE  
SELL PROFITABLE GOODS ONLY**

**Buy Your Goods Right and You Are Always Sure of a Profit**

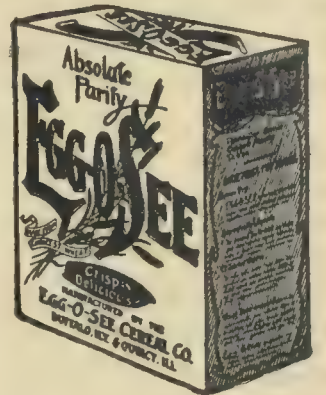


From **March 15th to April 20th, 1910,**  
we will allow the retail grocer with:

10 cases E-C Corn Flakes or Egg-O-See, 1 case FREE, at \$2.70  
per case, 46% profit.

5½ cases E-C Corn Flakes or Egg-O-See, ½ case FREE, at \$2.70  
per case, 45% profit.

2¾ cases E-C Corn Flakes or Egg-O-See, ¼ case FREE, at \$2.75  
per case, 43% profit.



And upon all purchases of three cases or upward, we will allow freight when shipped from jobbers' stock or we will prepay freight when made in the form of drop shipments from our factory. Is it not to your interest to give especial attention to the sale of

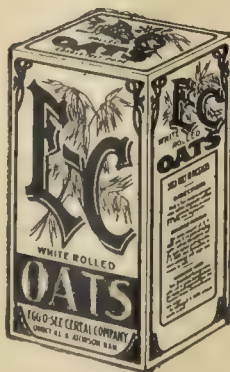
## **E=C Corn Flakes and Egg=O=See**

which give your customers entire satisfaction and affords, under this offer, a larger profit than you are able to make on similar goods?

In the face of the agitation regarding the high cost of living, the retailer is making good profits on **E-C Products**, and your customers are buying goods of highest quality at honest prices.

To insure prompt delivery of your orders it is important that you place same at once with us or your jobber.

**E=C Products** are extensively advertised in newspapers, bill-boards, etc., and 30,000 street car cards talk to your customers daily.



This deal is effective in the following States: New York, Pennsylvania, Ohio, Michigan, Indiana, Illinois, Kentucky, Tennessee, Missouri, Iowa, Wisconsin, Minnesota, North Dakota, South Dakota, Kansas, Nebraska, Oklahoma and Colorado.

### **WE MOVE THE GOODS**

P. S.—Retail Grocers may include E-C OATS on this deal if they desire, but FREE GOODS allowance will be given in E-C CORN FLAKES or EGG-O-SEE.

**United Cereal Mills, Ltd., Quincy, Ill.**





## LEGAL DEPARTMENT

Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### XLV.—Various Forms of Attachment Proceedings.

It has been suggested that some practical information regarding the different forms of attachment which a creditor may invoke against a debtor should be useful. All kinds of attachment depend upon statute; there is no such thing as a common law attachment. If the Legislature of a given State has passed no laws providing for attachment, then there can be no attachment of property in that State. So far as my researches have gone, however, practically all States have passed such laws, and attachment proceedings are therefore common to all the States. Naturally the method of pursuing them varies somewhat, but the fundamental principles are substantially the same in all, as are the grounds on which attachment will lie.

Attachment proceedings are quick cuts to the collection of claims. They are intended to be used in cases where the ordinary proceedings for the collection of debts would be too slow. For this reason they are exceedingly useful and a little knowledge as to when they can be used should be most valuable.

I will designate below, by number, the various conditions under which a creditor may attach the goods or property of his debtor, making such explanations of each as seem necessary.

1—In practically all States an attachment will issue where the debtor departs from the State, or keeps himself concealed with intent to defraud his creditors or avoid the service of summons upon him.

In some States he must have actually left the State; in others a mere threat or intention to go is sufficient. Being absent temporarily on business or pleasure is not enough; he must have gone with an evident intention to stay an indefinite time.

The only debtors whose departure, actual or contemplated, will authorize an attachment, are debtors who reside within the State. Debtors whose residence is somewhere else, or who flit about without any settled residence, are not within the rule.

2—Foreign attachment also lies in practically all States. This form of attachment is used where one has a claim against a non-resident debtor who has property within one's own State. The property is seized by a writ of foreign attachment as the next best thing to actual service; as a matter of fact is much better than service, because it gives the creditor tangible security for the payment of his debt. Where property is seized under foreign attachment the debtor can come in and get it released by filing a bond. The creditor then goes ahead with his suit, and if he wins, gets his money out of the bond.

Temporary absence from the State does not make one a non-resident. He must actually have his fixed abode outside.

3—If a debtor has assigned, disposed of, conveyed or secreted his property, or is about to do so, with intent to defraud, hinder or delay his creditors, all of his property that can be found can be attached. This is usually termed a fraudulent debtor's attachment. If a debtor has done any of the above acts, it makes no difference whether he is solvent or insolvent; the attachment will lie in either case.

In Arizona, Iowa, Kansas and Virginia converting one's property into money, or being about to do so, in order to put it beyond the creditor's reach, is ground for attachment, but this is not the rule anywhere else.

Under this form of attachment, two questions always arise:—

First, how can the intent to defraud creditors be proven? Second, what amounts to secretion or concealment of property?

First, as to intent. It is of course impossible to prove what is in a man's mind, and the law does not require any direct proof of a mental impulse. The rule is that the debtor's intent can be inferred from all the circumstances. In some States the law requires no proof whatever of the intent; it is enough if the result has been to hinder or delay the creditor. Also in some States it is enough if the debtor merely threatens to make an assignment, particularly one which will prefer some creditor or creditors; in such a case an attachment can be clapped on his property at once.

The decisions furnish several illustrations as to what will be considered secreting or concealing property. Denying that one has money when he has is not such secretion or concealment, but withdrawing money from one's business in anticipation of attachment proceedings is, and so is a case where the part owner of a fund denies possession of it and refuses to give his co-owner his share. Also when a stock of goods has been converted into money or is greatly reduced.

In addition to these there are of course an unlimited number of other circumstances which would also be considered secretion or concealment of property.

4—In Ohio, Pennsylvania, Kansas, Iowa and Missouri a debtor's property can be attached where a debt has been fraudulently contracted, but outside of these States there is no such proceeding. In the States named, however, the fact that the debtor knew himself to be insolvent when he incurred the debt is not regarded as a conclusive presumption of fraud; it must be supported by additional evidence. To give an idea as to the line such evidence should take, if a debtor when he buys goods on credit makes a false statement for the evident purpose of obtaining the credit, as to the amount of his liabilities, or as to his solvency, or the amount of his property or assets, he is held as having contracted the debt fraudulently. His false statements, however, must have been wilfully made, and have been material and relied on by the other party.

5—In most, if not all States, if a debtor has removed or is about to remove property from the State of his residence, an attachment will lie against any of his property that can be found. In one or two States it will lie if he only removes it from his county. But shipment out of the State to pay a bona fide creditor or in the ordinary course of business is not a ground.

Other grounds for attachment, not common to all States, but existing only in a few, are defying an officer of the law so that a summons cannot be served (Colorado, Georgia, Illinois), and failure to pay for goods according to contract (Colorado).

(Copyright, April, 1910, by Elton J. Buckley.)

Question: S. W. Henry, Washington, D. C.—Where one hires a horse by the day and drives it by a careful driver and the horse slips on some manure on a street which has just been sprinkled with water, falls and injures himself so that the owner thought best to shoot it, who bears the loss? The one who hires or the owner?

Answer.—The first consideration is, who was negligent? The city, or in your case the District of Columbia, has jurisdiction over the streets, and if anything was done or left undone by the local authorities, which was within their duty, and which was the direct cause of the accident, the District is responsible. Upon your statement, however, it does not appear that the District authorities were negligent. Sprinkling the streets is not only a legal requirement, but is a positive necessity and a boon in dusty weather. Therefore sprinkling the streets, if done with due care was not negligence. Neither was allowing manure to remain on the streets negligence in my judgment, for the simple reason that it was unavoidable. To compel the city to remove manure as fast as dropped would be to hold it to a duty which it could not possibly perform. So that as you state the case, I see no negligence on the city's part.

If the driver of the horse was careful and handled the horse with all proper care, no negligence could be charged against him, and by the same token none could be charged against the hirer of the horse. Under the law a man who hires a horse is a "bailee for hire,"



## The New "Crown" Porcelain Lined Cap for Mason Jars



The demand for a better made and finished Porcelain Lined Cap for the Mason Jar has been met in the new "CROWN" Cap.

Made of Best Grade Zinc, Highly Polished.

The Porcelain Lining Securely Fastened.

The edges are smooth and turned over, thus overcoming the objectionable feature of the sharp, rough edges of the regular P. L. Caps.

WRITE FOR PRICES

**FISHER, BRUCE & CO.**

Importers and Wholesalers of China, Crockery, Lamps and Glassware

221 Market Street, Philadelphia

## There Is No Difference of Opinion

¶ All who buy Cheese from me agree that I sell them the best they ever tasted.

¶ The reason is simple enough, being Philadelphia's largest importer I receive the best that is made in Emmenthaler, Roquefort, Camembert and all kinds of fancy Cheese.

¶ With Delicatessen and Fancy Groceries I am willing to compete with anybody.

¶ Get my prices before buying.

**Carl Wilde, 357 N. Second St., Phila.**

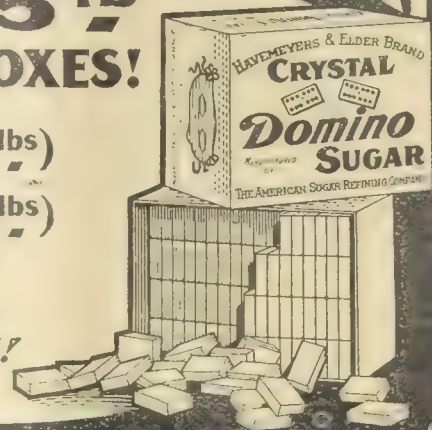
## CRYSTAL DOMINO SUGAR

**2 lb AND 5 lb  
SEALED BOXES!**

**2 lb BOXES - 60 IN CASE (120 lbs)**

**5 lb BOXES - 24 IN CASE (120 lbs)**

**BEST SUGAR FOR  
TEA AND COFFEE!**



## To the Grocers of Pennsylvania

You are invited to visit the miniature Shredded Wheat factory now in operation at 930 Market Street, Philadelphia, where we show the process of manufacturing

## Shredded Wheat Biscuit and Triscuit

Remember, you can grind up any old thing and call it a "breakfast food," but you can't make Shredded Wheat that way.

Government inspection is good, but public inspection is better. We invite both.

Perhaps you have never visited the big plant at Niagara Falls. We are therefore bringing the plant to you. COME AND SEE IT.

The Shredded Wheat Company, Niagara Falls, N. Y.

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
**Philadelphia, Pa.**



and he is responsible only for ordinary care of it. If he uses ordinary care he cannot be held liable no matter what happens to it.

This seems to be one of those cases which the law calls "damnum absque injuria"—damage without injury. In other words the owner of the horse bears the loss because nobody was negligent.

### AMONG THE TRADE.

Mr. Fred. Mason, general sales manager of the Diamond Match Co., gave one of his characteristic talks on association work to the Pennsylvania Wholesale Grocery Salesmen's Association at its meeting in Philadelphia last week. Mr. Mason got the road men going from the first.

The Shredded Wheat Biscuit Co. have opened a permanent demonstrating bureau at 930 Market street, Philadelphia, and from the crowds which constantly pass in and out, it seems to be very successful. In the front are the curious machines in the act of making shredded wheat biscuit, while at the back are tables at which the products of the company are served without charge.

Within the next few months, probably about June 1st, the Philadelphia Retail Grocers' Association and the Girard Grocery Co. will move to the Philadelphia Bourse in order to obtain larger quarters. At the Bourse salesrooms will be maintained together with a meeting room and a permanent exhibit of specialty products and store appliances. At the meeting last Monday evening Mr. Reno Schoch, already elected secretary and general manager of the Girard Grocery Co., was made secretary of the Retail Grocers' Association as well. The quarters at the Bourse will be a large room on the second floor 45 x 90 feet, but there will be other rooms used for committee meetings, private offices, etc.

D. B. Martin, Inc., of Philadelphia, filed a bill in equity in Common Pleas Court on Tuesday asking for the appointment of a receiver for the Grocers' Biscuit Co., upon the ground that the concern is insolvent. The petitioner is a creditor to the amount of 1,046.08 for goods sold and delivered.

## National Retail Grocers' Association Puts in New Oleo Bill

**Said to be Favored by Government Authorities. Changes Name to "Margarine" and Reduces Tax to Two Cents. Provides Restrictions as to Labels and Penalties.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 7, 1910.

Another bill which is destined to change the status of oleomargarine was introduced in the House last Tuesday by Representative Goebel, of Ohio. It was prepared at the behest of the National Retail Grocers' Association and is said to have the favor of both the Treasury and Internal Revenue Departments.

The bill changes the name of oleomargarine to margarine. It classes renovated butter and adulterated butter with margarine. Adulterated butter is defined as that made by mixing, reworking, or rechurning in milk or cream, refining, or in any way producing a uniform, purified or improved product from different lots of melted or unmelted butter or butter fat through the addition of acids, alkali or chemical.

Renovated butter is that subjected to processes by which it is melted, clarified or refined and made to resemble genuine butter.

Manufacturers of margarine are to pay a license of \$600 a year. Wholesalers, or those selling in quantities in excess of 10 pounds, \$125 a year; retailers, who sell in quantities less than 10 pounds, \$6 a year. Manufacturers must give a bond of \$5,000 and file statements of the quantities of materials used.

Margarine is to be put up in packages of one, two, three, four, five and ten pounds, each roll or print having stamped in the material, "Margarine," "Renovated Butter," or "Adulterated Butter," and each roll or print to be wrapped in a paper similarly marked. Each package shall have the proper internal revenue stamp pasted to it. Each sale by a manufacturer must be recorded. Sales by a wholesaler in less than ten-pound packages subjects him to a fine of \$1,000.

The tax on margarine shall be 2 cents per pound; on margarine

free from coloring matter, one-fourth of 1 cent per pound.

Imported margarine, renovated or adulterated butter shall pay, in addition to the import duty of 6 cents per pound.

On export margarine there shall be no tax and no revenue stamp will be required, the Internal Revenue Commissioner to make regulations. Importers who violate the law shall be fined \$5,000 and imprisoned for two years.

Any manufacturer defrauding the Government or attempting to defraud it shall forfeit factory and manufacturing apparatus and stock and be subject to a fine of \$5,000 and three years' imprisonment.

Wholesalers and retailers are subjected to lighter fines for breaking packages, removing the stamp or defacing the markings on the wrapper and on the print or roll. The wholesaler's fine is \$1,000.

The manufacturer's license on adulterated or renovated butter is \$1,000 per annum and the special tax on such butter is 10 cents per pound. The license for the wholesaler \$600, and for the retailer \$48. The same regulations and penalties for violations apply as in the case of margarine.

HOLT.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

Washington, D. C., March 1, 1910.

950,727. Dough severing device. Julius Newfield, Chicopee Falls, Mass.

950,732. Teapot. Charles G. Slope, Forest Gate, England.

950,888. Tea or coffee strainer. Nathaniel Barstow, Providence, R. I.

950,920. Manufacturer of bread. Charles A. Heudelbert, Nanterre, France (two patents).

951,050. Meat slicer. Thomas C. Brasket, Anderson, Ind.

Washington, D. C., March 8, 1910.

951,204. Jar cap wrench. Elias Smith, Skinners Eddy, Pa.

951,241. Fruit cutter. Frederick Hampel, New York, N. Y.

951,290. Percolator. Otto Selg, New York, N. Y.

951,331. Device for cutting noodles. Samuel M. Ohmart, Dayton, Ohio.

951,413. Device for displaying merchandise. George J. Bicknell-Hull and Wm. O. Webber, Brookline, Mass.

951,344. Show case. Chas. H. Soucek and Frank E. Ustynik, Pierce, Tex.

951,409. Cooking utensil. Harry M. Taylor, Des Moines, Iowa.

951,452. Steam cooker. Joseph C. Prims, Battle Creek, Mich.

951,494. Apparatus for displaying advertisements. George H. Thomas, Great Bookham, England.

951,571. Ice cream spoon. Dosier H. Mosteller, Chicago, Ill.

951,581. Percolating device. George E. Savage, Meriden, Conn.

951,587. Twine carrier. Chas. M. Bartlett, Lynchburg, Va.

951,626. Coffee urn. Elmer N. Bachelder, Portland, Me.

Washington, D. C., March 15, 1910.

951,834. Egg beater. Herman L. Nehr, Rutherford, N. J.

952,114. Peppermint bread. Milton A. Heinzer, Pleasantville, N. J.

952,418. Dietetic chocolate and cocoa. Emil Collett and Moritz Eckardt, Christiania, Norway.

Washington, D. C., March 22, 1910.

952,519. Lemon squeezer. Raymond B. Gilchrist, Newark, N. J.

952,572. Steam cooker. Albert W. Meyer, Roselle, N. J.

952,819. Machine for cutting meats and other articles. John Kress, New Rochelle, N. Y.

952,965. Apparatus for making, stamping and cutting lozenges. John Trenor, Colne, England.

953,001. Percolating device. James W. Chapman, Meriden, Conn.

Washington, D. C., March 29, 1910.

953,073. Extracting caffeine from coffee. Heinrich Trillich, Munich, Germany. (Two patents).

953,194. Apple corer. Beryl H. Cressman, Philadelphia, Pa.

953,250. Coffee mill. Frank Bartz, Hornellsville, N. Y. (Two patents).

953,504. Machine for operating upon cacao beans. George E. B. Barnard, St. Lucia, West Indies.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 45,229. "Wadeo" for blended coffee, flavoring extracts, etc. Wadhams & Co., Portland, Ore.

Ser. No. 46,043. "El Dorado" for molasses and a compound of roasted coffee and chicory. T. J. Henderson, New Orleans, La.

Ser. No. 46,119. "Lenox" for coffee. The B. G. Farrington Co., New York, N. Y.

Ser. No. 44,898. "Epicurean" for flavoring extracts, olive oil, etc. The Caruthers-Terry Preserving Co., Akron, Ohio.

Ser. No. 47,318. "Nectar" for baking powder and baking soda. St. Louis Coffee and Spice Mills, St. Louis, Mo.

Ser. No. 40,130. "Billy" Possum for candy. The Lipps-Murdock Co., of Baltimore City, Baltimore, Md.

Ser. No. 46,495. "Golden Leaf" for blended coffee, flavoring extracts, etc. The Bryant-Sisson Co., La Crosse, Wis.

Ser. No. 46,822. "Milnut" for chocolate. S. A. Suchard, Serrieres, Switzerland.

Ser. No. 47,043. "Swan" for candy. National Candy Co., Jersey City, N. J., and St. Louis, Mo.

Ser. No. 39,022. "Glendair" for bacon, canned goods, coffee, etc. Edward C. Mathewson, New York, N. Y.

Ser. No. 43,501. "American Beauty" for blended coffee. Austin, Nichols & Co., New York, N. Y.

Ser. No. 47,231. "Favorita" for teas. Park & Gilford, New York, N. Y.

Ser. No. 47,248. "Delecto" for coffee. The E. C. Harley Co., Dayton, Ohio.

Ser. No. 40,968. "Banquet" for canned sardines. P. Duff & Sons, Pittsburg, Pa.

Ser. No. 47,064. "Palace" for tea. Geo. H. Macy & Co., New York, N. Y.

Ser. No. 47,147. "Reception" for coffee and tea. Norton & Curd Coffee Co., Louisville, Ky.

Ser. No. 47,779. "Red Bird" for coffee. The Midland Coffee Co., Columbus, Ohio.



**\$1,500 Per Day**  
**Is Being Spent to Increase Your Demand for**  
**Puffed Wheat and Puffed Rice.**

During the summer—the season of largest demand—our advertising on Puffed Wheat and Puffed Rice is increased to \$1,500 per day.

In the June issues of many women's publications we commence—for the first time—the use of full pages.

Every month these announcements—clever and strong—go into practically every home in your section. In the past 15 months they have brought our sales up to a million and a quarter packages monthly.

Now comes the season of greatest demand. During the berry season Puffed Wheat and Puffed Rice are largely mixed with fruit. Our advertising aims to get more people to do this.

During hot weather Puffed Wheat and Puffed Rice are largely served in milk. They are better than crackers, and four times as porous as bread.

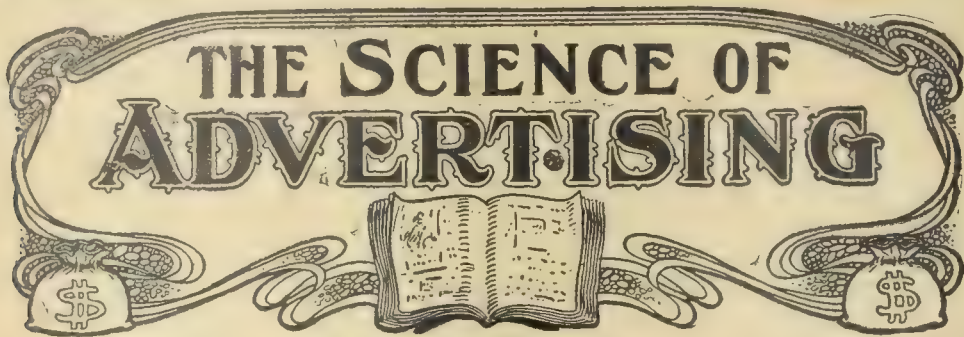
At the present rate of increase this summer's demand will be twice as large as last. We urge you to prepare for it. There are bound to be times when jobbers run short, therefore please see that you don't lose sales.

During the next four months one of your biggest sellers, and the best food to display, will be Puffed Wheat and Puffed Rice.

One package in each case has a transparent front. Use this for your counter display.

Made only by the Quaker Oats Company.





This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

I take from my file this week a piece of advertising which came in some time ago. Possibly some of the prices quoted may not be today's prices; if so that is the reason. The circular sent measured in the original  $5\frac{3}{4} \times 12$  inches, which is rather an awkward shape, I think. The printing is in brown ink, and I have reproduced it here in reduced form:—

thinking, if there had been less on it. I haven't taken the time to count up the number of articles advertised here, but you can easily see that for a small circular there are a great many. Space has been wasted to some extent, for instance under "Fruits and Vegetables" six varieties of apples have been advertised, each one quoted at 25 cents. Quite a little

## Fresh Fish THURSDAY FRIDAY SATURDAY each week

These Prices are for week ending Nov. 6, '09

Received direct from the sea each morning. This week we have the following varieties, or if you will let us know a day or so ahead we will have any kind sea food you want if it is to be had:

Butter Fish.....12½c lb.	Rock Fish.....16c lb.
Trout.....12½c lb.	Dressed Cat Fish.....16c lb.
Sea Bass.....12½c lb.	Blue Fish.....16c lb.
German Car.....12½c lb.	Sheep's Head.....12½c lb.
Goodies.....12½c lb.	Whitings.....10c lb.
Yellow Perch.....12½c lb.	Turtles.....12½c lb.
Eels.....12½c lb.	Halibut Steak.....22c lb.
Bull Heads.....16c lb.	

FANCY JERSEY SWEET POTATOES 40c a Basket  
OLEO, a delightful Butter substitute 20c, 25c and 30c lb.

## ALEXANDER'S SCRAPPLE Hind Quarters Steer Beef, This Week 10c Lb.

It is World-Famous.  
Last week we shipped Scrapple to New York, Brooklyn, Derby, Conn.; Ansonia, Conn.; Montzuma, Ind.; Atlantic City, N. J.; Bellingham, Wash.; Curwensville, Pa.

May we send you a five-pound package for \$1.00, express prepaid, east of Denver, Col.

Home Made MUSH, 4 lb. pan 10c a pan.

Our home-made mush simply contains Indian meal, water and salt, thoroughly cooked by steam. At this price it is cheaper than you can make it at home.

As you know we only handle the finest quality of steers—all home-fed steers and home-dressed. For this quality of beef this price is very low. We sell no Chicago or city dressed beef of any kind.

## Fruits and Vegetables

This list is less than one-half that we carry in stock. If it is to be had in Oxford you can get it at Alexander's:

Florida Grape Fruit.....3 for 25c	20-oz. Pippin.....25c ½-pk.
Cuba Grape Fruit.....4 for 25c	King Apples.....25c ½-pk.
Selected Bananas.....20c doz.	Snow Apples.....25c ½-pk.
Selected Lemons.....15 to 25c doz.	Greenings.....20c ½-pk.
Florida Oranges.....30c doz.	Ben Davis.....20c ½-pk.
Cuba Oranges.....25c doz.	York Imperial.....20c ½-pk.
Malaga Grapes.....10c lb.	Fallawater.....20c ½-pk.
Tokay Grapes.....10c lb.	Cucumbers.....12 for 5c
Concord Grapes.....18c basket	Fancy Celery.....30 to 60c doz.
Niagara Grapes.....18c basket	Cauliflower.....15c

## Specialties

Honeycomb Tripe.....07c lb.	German Kraut.....30c gal
Burk's Ham Bologna.....15c lb.	Pepper Hash.....10c qt
Burk's Head Cheese.....15c lb.	Horse Radish.....08c glass
Burk's Pfefferwurst.....15c lb.	Pot Herbs.....03c bunch

Everything in Fresh and Salt Meats

Fruits, Vegetables and Produce

Everything the best

Our Meats are all home-fed and home-dressed

## ALEXANDER'S MEAT MARKET

WHERE QUALITY IS FIRST

21 South Third Street, OXFORD, PA.

BELL PHONE 39D

one quotation. The same plan could have been carried out with fish, by grouping all the 12½-cent grades together and quoting them at the one price.

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I don't like to see all sorts of display used in a circular like this. Some sort of system should be followed wherever it can be, and it almost always can be. These things count immensely in the problem of getting results from advertising, because an advertisement to even be read must in some way invite the eye. It must seem easy to read. If it looks like a jumble and confuses the eye, that will repel instead of attract and will affect the results inevitably. I don't say this circular is actually hard to read; it is nowhere near as bad as some that come to me, but by revising the typographical arrangement it could have been much easier to read.

\*\*\*

I should have kept for the upper part of the circular the things that were special in a sense, and which were worth a paragraph. In every case I should have given those a paragraph. The price-lists I would have put below. The fish paragraph is all right where it is, because fish have been made special, but oleo and sweet potatoes would have been better at the bottom. The boldface lines which appear after the paragraph "Specialties" add no strength; they simply fill up the sheet and give it a jumbled look. I should also have systematized the sizes of boldface used. There are altogether too many sizes of boldface on this circular, and some of them, notably "Hind Quarters Steer Beef," are too large for the head. No advertising that has larger boldface in the body than it has in the head looks right as a general thing. There may be some circumstances when that is allowable, but those circumstances don't seem to be present in this circular.

\*\*\*

Touching the selection of articles to advertise on a circular like this, it seems to me that a fairly good rule to keep in mind is this: that the things to advertise are things that every other dealer in the same line doesn't have every day on about the same terms. Advertise the things that your competitors doesn't

have or doesn't have as good as yours, or doesn't sell as cheap as you do. The whole aim of advertising is to exploit the advantages that your store or your goods have over others; there is an advertising education in remembering that, because it will lead you to much better selections than you might otherwise make. Applying this rule to Mr. Alexander's circular, I think that the room taken by some of the things he has advertised would have been better than their company. The ordinary grades of apples, for instance, and bananas and oranges.

\*\*\*

Please let me have more matter for criticism.

## U. S. Court Deciding Whether this Coffee is Fit for Food.

Case Involving Edibility of Eleven Hundred Bags of Water-soaked Coffee Belonging to Thomas Roberts & Co. Before Federal Court at Philadelphia. Trial an Experts' Battle.

Another important action under the Federal food law is pending in the United States Court in Philadelphia. It involves the edibility of 1,100 bags of green coffee, the claimant of which is Thomas Roberts & Co., of Philadelphia. The case was tried too late to be reported for the last issue, and is not over yet, for the opposing counsel submitted briefs only last Friday.

The coffee in question was shipped from Norfolk, Va., to Thomas Roberts & Co. After Government officials had examined the coffee condemnation papers were filed on the ground that it was moldy and unfit for use. Roberts & Co., in opposing the action, explained that the coffee had been wet as the result of a fire on board the vessel, but had been dried out upon the ship's arrival at Newport News.

The trial was a battle of the experts, several of which were employed on each side. It seemed to be established that the condition the coffee was in came from the fact that it was submerged so long in the water at Newport News. The experts for the defense testified that the coffee was not so bad as the Government charged, and that the process of roasting and cooking practically cured the condition that existed

This would have been a much better circular, to my way of

space could have been saved had all six been named together with



# *The Hamilton Corporation,*

*Charles E. Barker and E. Hamilton Barker*  
GENERAL MANAGERS

*Guaranteed Resources \$1,000,000.00*  
*Executive Offices: 29-35 West 32<sup>nd</sup> Street,*  
*New York,*

April 11, 1910.

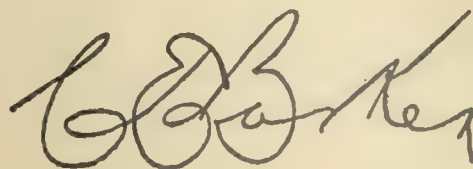
Grocers;-

We are going to put some money in your pocket. We believe manufacturers can and should spend more money on retailers, because in our opinion retailers are splendid advertising mediums. We have a plan which will bring this about. The part of our plan which will appeal most strongly to you is the fact that it costs you absolutely nothing - the manufacturer foots the bills.

If you would like your profits materially increased on staple goods, write us, we will tell you our plan and you in turn can tell us what you think of it.

Very truly yours,

THE HAMILTON CORPORATION,



General Manager.



in it. The Government experts replied that while the germs of putrefaction may have been destroyed, the cooked filth still remained and made the coffee unfit for food.

If the Government wins the coffee will be destroyed.

#### Augusta (Ga.) Butchers Appeal to Consumers for Fair Play.

The butchers of Augusta, Ga., have entered protest against the charge that the retail butchers are reaping an excessive profit on the meat sold by them, and one of them has prepared and published the following table to show just what profit the butchers are getting:—

1 steer, 980 lbs., at 5¼c. lb...	\$51.45
Dressed out 490 lbs. Average price per lb., 10½c.	
As sold over the counter:—	
Shanks and knuckles, 58 lbs., at 3c. ....	\$1.74
Clods, shoulder, 22 lbs., at 12½c. ....	2.75
Plate or stew meat, 70 lbs., at 8c. ....	5.60
Rib roasts, 36 lbs., at 17½c. ...	6.20
Chuck steaks and roast, 70 lbs. at 8c. ....	5.60
Neck meat for stews, 26 lbs., at 4c. ....	1.04
Round steaks, 70 lbs., at 15c.,	10.50
Rump roast, 20 lbs., at 15c. ...	3.00
Rump bones, 6 lbs., at nothing	
Flank and kidneys, for stew, 24 lbs., at 5c. ....	1.20
Porterhouse steaks, 36 lbs., at 20c. ....	7.20
Sirloin steaks, 52 lbs., at 17½c.	10.00

Total weight sold, 490 lbs.; value of beef sold.....\$54.83

#### OTHER PARTS.

1 liver, 10 lbs., at 10c. ....	\$1.00
1 tongue, at 35c. ....	.35
1 set of brains, at 15c. ....	.15
1 heart, at 10c. ....	.10
1 hide, 63 lbs., at 8¾c. ....	5.52

Value of fifth quarter ..... \$7.12  
Value of beef sold ..... 54.83

Total value of beef sold ... \$61.95  
Cost of killing, driving and hauling ..... .50

Net receipts ..... \$61.45  
Total net profit on purchase, \$10.  
Per cent. of profit, 19.35.

#### To the Pole and Back.

The Borden Condensed Milk Co. is distributing something unique in the shape of cans of Condensed Eagle Milk that went to the pole with Peary. The can sent to the "Grocery World and General Merchant" shows considerable wear and tear, being water-stained and battered, though the tin itself seems to be absolutely intact. On the outside is an explanatory label stating that the can formed part of Commander Peary's supplies for his trip to the North Pole. More having been taken than required, the unused goods were returned for distribution as souvenirs.

This milk left New York on the steamer Roosevelt in the summer of 1908 and an examination of the contents twenty-two months after the date of manufacture, proved same to be in perfect condition, not having been affected either by age or changes in climate.



Say, all this muss about high-priced meat has brought out a lot of funny-face talk, ain't it?

I think the funniest was some stuff that came out down in Washington last week. I read about it in a daily paper coming in from Pittsburg last Friday and clipped the item out. Here's the first part of it:—

#### HIPPO TO FIGHT BEEF TRUST

Proposed that Animals that "Teddy" has Hunted, be Imported to Save High Cost Problem.

Washington, D. C., March 25.—The introduction of the hippopotamus, the rhinoceros, the camel, the eland, the springbok, the trek bok, the dik-dik, the koo-doo, the giraffe and other African animals into America as a solution of the problem of food supply was suggested yesterday by speakers before the House Committee on Agriculture.

And the fellows we pay to root for us in Congress sat there and swallowed it! Wouldn't that muss your hair?

Oh, ho, ho! Hully gee oh!

We're a-going to git steaks from the old hippo!

Say, fellows, my mouth is a-watering so for some hippo steak I can't wait! I wonder whether the department stores will sell 'em. "Please send me by to-morrow's delivery a spool of cotton, a can of red paint and a hippo steak."

I hope hippo hamburgers get popular. I sure love a good hamburger!

I should think the swellest lumps would be off the neck. I've always thought a hippo's neck must be mighty tender. You could serve razors with 'em instead of knives. I can see 'em putting false teeth on the bum, though.

You see it's a brand new field and it's going to give you fellows who like to work up tasty effects lots of chances. Great game for window displays. One of the

greatest things I ever saw in a butcher shop window was three little pink pigs running around all ready to be roasted and served whole. Wouldn't a window with three little hippos in it get the crowd going?

People could serve the little ones whole exactly like they serve the little pigs. There couldn't be anything cuter than a little hippo roasted whole with a pumpkin in his mouth.

Of course little meat stores will go out. You couldn't hang many whole hippo sides in a 6 x 8 store. Maybe it'll come to selling steaks by sample.

Well, the whole things looks good to me. Anything looks good to me that'll bring down the price of pork.

Gee whiz, think of 30 cents a pound for pork chops! The hippo scheme is all right, but wouldn't it be more convenient to learn to like human flesh? There's a whole lot of that hanging around that ain't good for a plumb thing else. I know a lot of 'em at this minute that the most useful thing they could do would be to die and be et. You know some of 'em, too—you've got some of 'em on your books.

Think of a piece off a ripe old souse who has sponged up a quart of whisky every day for thirty years! Why, it would be like having wine sauce with your meals.

Well, it's all right to get funny about it, but it really ain't funny when you have to pay for the pork. Why don't we raise more pigs—that's what we ought to do. I believe I know the reason why we don't—it's because we've made the pig a despised bird. We've all put him in the same class with the skunk, and that's the reason he's gone out of fashion.

My scheme is to make the pig the most stylish little thing any-

body can raise. You all know it ain't so now. You ask a man what his business is, and if he has to say "I'm a piggist," ten chances to one he'll get red when he says it. There ain't any honor in raising pigs now—you know that. All right, I'd make it as honorable to be a piggist as it is to be a lawyer. (How's that one?) Maybe more honorable and a heap sight more useful. (Get that?)

Why couldn't somebody fix up a scheme to raise pigs in any cellar? I used to know some people who raised Belgian hares in their cellar and they made out all right with 'em, too. A little smelly sometimes, but they got to like that. Pigs in your cellar would be even more company than Belgian hares, seems to me, and they would be handy—you could go down stairs and kill the dinner in two minutes.

We've got to change our way of speaking of pigs, too. We've never spoken of 'em like we should. Why, the way my mother used to couple my name with pigs when I was a little boy was disgraceful! I'll bet the pigs would have thought so, too, if they could have seen me. We've got to stop it. No little boy who has been talked about the way I was is ever going to raise pigs when he grows up. He hates 'em too much and he knows too much about their habits. I'm going to change this business with my own kids right now. When I tell my kid he looks like a pig after this I'm simply going to mean he looks expensive.

THE STROLLER.

#### A Splendid Fruit Jar.

The changing of the firm of R. E. Tongue & Bros. into the R. E. Tongue & Bros. Co., Incorporated, does not in any way change the management of the business, but gives them a better opportunity to please their trade.

For years they have been the leaders in the lamp chimney market, carrying in stock in their large warehouse on Allegheny avenue, Amber and Collins streets, of several thousand cases of lamp chimneys at all times to enable them to fill their orders promptly—a virtue that none of their competitors can boast of.

For the last three years they have been turning their attention to the fruit jar market, and the result has been the placing before the trade the "Lustre" jar—one of the most perfect fruit jars that is made, and one of the few that is guaranteed to keep fruit when properly used. This year their sales are double what they were last year, and the season has only begun. They look forward to occupying the same place in the fruit jar market in a short time as they do now in lamp chimneys. For illustration see their advertisement in this issue.



# QUALITY IS MORE IMPORTANT THAN PRICE

COFFEE put up for you in attractive bags under your own brand and name; good idea if you're thinking about waking up your Coffee business; or maybe you want one pound tins same way.

Are you buying Teas now for prompt or future shipment? Our importations of Trade Mark Brands are good to look at and better in the cup.

Rice in one pound bags—such a nice way to handle it.

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**

**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us

No Springs



**70,000**  
NOW IN USE

105 Styles and Sizes  
for all kinds of Stores  
PRICES \$37.50 UP

AFTER NINE YEARS' TEST AND ITS ADOPTION BY THE  
WORLD'S GREATEST MERCHANTS

## THE TOLEDO SCALE

IS NOW THE RECOGNIZED STANDARD

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by Temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

The Great Fair Store, Chicago, uses 100  
Toledo Scales, and say:

"The 100 Scales you sold us are very satisfactory. They are certainly money-savers on overweight.

We satisfied ourselves the TOLEDO SCALE was superior to all others."  
E. J. LEHMANN, Vice-President.

Scales of all makes taken in exchange, rebuilt and for sale cheap. Send for Catalogue, Free.

**TOLEDO COMPUTING SCALE CO., Makers of Honest Scales, Toledo, Ohio**

Offices in All Large Cities. Look in Telephone Directory



No Springs



# THE GROCERY MARKETS

## Tea.

The tea market has shown a fair demand during the week, but nowhere near the activity that holders like to see. Desirable grades are unquestionably scarce, but holders are parting with them at prices that in some cases show little or no profit. The demand is from hand-to-mouth only.

## Coffee.

The coffee market shows no change, but a continued dullness. Fine grades of Santos are firm, however, and it would probably not be possible to obtain concessions even on a good round order. The demand for Rio and Santos coffee is light. Mild grades are steadily maintained, but the demand is quiet. Java and Mocha unchanged and in moderate request.

## Sugar.

Raw sugar shows no change for the week. In all sections the market rules about on last week's basis. Refined sugar likewise shows no change, and the demand is still quiet. The fruit season is early this year, and from now on the demand should gradually awaken.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is unchanged and in very light demand by reason of the continued warm weather. Sugar syrup continues active at fully maintained prices. Molasses is unchanged and very quiet.

## Fish.

Mackerel shows a fair demand at prices that seem not quite so firm. Cod, hake and haddock are unchanged and dull. Domestic sardines are now firmly maintained on the basis of \$2.60 for quarter oils f. o. b. Eastport. Prices on new pack have not yet been made, with the exception of the fancy grades, which have opened about on last year's basis. Imported sardines are quiet at ruling prices. Salmon remains absolutely unchanged and in good demand.

## Canned Goods.

Tomatoes continue dull and weak, sales having been made during the week at 62½ cents de-

livered, which means a shade below 60 cents at the factory. The demand is not large. Futures are very dull, and the trade seem not in the least interested. It seems clear that there will be a carry-over from last season. Spot corn is in light demand at ruling prices. Future quiet and unchanged. This year's sales of futures have been large. Spot peas are dull and so are futures. Apples are about unchanged and quiet. Eastern brands of peaches are unchanged and very dull. California canned goods are unchanged and in light request. Small Maryland canned goods are wanted to some extent at unchanged prices. New pack spinach is in market at 80 cents, which is considered a fairly active price.

## Dried Fruits.

There is a general disposition to move dried fruit even at concessions, in order to avoid cold storage charges. Prunes are weaker on spot and in light demand. Apricots also show quite a decided decline within the last few weeks; on some holders' part as much as 1½ cents. Prices on new apricots have been named—8½ cents on choice, which is considered rather high. Peaches are also showing a considerable falling off in demand, and about unchanged prices. Raisins are still weak and dull. Currants quiet at ruling prices. Other dried fruits unchanged and dull.

## Butter.

The butter market is very active at the recent decline of 1 cent per pound in all grades. The consumptive demand is good and the quality of the current receipts very good for the season. No material increase in the available supply until new butter starts in, which will be in three to four weeks.

## Beans and Peas.

Domestic pea beans seem to have settled down on the basis reported last week—\$2.18 in a large way to come forward. On spot the quotation is \$2.25, but this cannot be held very long. Imported pea beans are unchanged and in fair demand. Do-

mestic marrows are unchanged and quite dull; no imported to be had. California limas did not advance to 5.40 as expected, and the quotation to come forward is still 5.15. On spot, however, sales are being made at 4.95. The demand is light. Green and Scotch peas show a further decline and light demand. Other grades of dried and split peas are unchanged.

## Eggs.

The egg market is firm at an advance of 1 cent per dozen. The demand is active both for storage and consumption, and the quality of the eggs arriving is very fancy. Present prices seem certain to be maintained while the quality continues good and the demand so active.

## Cheese.

The cheese market is very firm at present quotations. Considering the high prices, the market is in very good shape and the demand satisfactory. No special change seems likely to occur until new cheese is available, which will be in about a month.

## Provisions.

The status of the provision market shows no material change. All cuts of hams, bellies and bacon are unchanged for the week, being still scarce and very high. The demand is good considering prevailing prices, and readily absorbs all arrivals. Both pure and compound lard are firm and unchanged and barrel pork, canned meats and dried beef are unchanged and in fair demand only.

## INDIVIDUAL MARKET REPORTS.

### Baltimore Canned Goods.

#### No. 1.

Continuous buying of tomatoes in lots of one or two carloads for prompt shipment, the same sort of buying that prevailed throughout the whole month, was almost the only show of activity in the closing week of March. In point of numbers the buying orders exceeded those of the same month last year, but in regard to quantity the average size of them was smaller than in that month. Nearly every order carries with it urgent instructions to see that

there is no delay in making shipment. To illustrate the way that article is being scattered over the country from this market, the orders that we received this week came from nearly every State in the Union from Maine to North Dakota and to Texas. Had the orders received in this market since January 1st been of the average size in any ordinary season the selling prices would be much higher than to-day's quotations. If the demand during April, May and June proves to be as large as the average for those months then it would not be unreasonable to expect a higher range of prices for tomatoes as the season progresses. The continued high prices for all other articles of food products, with possibly still higher prices coming in the near future, are gradually forcing the attention of the consumers to the cheapness of canned goods, and they may get the habit of relying on them to a greater extent than ever.

Some business in future tomatoes was done this week, but there was no snap to it, and both the buyers and sellers appear to be content to await developments. The canners have not yet come to any agreement with the growers as to the price per ton for the coming season's crop, and the latter must very soon decide how many acres they will plant to tomatoes this season. As the canners have booked orders for a much smaller quantity of futures than usual up to this date they are in a better position than the growers to let matters drift along as they are doing.

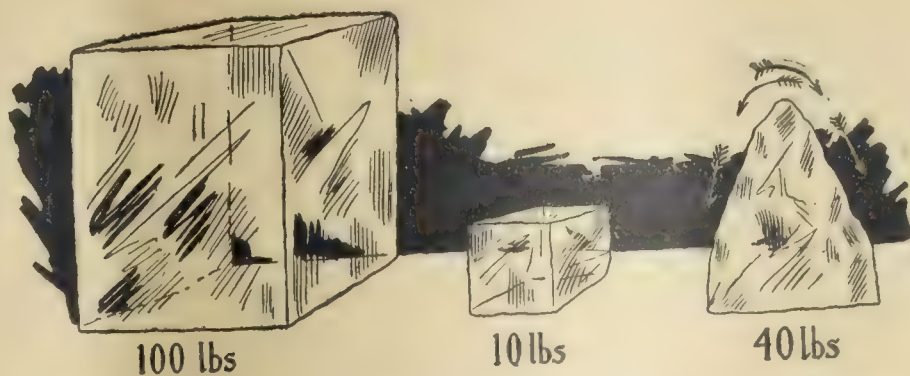
Straight carload orders for any other article in the line of vegetables were scarce this week, though there are more inquiries for spot corn than at any time during the previous month and orders for prompt shipment are expected to follow the offerings. The small daily orders for assorted goods were smaller in number as well as size, and there were no developments out of the ordinary in any direction.

April is always regarded as an excellent month in this market for the sale of fruits of all kinds, and this month is expected to show the usual demand. When it comes there will be found lighter stocks than usual from which to make selections.

Cove oysters look attractive at the present quotations. The canning season has closed, and the stocks on hand are not more than enough to supply the usual demand between now and next Oc-



# The Story of a Cake of Ice



**P**UT a hundred pound cake of ice in an ordinary refrigerator—see how long it takes to melt down to ten pounds, then *notice its shape*. Put a hundred pound cake in a **McCray Refrigerator** for the same length of time. You'll have about forty pounds left and it will be pointed instead of square. This is because the air in a **McCray Refrigerator** constantly circulates. The warmer air in the refrigerator strikes the top of the cake first, and as it descends becoming cooler, it does less melting. The circulation of cold air in **McCray Refrigerators** is as real as though caused by an electric fan. In ordinary refrigerators the air lies stagnant around the ice instead of circulating. This and other secrets of successful refrigeration are explained in our "Catalog No. 66." Send us your name on a postal card. We'll send you "Catalog No. 66," FREE.

## McCray Refrigerator Company

120 Lake Street, Kendallville, Indiana  
206 South 11th Street, Philadelphia

Please address all correspondence to the factory, Kendallville, Indiana



## How to Sell More Beans, Van Camp's, of Course!

Put a sign in your window offering **Van Camp's Pork and Beans** in dozen lots at a slight discount and you'll be surprised to see how many people will buy them that way. A customer who buys a dozen cans will use more beans and she'll be using those *you* sold her. This will boom your bean business.

"SELL HER A DOZEN CANS"

**VAN CAMP PACKING COMPANY, Indianapolis, Ind.**



tober, when the fall season opens.

The shipments of tomatoes during the month of March from the factories and warehouses where canned goods are usually stored during the winter months have put a dent in the pile, and the months from April to August will, without doubt, see a further lively reduction in the stocks held in this section. With seconds tomatoes so closely sold up that the price of them is now only 2½ cents a dozen under the price of good standard brands the latter will receive more attention.

Last week was fairly active for future tomatoes, and the orders for them came from nearly all sections. This week they were less active, and the buying orders did not cover so many markets. The canners continue to be firm as to prices, and exhibit no anxiety to do business unless at their quotations. The sales up to date are very light and that fact will, it is believed, have an important bearing on the acreage to be planted this season. The previous quotations are unchanged.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

No. 2.

The volume of business in spot tomatoes has been exceedingly light. As packers have become accustomed to the new order of prices, the buyer is accustoming himself to a lower range of bidding, and while it is possible to secure a number of brands of spot tomatoes of good value on the basis of 62½ to 67½ cents, f. o. b., the buyer possibly from force of habit intimates that he might be interested at a concession of 2½ cents. So far holders of reliable brands have not been willing to accept still further concession and the result has been few orders and confirmations, and the broker has had nothing to justify him for his trouble and expense. Twos tomatoes and extra quality in other sizes have not been affected so much except indirectly, for these grades and sizes are within small compass and the holders seem to be stronger financially or possessed with more nerve, which encourages them to await further developments.

Future tomatoes are offered in a small way at 65 to 70 cents for 3s and 47½ to 52½ cents for 2s. Packers of 10s, being much fewer numerically, are not anxious to accept future orders in line with such low prices. Until an improvement is indicated in the spot market, there is little reason to expect any great volume of business in futures.

Spot and future corn continues to be in good request, so far as the former is concerned, but few lots are obtainable and some of those who have booked orders for 1910 packing at full prices are be-

ginning to regret having closed so much business, for they are having considerable disappointment when they attempt to close their final contracts with growers who continue to uphold the advantages of growing regular farm products rather than the varieties requisite for the cannery. The corn market continues firm and unchanged, with a steady demand and little prospect of a let-up in prices so far as the packing of 1910 is concerned.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

#### Spices.

The market continues fairly active, with good grinding demand. Prices, however, are generally unchanged. We look for a large business during April and some sharp advances in several articles throughout the list.

Peppers.—The market is practically unchanged during the week. Futures are fairly active, but little is known at this time as to the supplies for this year, the shipments received in our country from Panang and Singapore during the first three months of this year being far less than for the corresponding months of 1909.

Red Peppers.—Prices on futures are slightly easier; spot prices, however, are unchanged.

Cloves.—Stocks here are reported small, with only a few bales of old cloves in store. Higher prices are most probable.

Pimento (Allspice).—Supply in Jamaica is reported nearly sold. There has been a big European demand. Prices have been marked up about ⅛ cent.

Mace very scarce and higher, general tendency being upward.

Nutmegs unchanged during the week. Present prices are certainly safe.

Cassias.—Saigon steady, but unchanged. Batavia in big demand at present. Higher prices are in effect. China in fair demand at unchanged prices. New crop will soon be offered.

Gingers.—Considerable selling of Africans. This grade of root is higher abroad. All grades of root are likely to rule very high during this year.

Tapioca slowly but steadily advancing. Supplies are getting very short.

Seeds steady. Coriander is firmer. Caraway, Poppy, Mustard and Celery unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Evaporated Apples, Etc.

The evaporated apple market holds steady here, and the trade from the consuming markets in this country continues satisfactory. Europe, however, is doing very little.

Considerable anxiety is felt as regards the coming crop. We

are having very warm weather, and if it continues the blossoms will be out about five weeks earlier than last year, and the risk of damage by freezing or cold rain is much greater on this account.

Raspberries are meeting with some demand, but buyers prefer new goods, which can be contracted in a limited way at 22 to 22½ cents f. o. b. in barrels.

Apples for shipment in small quantities are quotable as follows: Prime, 7¼ to 7½ cents; choice, 7½ to 8 cents; fancy, 9½ to 10 cents, all f. o. b. in 50-pound boxes; cartons, ½ cent per pound higher. Cores and skins, \$1.25 to \$1.30; chops, 1⅜ to 1½ cents f. o. b. buyers' bags.

C. C. HALL.

Rochester, N. Y.

#### Imported Fish Specialties.

Scotch and Holland Herring.—Very little demand, as is to be expected at this time of the year. Prices remain about the same, although some inducements are being made to clear the stocks rather than put the goods into the ice house.

French Sprats.—The demand seems to be improving. There is quite a good demand for these goods from the South.

French Sardines.—The new catch will not commence before about the end of next June and it is far too early to make any predictions now as to the possible catch.

Portuguese Sardines.—The fish that they are catching now are entirely too large to be packed even in the ½ tins. We anticipate a good demand for Portuguese sardines, especially for the dingley ¼s with small fish.

Smoked Sardines.—We look for a scarcity of the finest qualities of smoked sardines before the new fishing begins, which will start about next June or July. The remaining stocks of one of the best known brands of summer fish on the market to-day are not sufficient to answer the demand for this month and there is no possibility of getting any more of them until the new packing will begin. The cheaper grades of smoked sardines are selling very well, and taking all in all, conditions are very good.

STROHMEYER & ARPE Co.  
New York, N. Y.

#### MARKET NOTES.

Florida beans range from \$2.50 to \$3 per crate, which is a good fair price. The demand is good.

The unusually warm weather has brought early vegetables to market earlier than usual, and will probably result in a glut, as shipments from various Southern and

Northern sections will strike the markets about the same time.

Asparagus is plenty and cheap. The first Jersey asparagus is in market about a week early. The price is 25 to 40 cents. California asparagus of very fine quality is still coming forward, ranging from 35 to 40 cents. There is also some Southern asparagus on the market, ranging from 10 to 30 cents.

Fancy repacked Florida tomatoes bring \$3.50, but the price of the general run of fruit is \$2 to \$3. The demand is good.

Strawberries are coming forward from Florida and Louisiana, the latter packed in fruit boxes and ruling around 9 cents. Florida berries range from 20 to 25 cents per quart and are in good demand. There has been a very active consumptive demand for strawberries during the past week, due to the warm weather and the low retail price—25 to 35 cents.

Florida peas keep scarce and high; none are coming as yet from anywhere but Florida. Good peas bring \$4.50 and are wanted.

Fancy Florida cucumbers range from \$3.25 to \$4 per crate and are wanted. Hothouse cues range from \$1.25 to \$1.75 per dozen and are in active demand.

California rhubarb is coming forward at 35 cents per bunch; nearby at 15 cents. The demand is fair.

Northern cabbage got suddenly scarce during the week and the price advanced from \$1.25 to \$2.25. There has been only a little Southern cabbage in as yet—from Florida, and averaging \$2.

Florida potatoes are averaging \$7 per barrel, and fancy stock even brought \$7.50. Bermudas rule about unchanged. The demand for new potatoes is being interfered with by the low price of old potatoes—35 to 40 cents per bushel.

These trade-mark crisscross lines on every package  
**Cresco Grits and Barley**  
**Crystals** BREAKFAST AND DESSERT  
CEREAL FOODS  
FOR CASES OF STOMACH, INTESTINAL, KIDNEY AND LIVER TROUBLES  
Delicious foods for sick or well.  
Unlike other goods. Ask Doctors. For book or sample, write  
FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.



# The 25<sup>c</sup> "Baby"

## Is Doing Well

- ¶ Two weeks ago we told you the 5 and 10c twins had a baby brother.
- ¶ We never knew a baby to grow as this one has grown.
- ¶ Fortunately, we had gotten ready with the goods. We knew the demand would be strong, but we did not look for the flood of orders that came in response to our first announcement.
- ¶ The capacity of our four distributing houses has been taxed to keep up. Already several hundred merchants have their 25 cent departments and counters in operation. Hundreds more are about ready to open, and we are in touch with several thousand others who contemplate featuring 25 cent goods.
- ¶ The 25 cent leaven is spreading. It will reach your town in the near future and some merchant there will get profit and advertising out of it. Let that someone be you.
- ¶ Write at once for our April catalogue, which gives full details. Ask for catalogue No. H 781.

## Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago St. Louis Minneapolis

Sample Houses:

Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle

## "Lustre" Wide Mouth Fruit Jar



WIDE MOUTH—Inside diameter 2¼ inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.

The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

### R. E. TONGUE & BROS.

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

You can  
buy a good  
harness for delivery  
purposes at Wanamaker's  
Horse Goods Store for \$38.  
If you want a finer harness  
we have a very desirable  
and attractive one at \$45.

John Wanamaker  
Philadelphia

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

## MANY GROCERS

Find it pays them to read the  
"good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents









## A Book of Store Ideas

Our illustrated catalogue of things to beautify your store, such as tea canisters, will come to you free if you'll send your name. Who knows but you might get some ideas from it?

Our leader is a particularly handsome tea or coffee canister at a remarkably low price. Made of extra heavy tin plate and very lavishly decorated, has brass knobs and French plate bevel edge mirrors. A rich, showy store brightener.

**GEORGE J. KAISER**

Manufacturer of Grocery  
and Tea Store Appliances

194 Duane St. NEW YORK

## Grocery and Specialty Salesmen

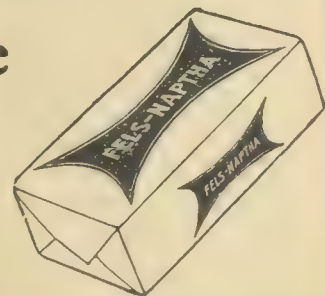
If you cover any portion of the States of Pennsylvania, New Jersey or New York, you can carry a well-paying side line that will not interfere in any way with your present work.

Write for particulars.

The Grocery World, 927 Arch St., Philadelphia

# By Pleasing Both

women and grocers, Fels-Naptha soap's popularity steadily increases; and no grocer's store is really complete without an ample stock of it. All wholesalers are glad to supply you Fels-Naptha soap.



THE NEW FLAVOR

**MAPLEINE**

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

BUTTER & HARDING, Brokers  
5 S. Front St., Philadelphia, Pa.

**IF** you are using Premiums to build up your business, or contemplate doing so, it will pay you to write for our exclusive illustrated premium catalogue, containing hundreds of different articles especially adapted for premium purposes, which will be sent free upon request.

**American Merchandising Co.**  
163 W. 29th Street, New York

## Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



*Anker's*  
Bouillon  
Capsules

Sole Manufacturers

**ROYAL SPECIALTY CO.**  
92 Reade St. NEW YORK

**FLEISCHMANN'S  
COMPRESSED YEAST  
HAS NO EQUAL**

**FOR \$4.50**

we will furnish you 5000 White Original Sheets with your business card printed on each, and 5000 Yellow Duplicate sheets printed, 100 sheets best carbon paper, and 2 Patent Leather Covers.

For sample sheets and prices of Duplicate Salesbooks in larger quantities, write

**E. C. Fell Manufacturing Company**  
Duplicate and Triplicate Salesbooks

1112-1114 SANSOM STREET :: PHILADELPHIA

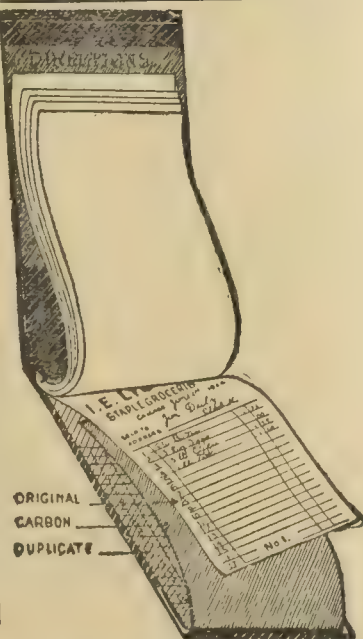


No. 1 Cuspidor  
6½ Inch

## THIS CUSPIDOR

in hand-painted colors at \$3.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$3.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



## What Would You Do?

Aren't you interested enough to get a sample of our **Gluten Cereal** and test it—try it on your own table, [beside others of its class?

Suppose you should find it was richer and better, and at the same time paid you 40 percent. profit, where the others paid you little or none, wouldn't you consider it good business to take it up?

That's exactly what you'll find if you will test it.

**A. C. Godshall & Co.**

Incorporated  
LANSDALE, PA.



note of interrogation at the end of it.

Of course this is done upon a floor covering of cheese cloth—grey would be a good color (light grey) and in front of the window as in sketch. Then each side from front to back of window place more boxes in a row, curving towards the back, centre, as in sketch, and of a kind differing from the boxes of which the letters are formed if you have any.

Now place a box (not a shoe blacking box) in the centre of your middle distance and in front of it place a card, the inscription upon which I herewith print in case you cannot read it in the sketch and miss something really good:—

**Dirty Shoe and Sullen Face,  
Or Smiling Face and Polished Shoe—  
Which look best in any place?  
In rain or shine? It's up to you!**

Above this place on the box a long sign as in sketch. This will attract attention on account of its unfinished appearance and comments will culminate in some of the beholders entering the store to tell you of your blunder. In which case all you have to say is that as they could see the rest was "lacking" you had not thought it necessary to letter it in. See?

Between the "S" of "shine" and the border and the edge of the lower card to the left place as in sketch a polished shoe—a lady's—and a dirty shoe, a man's. On the right reverse the composition. Again on the left place some mud on the floor, and see that the right side is scrupulously clean. Once more, to the left, place an open umbrella, and to the right, both behind the upper card, place an open sunshade.

For background, build a row of boxes high enough to reach above the umbrella and parasol. Cover this with crepe paper—grey if you like, or light green, and festoon it with crepe paper strips of two colors different from each other and from the background. They might be, for instance, pink and yellow, and also twist them and either bunch them in the centre and at the corners or place a bow of ribbon of either color there. From the corners allow a twisted strip of crepe paper, a continuation of what you have used already, to dangle to the floor.

Behind centre bow or bunch of crepe paper build a three columned pile of boxes, with the centre column taller than the others, and top them all with a smaller box on its side. From this pyramid to left and right place boxes on their sides, as in picture, using small boxes for the top row. Do the same along the base of the crepe-paper-covered boxes upon which rest the shoe blacking boxes, and that's all.

### ASSOCIATION NEWS.

#### American Association for the Promotion of Purity in Food Products.

At the meeting of the American Association for the Promotion of Purity in Food Products, held in New York last week, the following resolution, demanding a National Health Department, was adopted:—

Resolved, That the American Association for the Promotion of Purity in Food Products favors the establishment by the United States Government of a Department of Public Health that, combining all the various agencies now operative to protect and conserve the health of the nation, shall contain a bureau of food and drugs that will assume all duties devolving under the Food and Drugs act and the Meat

Inspection law upon any bureau now allotted to the Department of Agriculture; and also have authority to to supervise in the matter of foods, the hygiene and sanitation of buildings in which food is prepared for public consumption, the wholesomeness of material entering into food products, the methods employed in preparation and the establishment of standards of purity in foods; and that a copy of this resolution be forwarded to the President of the United States, the president of the Senate, the speaker of the House of Representatives and the chairmen of the House Committee on Interstate Commerce.

#### Little Rock, Ark.

The following from the current bulletin of the Little Rock (Ark.) Retail Grocers' Association is interesting:—

#### EARLY CLOSING MOVEMENT.

For the benefit of our members we want to announce that our attention has been called to the fact that the ladies of this city are starting a movement in the shape of petitions to the retailers to close their stores at 6 o'clock instead of 6.30 as customary. From what information we are able to get this is a well-defined movement on the part of the consumers whereby they will agree to support those stores which will adopt the early closing hour and we believe that if all of the retailers can be shown that the public approves of it, there will be no trouble in putting it into effect. The retail merchants and their employees put in longer hours than any other class of people and we think that such a movement will be popular. What do our members think of it?

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**About Profit.**—The men that are worthwhile back of the counter to-day are the men that *show a profit*. When you give a woman "what she calls for" you haven't sold her a thing. Don't care if the order is a yard long. But getting a dozen of good profitable items on that order that she *didn't* call for is *selling* goods. Getting a profit isn't confined to "tea, coffee, spices and baking powder." These head the list to be sure. But there are a hundred other things that are profitable. There's your best canned fruits, your best canned vegetables, your best butter and cheese and lard. Talk quality. Talk them out of sloppy stuff by your description of the best. Show that watery tomatoes and unsweetened peaches are expen-

sive. Prove that a 50-cent tea is more economical than a 30-cent one—and it is. Getting a profit is simply up to you. It won't do to stand up with a book in your hand writing down an order. Be alive. Suggest. Think. Leave the rut. There's nothing in it. Anybody can stay there. All the bright fellows jump the traces. Be one. Start to-morrow morning to sell stuff. It's fun. It's really inspiring. Business inspiration beats any drug on the market. Take it in big doses. No bottle to shake. It does the shaking.

\*\*\*

**Don't Be a Balker.**—Horses don't do all the balking. Some young men are balkers. Guilty? Now's the time to go on. Don't wait for the whip. If you do it'll come and

it'll smart, too. Whatever the spirit of the management is, move with it. You're there for that move. "Stand pat." A balker is a nuisance. "Altogether, boys," is the spirit. Forward march. Don't be old-fashioned, only where principle comes in.

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**About Excuses.**—The easiest thing framed is an excuse. We fall right in, boots and all. The excuse is at the bottom of a lot of bad lives. Size excuses up. Balance them off in a good straight honest way—then act. What excuse had you for doing that job half way yesterday? You certainly had one or the thing would have been done right. Think it over. Will it hold water? No, sir; it won't. It got the best of you, lame and all as it was. But you'll do better next time. You see it now. The smart fellow is the fellow that sees excuses—really sees them—bared of their miserable plausibility.

\*\*\*

**Can You Sell Flour?**—Saying yours is the "best" won't always do. But saying that your flour is a strong flour and a flour that takes more water than other flours will appeal. Saying that the bread eats sweet and has a nutty flavor means something. Saying that it remains moist for days because all the gluten is there is a good argument, and don't forget that your flour is easily worked. "You have to get the hang of some brands—but not ours."

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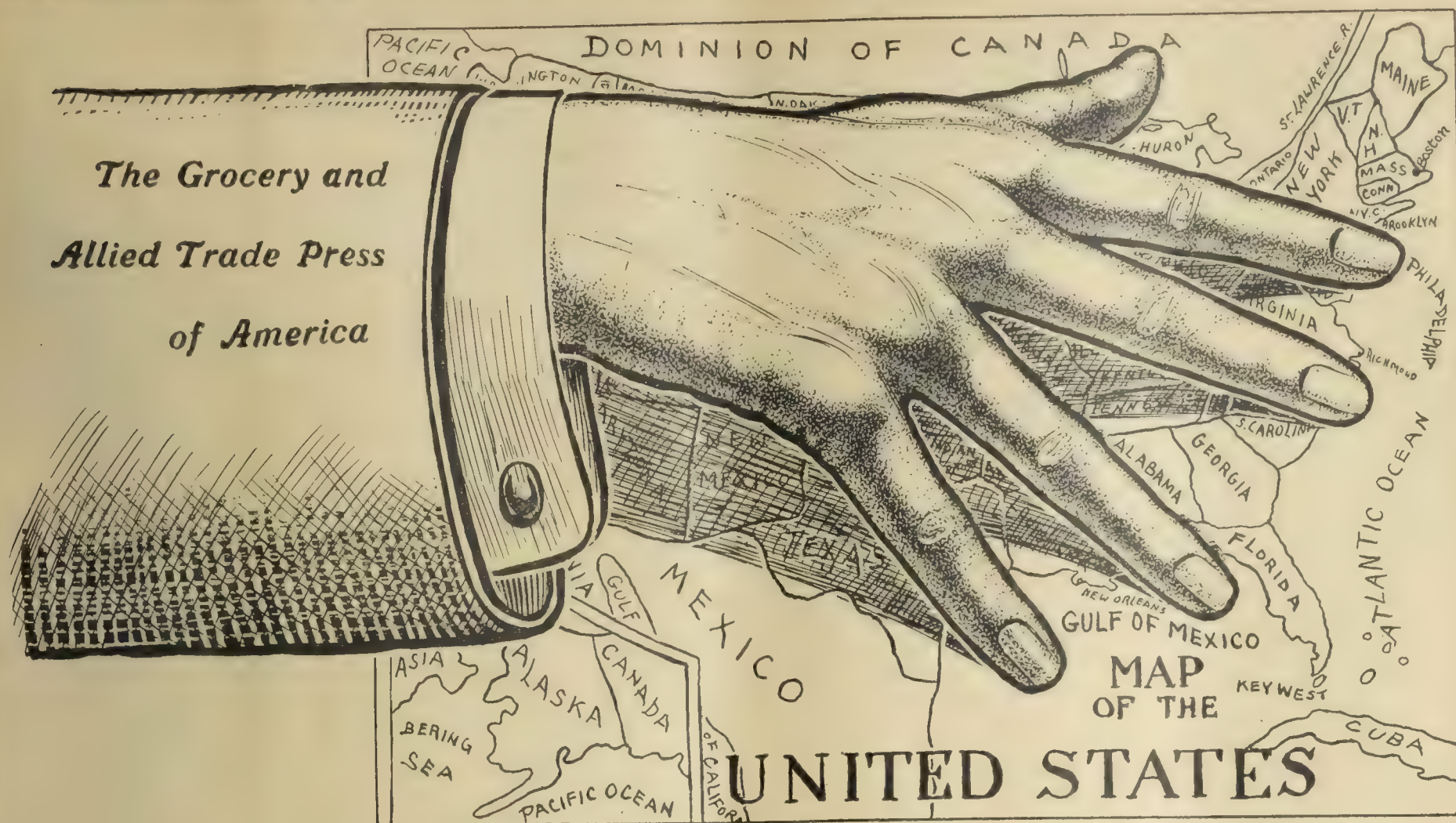
**Get The Evaporated Goods Together.**—Now's the time to clean up on this stock. If you have a surplus stock of package raisins show them up and suggest to the boss a cut price. Display your prunes, peaches, etc., for these things will be a dead letter in a few weeks. Such a course shows that you have an interest in things and that you're not in the common run. The lazy clerk doesn't think, or if he does he hasn't gumption enough to put his "think" at work.

#### A Hardware Palace.

James M. Vance & Company, formerly of 211 Market street, are now at 324-326 Market street.

Their new store is an innovation in the hardware line. No concern in Philadelphia has ever attempted to display hardware on such a truly elaborate scale. It has been aptly termed a "hardware palace" and the trade is cordially invited to call and inspect it.





THE GROCERY AND ALLIED TRADE PRESS OF AMERICA reaches the best retailers in every state in the Union and represents a more nearly ideal means of communication between the manufacturer and the retailer than the magazines and newspapers do between the manufacturer and the consumer; because their circulations are guaranteed, their rates are standardized, they represent CLASS circulation at a very small cost—which means every reader of every publication is a prospective QUANTITY purchaser of your goods, and in addition to this, they have a co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which causes their subscribers to take more than the ordinary interest in their columns.

Every reason why a manufacturer SHOULDN'T use the GROCERY AND ALLIED TRADE PRESS OF AMERICA to accomplish the most important thing in his business—reach retailers—has been removed. Every reason why he SHOULD has been strengthened.

To talk to retailers for ONE-TENTH what it is costing you to do it now, use the following publications:—

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For full information as to how to reach retailers, address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### FOR SALE.

**FOR SALE.**—Grocery and provision store, corner Dearborn and Brown Streets. Rent of store and dwelling containing six rooms and bath \$25 per month. To a quick buyer will sell for \$375. F. H., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**FOR SALE.**—In West Philadelphia, grocery and provision store. Established over ten years. Will sell for \$950, if sold at once. H. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**FOR SALE.**—I have a check throwing National Cash Register for sale. It is the very latest 1909 model. I bought it new last year and hardly used it. It counts your customers, cash sales, paid out bills, has silent partner. Paid \$250 for it, but \$150 will take it. Its as good as new. Now who wants this snap? Call on Wednesday or Saturday. 2941 N. Fifth St., Philadelphia, Pa. 17

**FOR SALE.**—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

**FOR SALE.**—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 24

### HELP WANTED.

**HARRISBURG (PA.) GROCER AND MEAT DEALER** wants grocery clerk and meat cutter. Prefer young married man. Could get good house at very moderate rent. Will pay \$10 to \$15 per week, according to ability. This is a large store and a good man has splendid chance to advance, both in salary and position. Will require recommendations. E. R., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 24

### SITUATION WANTED.

**PENNSYLVANIA RETAIL MANAGER** wants position as manager or second man. Aged thirty, married. Has had fourteen years experience in grocery business, including cut store and fancy lines. Knows window dressing. Good references. Will work capably and faithfully in congenial position. \$15 weekly wanted to start. C 36, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

**GROCERY CLERK NOW EMPLOYED** with large chain store wishes position under good manager where there is plenty of business and chance to hustle. Clerk or assistant bookkeeper. Good all round man and can give good references, among them present employer. Aged twenty seven, single. Wants \$12 weekly. Has had experience as manager. C 18, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

**WANTED.**—Position as clerk in a grocery store by a young man thirty-three years of age. Single. Has had eight years experience. B. C. H. 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

**PHILADELPHIA GROCERY CLERK** wants congenial position anywhere. Able to manage store, but willing to start as second man until can demonstrate worth. Age twenty-five years, single. Has had several years good experience, partly with

leading chain stores. Can dress windows and write show cards. Good references. Wages wanted to start, \$13 weekly. C 35, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

**PHILADELPHIA GROCERY SALES** man, twenty-eight years old and married, wants position as salesman, either with wholesale grocery house or specialty house. Been in business for himself for several years. Will go anywhere and begin now. Want \$80 monthly and expenses. Good references. C 34, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

**PENNSYLVANIA GROCERY CLERK** wants position in Philadelphia or seashore store. Aged thirty-six and married. Has had four years experience and can furnish good references. Wages wanted to start, \$12 weekly. Can enter upon duties at once. C 29, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

### BUSINESS OPPORTUNITIES.

oooooooooooooooooooooooooooo  
**DO YOU WANT TO SELL YOUR BUSINESS?**  
 We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.  
 In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.  
 If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.  
 Write, call or telephone.  
**WARNER & CO.,**  
 927 Arch Street, Philadelphia, Pa.  
 Phones, Bell Filbert 2500,  
 Keystone, Race 746.  
 ooooooooooooooooooooooooooooo

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and

there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

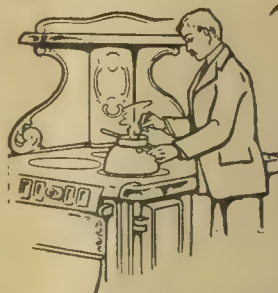
No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

**WARNER & CO.,**  
 927 Arch Street, Philadelphia, Pa.

### MISCELLANEOUS.

**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 25



### Just suppose

you were in the kitchen and wanted to make a dessert and make it in a hurry too. A tapioca pudding would be nice but you couldn't make it of pearl tapioca because you didn't think to put it to

soak the night before. If you had

### MINUTE TAPIOCA

you would be all right, because it doesn't need to be soaked. In fifteen minutes from the time it is taken from the package it is ready to serve. Besides, the pudding is not gummy or lumpy. One package will make six full quarts.

### Then suppose

you instruct your clerks to tell this to every lady upon whom they wait to-day, and let them know why MINUTE TAPIOCA is better than the other kind. The quality of the product is such that they'll thank you for the suggestion. Don't forget that you gain too. There's better than an ordinary profit in it. Have you used Minute Tapioca in your own home? Send us your jobber's name and you'll get a package to try. Do you know what tapioca comes from and how it is made? When writing for the package ask for "The Story of Tapioca". It's free.

**MINUTE TAPIOCA CO.,**  
 202 W. Main St., Orange, Mass.

## The First Warm Days

The first touch of Spring weather is a warning to the proprietor of the Grocery Store to prepare for summer weather. The use of Electric Fans and the installation of an Electric Refrigeration plant solves the problem of Grocery Store operation during the long summer months.

This is the time that you should make your arrangements for an Electric installation—do not wait until the hot weather finds you unprepared. For rates and estimates consult

**The Philadelphia Electric Company**

10th and Chestnut Streets



## How You Can Kill Your Grocery Business

The best grocery business on earth can be killed in a surprisingly short time by bad butter. On that foundation we have built a sale for **Gurnse** butter larger than that of any other single brand in existence.

We have preached **Gurnse** as a print butter that was always pure, always of the very fanciest grade, and always the same. A print butter that a retailer could rely upon with the utmost confidence, and feature with pride and safety.

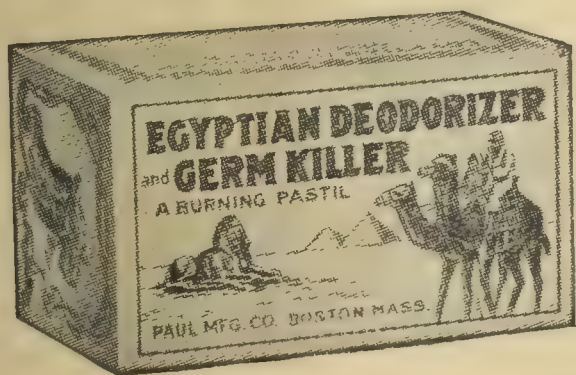
It is a gilt-edged grade of dairy butter, made by our own people in our own dairies. **Gurnse** takes one worry, at least, off the grocer's mind.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—38 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.



## Want to make your Customers grateful to you?



Most of them will be bothered with mosquitoes and most of them don't know how to drive them away. Tell them **Egyptian Deodorizer** will not only do that but it will drive away all kinds of insects and at the same time purify the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your customers about it and you will soon want more. A splendid profit which you might just as well have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**



"My boy, I'm pleased with your work. I've just been looking over the salesbook and I'm going to give you that raise. I wish every man in the place could learn to sell goods like you do."

"Well, they can learn the same as I did, I guess. You see, I've been taking the **SHELDON COURSE** of Scientific Salesmanship, and,—"

"Oh, you have, eh! Well, you've got the right idea, Frank. Keep it up!"

Go thou and do likewise.

*Write for our catalogue.*

## Sheldon School

505 Republic Building

Chicago



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. APRIL 11, 1910.

COL.	COL.	COL.	COL.	COL.	COL.	COL.	COL.
Alarm Cash Drawer.....18	Sardines.....9	Drugs, Grocers'.....26	Ink.....21	Mustard.....30	Preserves.....26	Spices.....32	
Alum.....26	Meats.....9	Eggs.....16	Insect Powder.....26	Prepared.....31	Provisions.....24	Whole.....31	
Ammonia.....3	Soups.....10	Essence of Coffee.....5	Ironing Wax.....32	Marmalade.....26	Prunes.....20	Starch.....31	
Ammunition.....5	Capers.....16	Extracts.....27			Pudding.....18	Stove Polish.....31	
Axle Grease.....3	Catsup.....11				Putty.....26	Soap Powders.....30	
	Cereal Specialties.....17					Sugars.....1	
Bags, Paper.....23	Cheese.....16	Fancy Groceries.....16	Jams.....26	Noodles, Egg.....17	Rennet.....27	Sulphur.....26	
Bag and Twine Holders.....18	Chocolate and Cocoa.....11	Farinaceous Goods.....17	Jars and Jar Rubbers.....6	Nuts.....26	Rice.....28	Sundries.....32	
Baking Powder.....3	Cider.....28	Figs.....20	Jellies.....25		Root Beer.....29	Syrups.....33	
Barley.....17	Clams.....20	Fish, Canned.....8	Junket Tablets.....27		Rosin.....26		
Bath Brick.....38	Clothes Pins.....33	Fixtures.....18					
Beans.....17	Cocoa Nut.....13	Flour.....17					
Blacking, Shoe.....4	Codfish.....19	Self Rising.....17					
Blind.....6	Coffee.....5	Buckwheat.....17					
Borax.....26	Essence.....5	Lard.....25					
Brooms.....33	Chicory.....5	Lemons and Oranges.....25					
Brushes.....35	Coffee Mills.....18	Lentils.....17					
Buckwheat Flour.....17	Cooking Herbs.....6	Licorice.....26					
Bung Bore.....18	Condensed Milk.....12	Lime.....21					
Butcher's Sundries.....25	Condensed Mince Meat.....21	Live Poultry.....25					
Butter Dishes.....34	Corn Meal.....17	Lye and Potash.....21					
Butter.....6	Corn Starch.....31						
Butter Color.....26	Cottolene.....16						
	Crackers, Cakes, etc.....13						
Camphor.....26	Cressant Mapleine.....33						
Candles.....10	Cutters, Tobacco.....18						
Canned Goods.....7	Counters.....18						
California Fruits.....8							
Domestic Fruits.....8							
Vegetables.....7	Dates.....20						
Fish.....8	Delicatessen.....14						
Pie Fruit.....8	Dressed Meats.....25						

## SUGAR.

	Barrels.	Halves
Cut Loaf.....	6.40	6.60
Eagle Tablets.....		6.90
Crystal Dominoes, 24 5-lb. pkgs.....		7.95
Cubes.....	5.75	5.95
Lozenge, powdered.....	5.65	5.85
Powdered.....	5.60	5.80
Granulated, fine or standard.....	5.45	5.65
" special fine.....	5.50	
" fine, 2 lb. bags.....	5.75	
" 2-lb. pkgs., cases.....	5.65	
" 5-lb. bags.....	5.65	
" 10 10-lb. bags.....	5.60	
" 25-lb. bags.....	5.50	
" 100-lb. bags.....	5.45	
" coarse.....	5.55	
" extra coarse.....	5.75	
A Crystal.....	5.50	100-lb.
A Confectioners.....	5.30	Bags.
No. 2.....	5.20	
No. 3.....	5.10	
No. 6.....	5.00	
No. 8.....	4.90	
No. 10.....	4.80	

## TEA.

	Per lb.
Foochow Oolong—	
Choice.....	.34
Extra choice.....	.39
Fancy.....	.45
Formosa Oolong—	
Choice.....	.33
Extra choice.....	.39
Fancy.....	.45
Imperial—	
Choice.....	.37
Extra choice.....	.33
Fancy.....	.49
Young Hyson—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Gunpowder—	
Choice.....	.38
Fancy.....	.45
Japan, pan fired or basket fired—	
Choice.....	.35
Extra choice.....	.40
Fancy.....	.45
English Breakfast—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Ceylon—	
Tetley's, No. 1, lbs., 1/2 or 1/4.....	.60
" No. 2, 1/2 lb.....	.45
" Troubadour, 1 lb. tins.....	
Bungalow, 1 lb.....	.25
" 1/2 lb.....	.28

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Victory, 2 doz.....	.75
Victory, 16 oz., Victoria, 2 doz.....	.45
Victory, 2 doz.....	.90
Victory, 2 doz.....	1.55
Victory, 2 doz.....	.95
Victory, 2 doz.....	.87 1/2
Tibbals Dri-Monia (con. dry), 10c. size, 1/2 gross package.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, 1/2 gross package.....	4.80

## AXLE GREASE.

Fraser's, 15 lb. pails.....	.85
Fraser's, boxes, 1/2 gross.....	9.40
Mica, 1/2 gross.....	9.00
Castor Oil, 36 1-lb. tins, 1/2 gross.....	10.00
Castor Oil, 24 3-lb. pails, 1/2 gross.....	26.00

## BAKING POWDER.

Sea Foam Baking Powder—	
1/2 lb., 4 doz. in case.....	.95
1/2 lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., 1/2-lb., 4 doz.....	.45
Davis' O. K., 1/2-lb., 3 doz.....	.90
Davis' O. K., 1-lb., 2 doz.....	1.65
Davis' O. K., 5-lb., 1/2 doz.....	7.20
Cleveland's, 10-c. size, 4 doz.....	.84
Cleveland's 1/2-lb., 4 doz.....	1.23
Leslie's, nickel.....	.45
Leslie's, 1/2-lb. cans, 2 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder:—	
4 oz. glass, 2 doz.....	.85 1/2
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	1.08
Rumford Baking Powder:—	
3c. tins, 4 doz.....	.45
10c. can, 2 doz. in box.....	.90
1/2-lb. cans, 2 doz. in case.....	1.23
1-lb. cans, 1 doz. in case.....	2.50
Royal, 10c. size, 4 doz.....	.86
" 1/2 lb., 4 doz.....	1.30
" 1/2 " 2 ".....	2.40
" 1 " 1 ".....	4.65

## BLACKING—Shoe.

Shinola (premiums).....	per gross 10.00
Blackola, 1 doz., 10 cent size.....	.85
Mason's No. 1, 1/2 gross.....	2.70
" " 2, ".....	3.00
" " 3, ".....	3.30
" " 4, ".....	5.40
" " 5, ".....	13.80
T. M. French.....	per doz. 1.10

## SHOE DRESSING.

Mason's—	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.25 1/2
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's, Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.65
" Oil Polish.....	.85
Easy Bright, ladies'.....	.85
" waterproof.....	1.25
Admiral Russet Combination.....	.90
Admiral Shoe Dressing.....	.90

## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25 1/2
Java, Interior.....	.21
Bogatos.....	.14
Washed, Caracas.....	.14 1/2
Washed, Mexican.....	.14 1/2
Bucaramango.....	.13
Guatemala.....	.12 1/2
Maracaibo.....	.14
Washed Santos.....	.14
Mocha Seed Santos.....	.12
Santos.....	.11 1/2
Rio.....	.11 1/2

## ROASTED COFFEE IN BULK.

Private Estate.....	.33
Fancy East India.....	.28
Fancy Blend.....	.27
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.26
Fancy Maracaibo.....	.82
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	.13 1/2	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—	
30 tins in box.....	per box 4.15
12 in tins box.....	per carton 1.00
3-lb. tins.....	per doz. 5.75

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" No. 2, 3 doz.....	2.65
" A. No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" No. 2, 3 doz.....	4.80
Reckitt's, 10c. and 10c. asst., 8 lbs.....	Per lb. .30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
" " 1 " 6 " @ 39c. ".....	2.34

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	
Army and Navy, No. 8, 3 doz.....	1.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 3, bbls., 6 doz. barrel.....	5.30
French Laundry, large, 1/2 gross in barrel.....	8.45
Tibbals Cream Indigo, 3c. size, 1/2 gross case.....	4.80
" " 10c. size, 1/2 gross case.....	9.00
Free goods with 1/2 gross 5-cent size and 1/2 gross 10-cent size.....	

## BUTTER.

	Per lb.
Tab Butter—	
Creamery, extra, 60-lb. tubs.....	.35
" first, ".....	.34
" second, ".....	.33
" third, ".....	.31
" dairy, extra, bakers' use, 30-60 lbs.....	.25-.28
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.32-.36

Print Butter—	
Star or S. D. brands, 1 lb., 20-50-lb. bxs.....	.39
B. B., E. D. brands, 20-50-lb. boxes.....	.38
J. J. C. V., Gilt Edge, Gold Medal, 20-50-lb. boxes.....	.37
Sheaf ("400") Elgin, 20-50-lb. boxes.....	.36
Sheaf ("400") Elgin, 20-50-lb. boxes.....	.35
Milken Farm, lbs. and 1/2 lbs.....	.40
Gurnee, lbs. and 1/2 lbs.....	.38
Belle Spring.....	.34
White Rock.....	.38

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	1.75
Werk's, 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Neverout, 8's.....	per box 1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons.....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

## CANNED GOODS.

	Per doz.
Tomatoes—	
Fancy Jersey.....	.87 1/2
New Jersey, No. 10, 1 doz.....	2.20
" standard No. 3.....	.80
" 5 1/2 inch.....	1.20
Maryland, No. 10, 1 doz.....	1.95
Mrs. Lippincott's, frying.....	1.15
Our Best, 50 oz.....	1.00
Fancy Maryland.....	.75
Luncheon, fancy Maryland.....	.80
Lima Beans—	
New Jersey, No. 2.....	.90
" 10.....	4.50
String Beans—	
Fancy cut Refugee.....	per doz 1.05
" Refugee.....	1.20
Small.....	1.35
Fancy small Refugee.....	1.60
Smallest Refugee.....	1.80
New York, No. 10.....	4.25

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





# A Square Deal to Everybody

North — East — South — West

One price to everybody—that's the basis. No special privileges to Chain Stores, Department Stores, Buying Exchanges, etc.

The average retail grocer is our best friend and we give him the square deal—small lots with the assurance of fresh goods.

The bottom price is the price you all pay, and it allows you a good profit on

KELLOGG'S

## TOASTED CORN FLAKES

We protect our own interests in protecting yours. We long ago discovered that "free deals" frequently meant overstocking—stale goods, etc., that eventually affected the entire trade.

Every customer knows that Kellogg's Toasted Corn Flakes sells on its merits. Ten cents worth of the best for ten cents, and a good, *clean* profit for you.

That's why you have stuck, and why you are going to stick, to the *one big thing* in the cereal market to-day—Kellogg's Toasted Corn Flakes—the "square deal" cereal.

KELLOGG TOASTED CORN FLAKE CO.

BATTLE CREEK, MICH.



## How a Peerless Counter Increases Sales

Think of having thirty or more different kinds of goods actually demonstrated at one time—shown to your customers in the most attractive way. That's what a **Peerless Counter** does. You could have no more powerful advertising than a **Peerless Counter** gives you. Put this "extra-sale-maker" to work in your store. Write for our handsomely illustrated catalogue showing styles and prices.

**PEERLESS FIXTURES CO., Dept. E, Marshall, Michigan**



-5-

Wax Beans—	
Small.....	1.35
Fancy, small.....	1.60
Cut wax.....	1.05

Baked Beans—	
Fancy Maine, No. 3, sauce.....	1.60
“ “ “ 3, plain.....	1.45
“ “ “ 2, sauce.....	1.25
“ “ “ 2, plain.....	1.15
“ “ Picnic sauce.....	.70
“ “ Individual sauce.....	.50
Maryland, No. 3, sauce.....	1.20
“ “ 3, plain.....	1.20
Good, No. 3, plain or sauce.....	.95
Campbell's, No. 2, sauce.....	.95

Red Kidney Bean—	
New York, fancy, No. 2.....	.95
Maryland, Standard, No. 2.....	.80

Corn—	
Fancy Maine.....	1.25
“ New York, cream crushed.....	1.00
“ “ Country Gentleman.....	1.15
Fancy Shoe Peg.....	1.00
“ “ “.....	.85
Maryland, crushed.....	.85

Peas—	
Fancy New York, sweet.....	1.05
“ “ sifted, sweet.....	1.20
“ “ extra sifted, sweet.....	1.35
“ “ fancy sifted, sweet.....	1.05
“ “ June.....	1.05
“ “ sifted June.....	1.20
“ “ extra sifted June.....	1.35
“ “ fancy sifted June.....	1.05
“ “ No. 10 cans.....	5.00
Extra sifted, E. J.....	1.25
Sifted, E. J.....	1.05
Sweet Dimpled.....	1.00
Maryland, sifted E. J.....	.85
“ June.....	.80

Beets—	
New Jersey fancy, No. 3.....	1.10
“ “ “ 10.....	3.25

Succotash—	
New York, fancy, No. 2.....	1.20
“ standard, No. 2.....	1.05
Maryland Slavery, No. 2.....	.95

Spinach—	
Maryland, standard, No. 3.....	.95
New York, fancy, No. 3.....	1.50

Sweet Potatoes—	
New York, fancy, No. 3.....	1.25
New Jersey, standard, No. 3.....	.90

Pumpkin—	
New York, extra fancy, No. 3.....	1.15
“ “ “ 2.....	.90
“ “ fancy, No. 3.....	1.00
New Jersey, fancy, No. 3.....	.85
“ standard, No. 3.....	.75
Maryland, standard, No. 3.....	.65

Asparagus—	
Mammoth, 2 1/2s.....	3.00
Large, 2 1/2s.....	2.75
Oak, large, 2 1/2s.....	2.65
Standard, 2 1/2s.....	2.45
Fancy tips, No. 1, square.....	2.65
Extra standard, No. 1, square.....	2.45

## California Canned Fruit.

Apricots—	Per doz.
Extra quality.....	2.50
Extra standard.....	2.60
Standard.....	1.40

Pears—	
Bartlett, extra quality, 2 1/2s.....	2.60
“ extra standard, 2 1/2s.....	2.15
“ standard, 2 1/2s.....	1.80

Cherries—	
Extra quality, 2 1/2s.....	2.90
“ standard, 2 1/2s.....	2.35
Standard, 2 1/2s.....	1.80

Peaches—	
Extra quality, lemon cling.....	2.50
Standard, lemon cling.....	1.90
Extra standard, No. 8.....	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.05

Plums—	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples—	
Extra standard, No. 3, 2 doz.....	.90
Standard, No. 3, 2 doz.....	.85
New York State, No. 10.....	2.85

Blackberries—	
New Jersey, syrup, No. 2.....	1.30
Standard, No. 2.....	1.02 1/2

Blueberries—	
Maine, Eagle No. 2.....	1.25
Laggies, No. 10.....	6.00

Cherries—	
Maryland, No. 2, white, extra.....	1.35
New York, white, No. 2.....	2.05
Flour City, red, No. 2.....	

Peaches—	
Extra standard, yellow, No. 3.....	1.25
Standard, white, No. 3.....	1.05
Standard, pie, No. 3.....	.95

Pears—	
New Jersey, No. 10.....	3.75
Delaware, standard, No. 3.....	1.00

Raspberries—	
New York, extra preserved, No. 2.....	2.45

Strawberries—	
Anchor, No. 2, water.....	.75
New Jersey, standard, No. 2.....	1.50

-6-

Pineapple—	
Hawaiian, No. 2 1/2, sliced.....	2.50
“ “ 2.....	2.20
“ “ 2, grated.....	1.75
“ “ 2, crushed.....	1.80
“ “ extra, grated in juice.....	5.75
“ “ crushed in juice.....	5.75
Baltimore, extra, grated, No. 2.....	1.80
“ sliced, “ 2.....	2.00
Singapore, heavy syrup, No. 1 1/2, cubes.....	1.10
“ “ “ 1 1/2, chunks.....	1.20
“ “ “ 1 3/4, sliced.....	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs—	Per doz.
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
“ No. 2, 2 doz., McMenamin's.....	3.25

Clams—	
Star, No. 1, 4 doz.....	.85

Lobster—	
B & M., No. 1, tall, 2 doz.....	4.35
“ “ flat, 4 doz.....	4.35

B. & M., No. 1/2, flat, 4 doz.....	1.40
“ No. 1/4, flat, 4 doz.....	1.35
Star brand, No. 1/4, flat, 4 doz.....	2.25
“ No. 1/4, flat, 4 doz.....	2.25

Shrimps—	
Dunbar, No. 1, pickle, 4 doz.....	1.30

Mackerel—	
Pickert's, soured, No. 1, 4 doz.....	.75
“ “ No. 2, 2 doz.....	1.45
“ “ No. 3, 2 doz.....	1.35
Underwood, soured, No. 1, 50 cans.....	.75
“ “ No. 1, 4 doz.....	.75

Oysters—	
Boyer's, No. 1, 2 doz.....	.75
“ No. 2, 2 doz.....	1.45
Stewart's, No. 2, 2 doz.....	1.35
“ No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75

Kippered Herring—	
Maconache's, 2 doz., plain.....	1.60
Bonaccard, 6 doz.....	1.60

Salmon—	
Hapgood's, No. 1, tall.....	2.05
“ “ 1, flat.....	2.15
Horseshoe, No. 1.....	1.65
Alaska, red.....	1.55
White Raven, red, 1/2s.....	
Red, No. 1/2, flat, 4 doz.....	.90
Pink, No. 1/2, 4 doz.....	.80

## SARDINES—Imported.

Boneless and peeled, 1/2s.....	28.00
“ D. & G., 1/2s.....	26.50
“ Ispa, 1/2s.....	28.00
“ Gondolier, 1/2s.....	17.00
“ Landell, 1/2s.....	8.50
“ Martel, 1/2s.....	10.50
“ “ 1/2s.....	14.00
“ Loyal, 1/2s.....	9.50
Argonauts, 1/2s.....	14.00
Orion, smoked, 1/2s, key.....	8.00
Tomato sauce, 1/2s.....	15.00
Truffled, 1/2s, key.....	12.50
Spiced, 1/2s.....	10.00
Skipper, 1/2s.....	11.50
“ tomato sauce, 1/2s.....	11.50
Royanette, oval, 1/2s.....	100
Angus Watson & Co.—	
Skipper Sardines.....	10.00
“ olive oil, first grade, key, 100 tins.....	12.00
“ “ 50 tins.....	12.00
“ tomato sauce, key, 100 tins.....	11.00
“ “ 50 tins.....	11.00
Sea Queen, 1/2s, pure olive oil, 100.....	9.60
Sea Pearl, 1/2s, pure olive oil, 100.....	8.00

## Domestic.

American Oil—	
No. 2, 1/2s.....	100
1/2s, key.....	100
Irma, 1/2s.....	100
Mustard—	
Irma, 1/2s.....	100
1/2s.....	100
3/4s.....	50
Continental, 3/4s, key.....	48
Irma, fancy, 3/4s.....	50
Gold Label, 3/4s.....	50
“ 1/2s.....	100
Underwood's, 3/4s.....	50

## CANNED MEATS.

## Corned Beef.

Armour's—	Per doz.
Veribest, No. 1, key, 2 doz.....	1.95
“ No. 2, key, 1 doz.....	3.05

Fairbank's—	
No. 1, key, 2 doz.....	1.60
“ No. 2, key, 1 doz.....	2.75
No. 6, key, 1 doz.....	11.00
No. 14, key, 1 doz.....	24.00

Libby's—	
No. 1, key, 2 doz.....	1.95
“ No. 2, key, 1 doz.....	3.00

## Chipped Beef.

Libby's—	
No. 1/2, 2 doz.....	1.30
“ No. 1, 2 doz.....	2.25
“ No. 1/2, glass, 2 doz.....	1.35
“ No. 1, glass, 2 doz.....	2.32 1/2

Beck's—	
No. 1/2, sliced, glass jars.....	1.70
“ No. 1, sliced, glass jars.....	2.80

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## Sliced Smoked Beef.

Armour's Veribest—	
Shield, in glass, size 1/2.....	1.30
“ “ “ 1.....	2.30

## Sliced Bacon.

Armour's Veribest—	
Star, in glass, size 1/2.....	1.55
“ “ “ 1.....	2.75
“ in tin, “ 1/2.....	1.55
“ “ “ 1.....	2.75

Beck's—	
Medium, glass jars.....	1.80
Large, glass jars.....	3.00

## Roast Beef.

Armour's Veribest—	
No. 1, 2 doz.....	1.95
“ No. 2, 1 doz.....	3.05

Fairbank's—	
No. 1, 2 doz.....	1.65
“ No. 2, 1 doz.....	2.75

Libby's—	
No. 1, 2 doz.....	1.75
“ No. 2, 1 doz.....	3.00

King's—	
No. 1, 2 doz.....	1.57 1/2
“ No. 2, 1 doz.....	2.75

## Lunch Tongue.

Armour's Veribest, No. 1, 2 doz.....	3.30
“ Veribest, No. 1/2, 2 doz.....	1.80
Fairbank's, No. 1, 2 doz.....	2.80
Libby's, No. 1, 2 doz.....	2.75
Libby's, No. 1/2, 2 doz.....	1.85

## Whole Ox Tongue.

Armour's Veribest—	Per Doz.
Size 1.....	5.35
“ 1 1/2.....	6.60
“ 2.....	7.50
“ 2 1/2.....	9.90
Fairbank's, No. 2, 1 doz.....	5.00
Libby's, No. 2 1/2, 1 doz.....	9.50

## Potted or Deviled Meats.

Armour's—	
No. 1/2, 4 doz.....	.50
“ No. 1, 2 doz.....	.80

Libby's—	
No. 1/2, 4 doz.....	.50
“ No. 1, 2 doz.....	.90

R. & R.—	
No. 1/2, 4 doz.....	1.15
“ No. 1, 2 doz.....	1.95

## Potted Chicken or Turkey.

Armour's Veribest—	
No. 1/2, 4 doz.....	2.00
“ No. 1, 2 doz.....	3.85

Libby's—	
No. 1/2, 4 doz.....	1.10
“ No. 1, 2 doz.....	1.75

R. & R., No. 1/2, 4 doz.....	1.75
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## Sausage.

Armour's Veribest—	
Vienna style, size 1/2.....	.95
“ “ “ 1.....	1.60
Luncheon, with Tomato Sauce, size 1/2.....	1.00

## Boned Meats.

Curtice Brothers, “Blue Label,” in tins—	
Chicken, No. 1/2.....	3.50
“ No. 1.....	6.00
Turkey, No. 1/2.....	3.50
“ No. 1.....	6.00

Whole Rolled Ox Tongue, No. 2.....	12.50
Boneless Whole Ham, No. 1 1/2.....	8.75
“ “ No. 2 1/2.....	12.50

All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.	
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## Deviled Meats.

Curtice Brothers, “Blue Label”—	No. 5 oz. No. 10 oz.
Ham.....	1.50 2.80
Tongue.....	1.50 2.80
Chicken.....	2.00 3.30
Turkey.....	2.00 3.30

No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.	
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## Potted Meats.

Curtice Brothers, “Blue Label”—	No. 1/2 Tin. No. 1/4 Tin.
Ham.....	1.45 2.45
Tongue.....	1.45 2.45
Chicken.....	1.95 2.95
Turkey.....	1.95 2.95

No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.	
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## Soups.

Campbell's—	Per doz.
Asparagus.....	.90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.90
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Peppercorn.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.90
Vermicelli-Tomato.....	.90
No. 10 cans, Tomato only.....	per doz. 6.50

Bouillon.....	90
Celery.....	90
Consomme.....	90
Chicken.....	90
Chicken Gumbo (Okra).....	90
Clam Bouillon.....	90
Clam Chowder.....	90
Julienne.....	90
Mock Turtle.....	90
Mulligatawny.....	90
Mutton Broth.....	90
Ox Tail.....	90
Pea.....	90
Pepper Pot.....	90
Printanier.....	90
Tomato.....	90
Tomato Okra.....	90
Vegetable.....	90
Vermicelli-Tomato.....	90
No. 10 cans, Tomato only.....	per doz. 6.50



# *A Business Getting Plan for all* **RETAIL MERCHANTS**

**Better Than Newspaper Advertising  
Better Than the Trading Stamp Plan  
Better Than Your Own Premium System**

AND

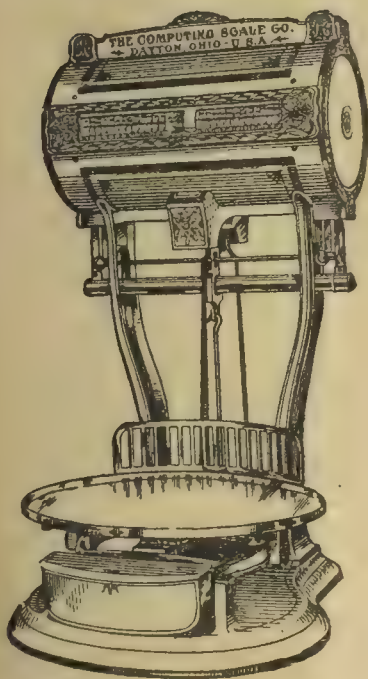
## **Costs You Less Money Than Any of These**

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### **You Can Profitably Use Our Plan**

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**



## **Who Gets the Profits?**

**I**NVESTIGATORS representing the Press, Public, Legislatures, etc., are now delving into this live and important subject for the purpose of placing the blame and suggesting a remedy.

Some say it's the retailer. *IS IT?* We are too closely allied to the retailer to let the statement go unchallenged. We know that your profits are very small after your operating

expenses have been deducted.

*Some staple articles are sold at a distinct loss. For example, sugar; where is your profit after your percentage for handling has been deducted?*

*Retailers who make a close study of their business find that a conservative estimate of operating*

*expense is 15 per cent., and then only under the most favorable condition.*

*How much of your remaining profit is eaten up by old or inaccurate scales?*

*This is a vital subject, and indifference to it courts disaster.*

*Figure out what one-fourth of an ounce loss on each weighing for a day amounts to, then think it over. Ask yourself if you are sure that you are not losing this much per day.*

*One penny is all it will cost you to send us a postal asking for our illustrated catalogue showing cuts of our profit-saving, visible-weighting computing scales.*

*EASY PAYMENTS*—you have the option of buying either by easy monthly payments, or a liberal cash discount if paid in 30 days.

*Old or unsatisfactory computing scales taken in as part payment on purchases of new ones.*



**The Computing Scale Co.**

Dayton, Ohio

Philadelphia Office, 49 N. 13th St.

**Moneyweight Scale Co.**

35 STATE STREET, CHICAGO, ILLINOIS







WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

### Cost To Deliver 1M Dozen Eggs

IN PAPER BALS - \$11.84

IN PASTEBORD BOXES - \$15.79

IN STAR EGG

IN STAR EGG

CARRIERS

CARRIERS AND

AND TRAYS - \$3.63

TRAYS - \$3.63

AMOUNT

AMOUNT

SAVED - \$8.21

SAVED - \$12.16



## Increase Your Profits on Eggs 1c. per Dozen

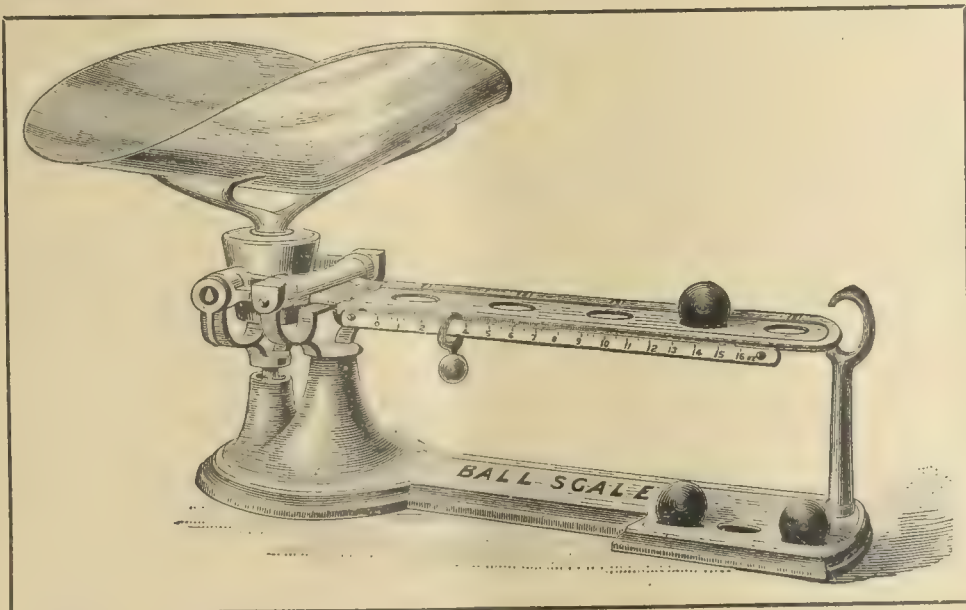
by using STAR EGG CARRIERS and TRAYS. Count up how many dozen eggs you handle in a year, figure how you'd like to have AN EXTRA CENT IN BANK FOR EACH DOZEN and then write for our booklet, "No Broken Eggs," because it shows you HOW TO GET THE CENT. You will prevent miscount, save time in handling, save breakage and damage to other goods and also please your customers by using STAR EGG CARRIERS and TRAYS. Write for our booklet.

### STAR EGG CARRIER AND TRAY MANUFACTURING CO.

ROCHESTER, N. Y.

# Losing Your Weights?

Get a  
Troemner  
No. 24  
Ball Scale



Greatest  
Improvement  
in Rapid  
Weighing

Does away with weights absolutely. The balls are placed in the holes, thus weighing from one to fifteen pounds, with the sixteen ounces in fractions on the side beam, giving a total weighing capacity of sixteen pounds.

## HENRY TROEMNER

No. 911 ARCH STREET  
PHILADELPHIA, PA. \* \*

J. A. FLESCH &amp; SON, 115 ADAMS STREET, CHICAGO, ILL., GENERAL AGENTS FOR UNITED STATES







# RETAILERS

## Should Sell the Genuine No. 2 Norway Mackerel


Count 220 to 250 to the barrel.

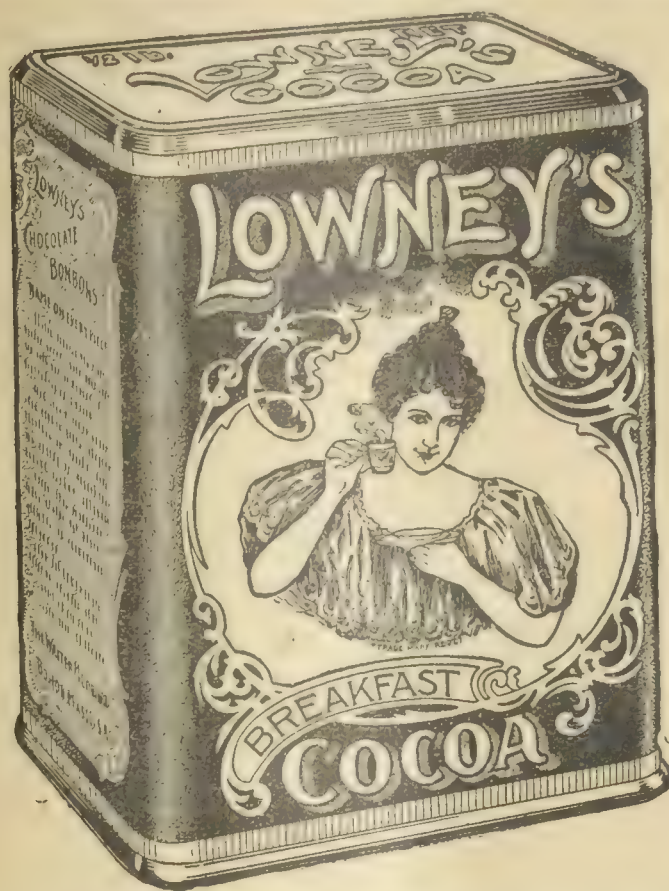
### Fat and Appetizing

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**



Reckon Up the Profit on LOWNEY'S COCOA and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.

## LET YOUR CUSTOMERS DECIDE THE PURE FOOD QUESTION FOR YOU

Whether or not the Government finally forbids the use of chemical preservatives in foods is after all of small importance in comparison with what the people want who buy your goods. We believe that pure goods are the only kind on which to build a lasting success.

## HEINZ 57 VARIETIES PURE FOOD PRODUCTS

are guaranteed to meet every demand of your trade. They contain no drugs or chemicals of any kind, and you are authorized to refund the purchase price if they fail to please your customer. Can you think of any stronger guarantee than this?

**H. J. HEINZ COMPANY**

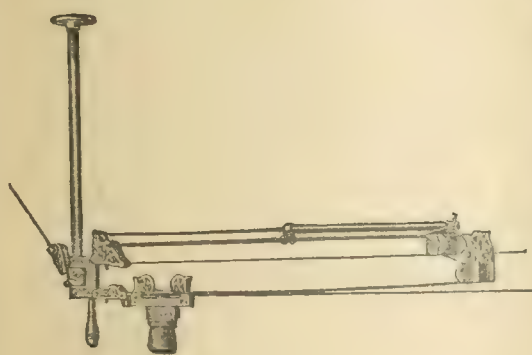
New York

Pittsburgh

Chicago

London

## LAMSON



*Air Line*

## CASH CARRIERS

Keep a check on your sales

Fix responsibility—lessen labor—reduce selling expenses—give quick service—please your customers.

*Bulletin E explains all.*

**Lamson Consolidated Store Service Company**

BOSTON

Philadelphia Office, No. 500 Penn Mutual Building

## SERVICE



## -17-

<b>Seeded Raisins—</b>	
Owl, extra fancy, 36 is.	.07½
Fancy, 36 is.	.07½
Blue Pennant, 36 is.	.07½
Parrot, 36 is.	.05¾
Souvenir, 36 is.	.06½
Glen Rosa, 36 is.	.07½
Blue Ribbon, 36 is.	.06½
<b>California Seedless Raisins—</b>	
Gold Cord, bleached, 36 is.	.10
Not-A-Seed, 36 is.	.07½
Griffin, 50 is.	.06¾
Gray's, 36 is.	.06½
Loose Muscatels, 3 crown, 50-lb. boxes.	.05¾
Sultanas, 50-lb. boxes.	.04¾
Thompson's, 50-lb. boxes.	.05
<b>Prunes—</b>	
Fancy Santa Clara, 20-30.	.14
" " 30-40.	.09½
" " 40-50.	.08½
" " 50-60.	.07½
" " 60-70.	.06½
Ruby, 30-40.	.09½
" " 40-50.	.08½
" " 50-60.	.07½
Oregon, 40-50.	.07½
" " 50-60.	.07½
Silver.	.11½
<b>Currents—</b>	
Fancy, re-cleaned, new, 40 is.	.08½
Extra choice, re-cleaned, new, 40 is.	.07¾
Fancy, re-cleaned, 30 lbs. loose.	.08
<b>Citron—Extra, fancy, new (all whole pieces),</b>	
10-lb. hinge lid boxes.	.13¾
Lemon Peel, fancy, 10-lb. hinge lid boxes.	.12¾
Orange Peel—	Per lb.
Fancy 10 lb., hinge lid boxes.	.12¾
<b>Dates—</b>	
Fard, fancy, new, boxes about 14 lbs.	.11½
Hallowe'en, very fcy, new (Gldn) abt. 70 lb.	.05
Orient, new, pitted, 30 packs.	.06
<b>Figs—</b>	
Fancy, new, Cal., 10-is.	.77½
Extra fancy new Smyrna layers, 5 crown, boxes about 12 lbs.	.12¾
Fancy new Smyrna layers, 5 crown, boxes about 12 lbs.	.12¾
5 or 10 box lots.	.12
<b>Apricots—</b>	
Blenheim, extra fancy large, very bright	Per lb.
Santa Claras, 25 lb. boxes.	.15¾
5 or 10 box lots.	.15¾
Fancy Royals, new, 25 lb. boxes.	.14
Extra choice Royals, new, 25 lb. boxes.	.13½
5 box lots.	.13½
Choice Royals, new, 25 lb. boxes.	.12¾
5 or 10 box lots.	.12¾
Moorpark Slabs, fancy, very bright, 50 lb.	.12¾
<b>Cherries—</b>	
Extra fancy California, pitted, 25 lb. boxes.	Per lb.
Pennsylvania, pitted, 25 lb. boxes.	.19
<b>Nectarines—</b>	
Fancy, white, 25 lbs.	Per lb.
5 or 10-box lots.	.09½
<b>Peaches—</b>	
Fancy Muir, 25 lbs.	Per lb.
Extra choice Muir, 25 lbs.	.09½
Choice Muir, 25 lbs.	.07½
Good, 25 lbs.	.06
Extra choice Yellow, 50 lbs.	.07½
Whole, 50 lbs.	.05½
Fancy, pared, 25 lbs.	.18½

## FOREIGN AND DOMESTIC GREEN FRUITS.

<b>Jamaica Bananas—</b>	
Selected, 10 hands, packed 1 in barrel.	Per bunch.
" " 9 " 1 " 1 in barrel.	2.00
" " 8 " 1 " 1 in barrel.	1.75
" " 8 " 2 " 1 in barrel.	1.50
" " 8 " 3 " 1 in barrel.	1.25
" " 7 " 2 " 1 in barrel.	1.10
" " 7 " 3 " 1 in barrel.	.95
" " 7 " 4 " 1 in barrel.	.85
<b>Cocoanuts—</b>	
Porto Rico, extra fancy, 80 size.	Per sack
Jamaica, extra fancy, 100 size.	3.75
<b>Florida Oranges—</b>	
Fancy Brights, 126-150.	2.75
" " 176-200.	2.75
" " 216-250.	2.75
" " 288-300.	2.50
<b>Golden Russets, 126-150.</b>	
" " 176-200.	2.75
" " 216-250.	2.50
" " 288-300.	2.65
<b>Florida Grape Fruit—</b>	
Fancy Brights, 36-46-96.	3.00
" " 54-64-80.	4.00
Russets, 36-46-96.	3.00
" " 54-64-80.	4.00
<b>Messina Lemons—</b>	
Extra fancy, 300 size.	Per box
" " 360 size.	3.25
Choice, 300 size.	3.25
" " 360 size.	3.25
<b>California Lemons—</b>	
Extra fancy, 300 size.	Per box
" " 360 size.	3.75
Choice, 300 size.	3.75
" " 360 size.	3.25
<b>Pineapples—</b>	
Fancy, 18-24.	3.50
Fancy, 30 size.	3.50
Fancy, 36-42 size.	3.25
<b>California Oranges—</b>	
Extra fancy Navels, 96-112.	2.75
Extra fancy Navels, 126-150.	2.50
Extra fancy Navels, 176-216.	2.75
Extra fancy Navels, 250-288-324.	2.50

## HORSE RADISH.

Tumblers, 10-c. size, 2 doz.	Per doz.
Tumblers, 8-c. size, 2 doz.	.45
Tumblers, 10-c., Lord's Prayer, 2 doz.	.85
Tumblers, 10-c. out glass, 10-c., 2 doz.	.85

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## INK.

Arnold's, black, 30.	per bottle
Continental, red, 1 doz.	.30
" " black, 3 doz.	.25
Royal, black, 3 doz.	.25
Superior, black, 3 doz.	.23
Stafford, Commercial, 30.	per bottle
	.60

## LAMP GOODS.

<b>Lamp Chimneys—</b>	
Macbeth, Pearl Top.	Per case of 6 doz.
Acme, Victor Top.	No. 0. No. 1. No. 2.
Pure Filat, Lustre Top.	4.20 4.50 5.10
Crystal, Crimp Top.	3.60 4.20 4.80
No. 0, Tubular Lantern Globes.	2.70 3.30 3.90
Cold Blast.	2.10 2.70 3.30
	5 doz. 2.75
	3 doz. 3.75
<b>Jumbo Chimneys, plain.</b>	
per doz.	No. 0. No. 1. No. 2.
dos., 107.	.75 .85 1.00
	.90 1.00 1.20
<b>Banner Burners.</b>	
	No. 0. No. 1. No. 2.
	.45 .55 .75
<b>No charge for packages.</b>	

<b>Oil Cans—</b>	
1-gal., glass.	Per doz.
1-gal., galvanized, Pearl.	2.85
3-gal., Lennox, spout.	1.90
5-gal., " spigot.	5.50
5-gal., Columbia.	6.90
5-gal., Banner.	7.00
5-gal., Climax, pump.	8.00
5-gal., Home Rule, pump.	10.00
<b>Lanterns—</b>	
No. 0, Standard.	4.50
No. 0, Dash.	6.50
Cold Blast.	8.00

## LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb.	1.50
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## LYE AND POTASH.

<b>Banner Lye, 4 doz.</b>	
Babbitt's Lye, 4 doz.	Per case.
Lewis' Lye.	3.75
Red Seal, 2 doz.	3.25
4 doz.	3.25
	1.90
	4.00

## MATCHES.

<b>Double Dip Brands—</b>	
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots.	Per case
Black Diamond, Dia. 5 size, 100 bxs., 4 cs.	3.35
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.	3.00
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots.	4.25
Crescent, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.	3.50
" " " 2½ gr. cs., 8 cs. lots.	.95
" " " 5 gr. cs., 4 cs. lots.	2.35
" " " 10 gr. cs., 2 cs. lots.	4.70
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs.	.85
" " " 3 gr. cs., 7 cs. lots.	2.55
" " " 5 " 4 " 4 " 4 "	4.25
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50
<b>Parlor Brands—</b>	
Search Light, Dia. 5 size, 4 cs. lots.	4.25
" " Dia. 1 size, 2½ gr. cs., 8 cs. lots.	2.40
" " " 3 gr. cs., 7 cs. lots.	2.85
" " " 5 gr. cs., 4 cs. lots.	4.75
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.50
Chips, Dia. 5 size, 50/3 bx. pkgs., 10 cs. lots.	3.75
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.	3.30
" " " 3 gr. cs., 7 cs. lots.	.93
" " " 5 " 4 " 4 " 4 "	2.70
" " " 5 " 4 " 4 " 4 "	4.50
Doric, Dia. 1 size, 1 gr. cases.	.90
Big Buffalo, Dia. B size, 144 bxs.	4.50
Little Stars, Dia. L S. size, 10 gr. cs., 2 cs. lots.	3.85
Vulcan, Dia. 5 size, 144 bxs.	3.80
<b>Safety Matches—</b>	
Three Noses, Dia. 1 size, 5 gr. cs., 4 cs. lots.	4.50
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.75
" " " 6 " 5 " 4 " 4 "	2.00
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.25
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs.	1.90
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.	3.80
Vulcan, No. 2, 50 gr. to case.	25.00
" " less than 50 gr.	.55

## MINCE MEAT.

<b>Atmore &amp; Son—</b>	
Extra Family, Seedless—	Per case.
No. 5, 6 glass jars.	4.50
No. 9, 6 glass jars.	3.20
No. 10, 37 and 68, wooden pails.	1.15
Barrels, halves, quarters and kits.	1.15
<b>Family, Seedless—</b>	
No. 5, 6 wooden pails.	Per box.
No. 10, 6 wooden pails.	3.65
<b>Celebrated, Seedless—</b>	
Bbbs., ½ and ¾.	per lb.
Wooden pails, 18, 37 and 68 lbs.	.08½
Wooden kits, Nos. 20-35.	.09
Wooden kits, Nos. 35-50.	.08
<b>Keystone—</b>	
Bbbs., ½ and ¾.	Per lb.
Wooden pails, 18, 37 and 68 lbs.	.08½
Condensed cartons, 3 doz. to case.	11.00
Condensed cartons, 6½ doz. to case.	11.00
Barrels, ½, ¾.	per lb.
Wooden kits, Nos. 20-35.	.08
Wooden kits, Nos. 35-40.	.10½

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## Schimmel's—

Bbbs., ½ bbls. and 30-lb. kits.	per doz.
18 and 37-lb. kanakins.	.07¾
10-lb. kanakins, 6 to crate.	10.30
5-lb. " 6 to crate.	5.75
5-lb. glass jars, 6 to crate.	6.15
Campbell's, 30-lb. pails.	.08
Mrs. Wells, bbls., ½ bbls. and 30-lb. kits.	.06
New Year, bbls., ½ bbls. and 30-lb. kits.	.05
Crescent, bbls., ½ bbls. and 30-lb. kits.	.04½
National, bbls., ½ bbls. and 30-lb. kits.	.07
Smithwick, bbls., ½ bbls. and 30-lb. pails.	.06¾
<b>Brick's Nonpareil Brand—</b>	
Bbbs. 440 lbs., ½ bbls. 250 lbs., ¼ bbls. 125	Per lb.
lbs., ½ bbls. 65 lbs.	.09
Tubs, 70 lbs., 35 lbs., 18 lbs.	.09
<b>Charge for packages as follows: 70 lbs., 60c.;</b>	
35 lbs., 40c.; 18 lbs., 25c. Returnable if	
in good order.	
Tins, 5 lb., ½ doz. in crate.	Per crate
<b>Brick's Old Homestead—</b>	
Bbbs., 28 lb. pails, etc.	Per lb.
35, 28 and 18 lb. tubs.	.07½
Packages not returnable.	.08

<b>None Such—New Eng. Cond.</b>	
12 oz. pkgs., per ¼ gr.	Per case
12 " " ½ " "	2.90
	5.75

## OILS.

Steve Gasoline.	Per gal.
Headlight, 150 test.	.15¾
	.11

## OLIVES.

<b>Extra Queen—</b>	
Imported, No. 10, 2 doz.	Per doz.
" " 19, 1 " "	2.70
" " 32, 1 " "	4.50
" " 16, 2 " "	6.80
" " 8, 3 " "	2.40
Cyldr., imported, No. 10, 2 doz.	.90
Fancy, No. 16, 1 doz.	1.45
" " 14, 2 " "	2.30
Special, No. 14, 2 doz.	2.20
Stuffed—	
Ring, 3 doz.	1.50
Fancy, No. 14, panel bottle, 2 doz.	.90
" " 10, " 2 " "	2.25
Olives in bulk—	
1 gal. pails. 2 gal. pails. 5 gal. kegs	
X.	1.35 2.65 5.65
XX.	1.45 2.85 6.15
XXX.	1.75 3.35 7.00
XXXX.	2.00 3.85 8.00
XXXXX.	2.40 4.20 10.25
Mammoth.	2.70 5.15 11.60
Kegs, large, 1 gallon.	1.60

## PURE OLIVE OIL.

Special importation, large, 1 doz. case.	7.00
" " medium, 2 doz. case.	8.00
" " small, 2 doz. case.	5.00
Trois Croix, French, 8-½ gal. cans, case.	12.00
" " glass, small, 2 doz. case.	
" " med., " "	
<b>Table and Cooking Oil—</b>	
Cottonseed, large, 1 doz.	Per doz.
" " medium, 2 doz.	1.90
" " small, 2 doz.	.95
Wesson's Cooking, 30—No. 2.	.48
	7.00

## American Oil.

<b>Stohrer's, No. 8, 2 doz.</b>	
No. 16, 2 doz.	Per doz.
No. 30, 1 doz.	.55
Keystone, bottles, 2 doz.	.90

## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.	per doz.
" " quarts.	4.75
" " 10-oz. jars.	5.75
" " 10-lb. pails.	2.50
Tripe, 10-lb. pails.	per pail
5-gal. kegs.	2.90
Pigs' Feet, 10-lb. pails.	per pail
5-gal. kegs.	2.90
Pickled Beef Salad, in glass.	per doz.
" " Trip, in glass.	1.10
" " Ox Heart, in glass.	1.10
" " Pigs' Feet, in glass.	1.10
Russian Sardines.	per keg
" " 5-lb. pails.	.75
" " 10-lb. pails.	1.00

## POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.	per lb.
Loose, bbls., 30 lbs.	.18
¾-lb. packages, 12-lb. boxes.	.20

## PEANUT BUTTER.

<b>McLaren's—</b>	
Small, 2 doz.	Per doz.
Medium, 2 doz.	.90
Large, 1 doz.	1.50
Peanut, No. 2 jars, 2 doz.	.75
" " No. 4 jars, 3 doz.	1.85
<b>Boardsley's—</b>	
Small jars, 2 doz.	Per doz.
Medium jars, 2 doz.	.90
Large jars, 1 doz.	1.50

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## PICKLES.

45 gals., 1200s.	9.25
45 gals., 2500s, Williams Bros., fancy.	8.25
10 gals., 300s, " "	2.25
10 gals., 450s, " "	2.65
10 gals., 600s, " "	2.65
16 gals., 600s, " "	4.50
16 gals., 600s, " dills.	4.50
45 gals., 1400s, " "	10.25
C. & B., Chow or Gherkins, pints.	3.50
" " half-pints.	3.40
Celery Sauce, Yorkshire, 2 doz.	per doz.
Chow, " pints, 2 doz.	1.00
Gherkins, sour, " " " "	1.00
Mixed, " " " "	1.00
Assorted, " " " "	1.00
Gherkins, sweet, " " " "	1.25
White Onions, " " " "	1.40
Sweet Pickles, 500s to 600s, 5 gal.	per keg
" " 1,000s, 5 gal.	2.75
" " 2,000s, 5 gal.	3.40
Chow-Chow, No. 1, 5-gal. kegs.	1.95
" " No. 2, 5 gal.	1.75
Chow and Mixed Pickles, 5 gal.	per pail
Williams Bros.—	Per doz.
No. 8, Sour Gherkins, 2 doz.	.85
No. 8, Sweet Gherkins, 2 doz.	.85
No. 8, Sour Mixed, 2 doz.	.85
No. 8, Sour, assorted, 2 doz.	.85
No. 8, Chow-Chow, 2 doz.	.85
No. 8, Onions, 2 doz.	.87½

## VINEGAR.

Pure ex. cider, 45 grain.	Per gal.
" " 40 " "	.15¾
Distilled, 45 grain.	.14½
" " 40 " "	.09
Fermented, 45 grain.	.08½
" " 40 " "	.09¾
Lutz & Schramm pure cider.	.21
" " distilled white.	.13
" " pickling white.	.20

## PROVISIONS.



## No Friends Among the Wheelwrights



Wheelwrights don't think much of the "J. M." delivery wagon; it doesn't make enough money for them. No wagon pays fewer visits to the repair shop, or makes its visits shorter.

The most celebrated delivery wagon made—the best wagon ever built for the grocery trade. Strong as iron, yet easy-running; finest steel tires, and wheels from second-growth hickory. Send for catalogue.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

## Are you making any "Exton" effort?

Do you realize how easy it is to sell goods that are best known and known as the best? Exton Crackers are this kind. They please in every instance, and a satisfied customer is the best advertisement you can have. Crisp with a crispness that remains. The flavor unexcelled.



And excellence unapproached. Ask your jobber. The name EXTON is easy to remember, and your profit will be satisfactory.

**A. EXTON & CO.,** = **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

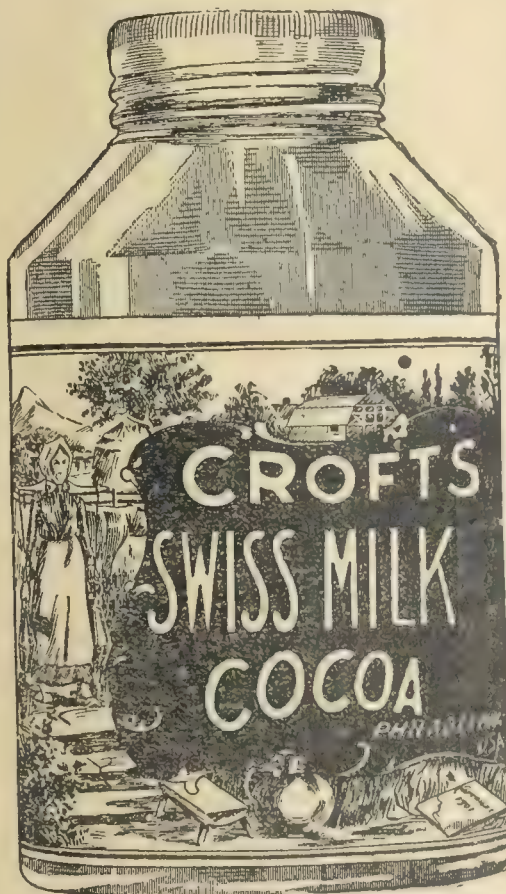
Nothing can compare with the satisfaction of knowing that you are being treated fairly; this is particularly true when applied to Coffee, because there are so many grades and varieties.

We guarantee to give you exactly what you buy, every time you buy, and back our guarantee up with our reputation gained during the past hundred years.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## How to Make Other Cocoas as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA



—22—

## BUTCHERS' SUNDRIES.

## DRESSED POULTRY.

<b>Fowls—</b>		
Western, fancy .....	.20	-.21
Heavy Roasters, 4 to 5 lbs. ....	.20	-.21
Fair to good .....	.18	-.20
Old cocks .....	.14½	-.15
<b>Squabs—</b>		Per doz.
Prime, large, fancy .....	4.50-5.50	
Mixed .....	3.00-4.00	
Dark .....	1.75-2.50	

## LIVE POULTRY.

	Per lb
Spring Chickens, nearby, $1\frac{1}{4}$ to 2 lbs.....	.28 - .30
Large Springers .....	.22 - .24
Fowls .....	.21 - .22
Roosters .....	.14 - .15
Ducks .....	.19 - .21

## SAUER KRAUT.

Barrels, 45 gals., Oakdale.....	6.75
Half barrels.....	
Kegs, 14 gals.....	2.75
3 lb. tins, cases, 2 doz. each.....per doz.	.85

### PLUM PUDDING.

Richardson and Robins—	Per d
Individual size, $\frac{1}{2}$ lb.....	.9
Round conical, with key, No. 1, 1 doz.....	3
No. 2, 1 doz.....	4.1
No. 3, $\frac{1}{2}$ doz.....	6.3
No. 4, $\frac{1}{2}$ doz.....	8.1
P. P. Sauce, No. 1, 3 doz.....	1.5
Atmore's Genuine English, seedless—	Per c
Individual, 2 doz.....	2.1
No. 1, cans, 1 doz.....	2.3
No. 2, cans, 1 doz.....	4.1
No. 3, cans, $\frac{1}{2}$ doz.....	3.3
No. 4, cans, $\frac{1}{2}$ doz.....	4.4

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—		
No. 32, jars.....		Per doz.
No. 4½, toy pails.....		2-5
American, pure apple, tumblers, assorted slices.....		8
Schimmel's, No. 10, tumblers.....		1-6
National, No. 10, tumblers.....		7-8
" No. 6, tumblers.....		4-6
Preserves—		Per doz.
Schimmel's, pure, 30-lb. pails.....		1-6
National, 30-lb. pails.....		4-6
Southwark, 30-lb. pails.....		6-8
" 4½-lb. toy pails, ¾ doz.....		4-6
Fruit Butters—		Per doz.
Apple, No. 32, jars.....		9-10
" Southwark, No. 3, tins.....		1-6
" No. 5, toy pails.....		2-3
" 30-lb. pails.....	per pail	1-6
" 20 lb. crocks.....	per lb.	1-6
" Schimmel's, 30-lb. pails.....		1-6
Prune, 30-lb. pails.....		1-6
Peach, 30 lb. pails.....		1-6
Jams—		
Schimmel's, pure, jars, a doz.....		1-6
Southwark, assorted, jars, a doz.....		1-6
Orange Marmalade—		
Hartley's, imported.....		1-6
Schimmel's, pure.....		1-6
Warrock's Guava Jelly—		
1-lb. tumblers.....		4-6
14-lb. ".....		4-6

**DRUGS.**  
**Family Medicines.**

**Guaranteed Full U. S. P. Strength.**

1418

### Druggists' Sundries.

Acid Phosphate, Horsford's.....	per doz.	4.15
Bath Brick, box 25 bricks.....	per box	.60
Sealing Wax.....	" "	.03
Silver Band.....	per bbl.	1.25
Tar, pints.....	per doz.	.75
" quarts.....	" "	1.00
" gallons.....	each	.30
" 1/2 bbls.....	" "	3.50
" bbls.....	" "	8.00
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....	per case	3.75
U. S. Nerve and Bone Liniment, 5c. size...		2.00
McCord's Magic Medicine, 5c. size.....		2.00
	50c. size.....	4.00
McCormick's Tasteless Chill Tonic, 5c. size.....		2.00
	50c. size.....	4.00
McCormick's Watermelon Syrup, 50c. size...		4.00
Reliable Brand Headache Powders, rec. size.....		.75

### Extracts and Essences.

McCormick & Co., Bee Brand—		Per do
Vanilla, Rose, Pistachio, No. 2 size.....		.90
No. 3 size.....		2.00
No. 4 size.....		2.25
Almond, Apple, Apricot, Banana, Black- berry, Peach, Pear, Pineapple, Rasp- berry, Strawberry, Violet, No. 2 size.....		.85
No. 3 size.....		1.75
No. 4 size.....		2.00
Lemon, No. 2 size.....		.90
Orange, No. 2 size.....		.90

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**SAUER'S**  
**PURE**  
**EXTRACTS**  
FOR FLAVORING ICES, CAKES, ETC.  
BEST BY TEST AT YOUR GROCER'S 10-825 C  
LARGEST SALE OF ANY BRAND IN THE UNITED STATES

## Sauer's Flavoring Extracts—

**Liquid Rennet and Tablets.**

### Liquid Rennet and Tablets.

	Per
Blair's Liquid Rennet .....	I.
" Rennet Tablets, 3 doz .....	"
Shinn & Kirk's Liquid Rennet .....	I.
Harman's Instant Tablets, 3 doz .....	

## CIDER.

<b>Corson's—</b>		
Barrels .....	per gal.	.
½ barrels, 28 gals.....	per bbl.	5.
Kegs, 14 gals.....		3.
<b>Bottled Cider—</b>		<b>Per</b>
Duffy's 184s Apple Juice, 1 doz. qt.....		3.
" " " " " 2 doz. pts.....		4.
Anchor brand Golden Russet, 1 doz. qt.....		3.
" " " " " 2 doz. pts.....		4.
Mott's brand Golden Russet, 1 doz. qt.....		3.
" " " " " 2 doz. pts.....		4.

## CHEWING GUM.

Adams', counter jars, 100 3c. packages.....	2.
"    boxes, 20 packages.....	2.
Gee Whizz, 72 packs.....	2.
Fleer's Chiclets, 3 lbs., bulk .....	1.
Sneermint, 20 packs, 100 pieces.....	2.

## RICE.

Extra Fancy Head, XXXX, 100-lb. bags.....  
 Fancy Head, 100-lb. bags.....  
 Extra choice, 100-lb. bags.....  
 Prime, 100-lb. bags.....  
 Japan style, fancy, 100-lb. bags.....  
 " choice, 100-lb. bags.....  
 Java, fancy, polished, 100-lb. bags.....  
 B. Fischer & Co.—



Fischer's, choicest head,	1-lb. bags.....
"	" 2½ lb. ....
Queen Quality head,	1-lb. bags.....
"	" 3-lb. bags.....
"	" 5-lb. bags.....
Coronet, head,	1-lb. bags.....
"	" 3-lb. bags.....

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Imperial, choicest Japan style, 1-lb. bags.....	05
“ “ “ 3-lb. “ .....	05
“ “ “ 5-lb. “ .....	05
Natural Pure Food, head, 1 lb. ....	07
Extra fancy head, Acme Brand, 100-lb. bags .....	07 1/2
Fancy head, 100-lb. bags.....	06 1/2
Choice head, 100 lb. bags.....	05 1/2
Fancy Java head, 100-lb. bags.....	05 1/2
Extra fancy, Patna, 100-lb. bags.....	07
Slam, Patna style, 100-lb. bags.....	08
Choice broken, 100-lb. bags.....	06
Extra fancy Japans, 100-lb. bags .....	06 1/2
Choice Japans, 100-lb. bags.....	06 1/2
Crushed head, choice broken, 1-lb. bags.....	06
East India head, 1-lb. bags.....	07 1/2

**SALT.**

Worcester—	
Bbls., contain 280 lbs.	2.30
“ 60 5-lb. bags	4.00
“ 32 14-lb. bags	3.75
“ 30 10-lb. bags	3.75
“ 115 2½-lb. bags	4.00
Quick Freezing Ice Cream Salt, 50 6s to the barrel, 10 cent size bags list.	3.00
Irish Linen, 250-lb. bags	2.75
“ 56-lb. bags	.65
“ 28-lb. bags	.35
Maid, quick-dissolving bathing salt, 30 10-lb. bags, in bbls. . . . . per bbl.	3.00
Pretzel, 280-lb. bbls. . . . .	2.40
“ 180-lb. sacks . . . . .	1.55
Cheese, 280-lb. bbls. . . . .	2.40
Packing, 70-lb. cotton bags. . . . .	.40
“ 140-lb. cotton bags. . . . .	.75
Ivory, dime size, 36 wooden boxes to case. . . . .	2.30
New Ivory, 24 large cartons to case. . . . .	1.50
Silver Springs, quick-freezing ice cream salt, 30 in bbl. . . . . per bbl.	2.60
Less than 5 bbls. the list net; 5 to 9 bbls., 5 per cent. discount; 10 bbls. or more, 7½ per cent. discount may be allowed.	

### SALAD DRESSING.

	Per doz.
Durkee's, large, x doz.....	4.25
" small, s doz.....	2.75
" picnic, s doz.....	.95
Schimmel's, small, s doz.....	.90
My Wife's, large, l doz.....	2.50
" small, s doz.....	1.60
Slader's, No. 8, x doz.....	1.40

## SAL SODA.

Bbls., 400 lbs.....	per 100	.80
Kegs, 150 lbs.....	per 100	.95
60-lb. boxes, bulk or granulated.....		

## SAUCES.

<b>Lee &amp; Perrins'—</b>	<b>Per doz</b>
<b>Worcestershire, quarts.....</b>	<b>7. 50</b>
“ pints.....	4. 75
“ ½ pints.....	2. 60

**SODA—BI=CARB.**

	Per lb
Babbitt's $\frac{1}{4}$ s, 25 lb.....	.053
Arm & Hammer, 1 lb. pkgs., 36 lbs.....	.05
“ $\frac{1}{2}$ “ “ 36 “.....	.053
“ $\frac{3}{4}$ “ “ 36 “.....	.06
“ 1 lb. and $\frac{1}{2}$ s pkgs., 36 lbs.....	.053
“ $\frac{1}{2}$ “ “ $\frac{1}{4}$ s “ 36 “.....	.053
“ 1, $\frac{1}{2}$ and $\frac{1}{4}$ lb, 36 lbs.....	.05
Dwights, 1 lb. pkgs., 36 lbs.....	.053
“ 1, “ “ 36 “.....	.053
“ $\frac{1}{2}$ “ “ 36 “.....	.06
“ 1 and $\frac{1}{2}$ lb. pkgs., 36 lbs.....	.053
“ 1, $\frac{1}{4}$ and $\frac{1}{2}$ lb. pkgs., 36 lbs.....	.053
Swan, kegs 110 lbs.....	.017
Bi-Carb, bulk.....	.021

## SOFT DRINKS.

	Per case	Per can
Clisquot Club Co.—		
Ginger Ale, extra dry, pints, a doz.....	5.10	
Sarsaparilla, extra quality, pints, a doz.....	5.10	
Blood Orange, extra quality, pints, a doz.....	5.10	
Birch Beer, extra quality, pints, a doz.....	5.10	
Lemon Soda, extra quality, a doz.....	5.10	
Root Beer, extra quality, pints, a doz.....	5.10	
Sheboygan Ginger Ale, 10 doz. crates or bbls.	9.00	
Sheboygan Ginger Ale, a doz. in crate, per crate.....	1.80	
Root Beer Extract, Hires', 1 doz.....	1.55	
Hires' Root Beer, Carbonated, a doz.....	.87	
Hires' Ginger Ale, Carbonated, a doz.....	.87	
Welch's Grape Juice, case quarts, 1 doz.....	4.25	
" " " pints, a doz.....	4.75	
" " " 1/2-pints, 3 doz.....	4.50	
" " " 4-ounce, 6 doz.....	5.00	
" " " 1/2-gallons, 8 bottles	5.00	
Schuhle's Grape Juice, quarts, 1 doz.....	4.00	
" " " pints, 2 doz.....	4.50	
" " " half pints, 3 oz.....	4.00	
" " " 4 oz., 6 doz.....	5.00	
1 per cent. discount on 5-case lots.		





# Swift's Pride Cleanser

**In large sifting-top cans.  
50 cans to the case.  
Always \$3.00 per  
case your cost.**

Retails 10 cts.

A handsome shelf  
package.  
The top notch of clean-  
ser quality.

A big-profit staple—it repeats permanently.  
Advertised nationally.

Order from your wholesaler or from any  
**Swift & Company**  
Branch House

# CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books**  
are the ones who do the cash business  
because the system makes your cus-  
tomers want to pay cash.

## AND FOR CREDITS

this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

**Ask any one of the whole 5000  
satisfied dealers who use it.**

**J. P. FORBES, Coshocton, Ohio**

# Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

Young's Scouring  
Soap  
Cygnet Soap

# SOAPS

CHAS. W. YOUNG & CO.

ESTABLISHED 1877

## Makers of Soaps of Merit

PHILADELPHIA, PA.

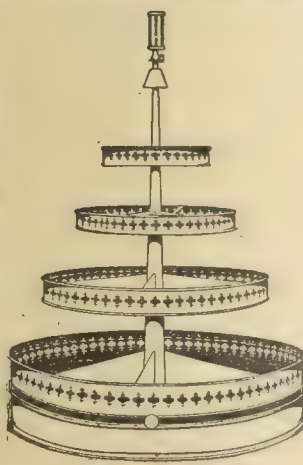
# SPECIALS

For Week Ending April 16th

Best Standard String Beans . . . . .	per doz.,	\$0.52 <sup>1</sup> / <sub>2</sub>
C. & C. Oleine Soap, 60 big bars . . . . .	per box,	2.30
Alpha Salad Dressing, large size . . . . .	per doz.,	1.90
" " small . . . . .	per doz.,	.90
Hires Ginger Ale, carbonated, 2 doz. in case, . . . . .	per case,	1.50
Sauer Kraut . . . . .	per bbl.,	6.00
Granulated Sugar, bulk . . . . .	per cwt.,	5.20
W. H. Baker's Win. Chocolate . . . . .	per lb.,	.25
No. 3 Second Peaches . . . . .	per doz.,	1.10
Mother's Oats . . . . .	per case,	2.95

One kit, containing 18 packages assorted Mother's Cereals, free with five cases.

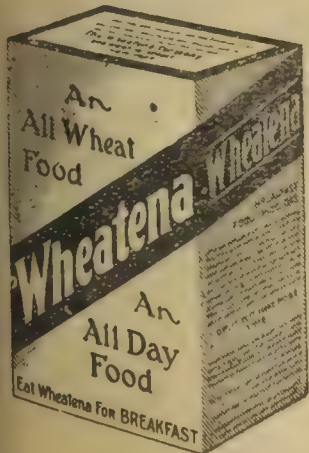
**ANDREW REITER & COMPANY, Baltimore, Md.**



# Here's A Fixture That Will Make Money For You

Our **Vegetable Display Stand** earns its cost many times over by reducing its spoilage of greens and vegetables and also increases your profits because when fresh and crisp they sell at better prices. Write to us for price and particulars. State whether you have a city water supply.

**GALESBURG CORNICE WORKS 81 COX STREET**  
**GALESBURG : ILLINOIS**



# Can You Match This?

¶ From every standpoint **Wheatena** is ideal merchandise. It stands alone, it sells without schemes or artificial pushing, and it pays a good profit.

¶ One reason is at the bottom of it all—it does its work with the consumer. It is a perfect, delightful food—the selected, sterilized hearts of selected wheat.

**THE WHEATENA CO., Rahway, N. J.**

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One reason wholesale prices are high is that they have to bear salesmen's salaries. Moral:—To reduce wholesale prices cut out salesmen's salaries.

Can it be done? Of course it can—we do it every day in selling **Teas and Coffees**. We sell direct by mail. Sell you what you want—guaranteed to be what you want and what you buy—at prices as sure as anything can be to be less than you're paying for equal quality, *if you buy through salesmen.*

Write

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT ST., NEW YORK

ESTABLISHED 1897







Published every  
Monday.

# Grocery World

AND

# General Merchant

Circulates in every  
State of the Union  
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

No. 16.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, April 18, 1910.

## Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.

P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

ELTON J. BUCKLEY,  
Editor.

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## Wholesale Grocers Disprove Charge that Jobbers' Associations Help Raise Food Prices

**Say Wholesale Grocers' Associations Simply Fight for a Square Deal. Defend the Jobbers' Part in Trade. Jobbers' Profits Small Factor in Real Cause of High Prices.**

[The following expressions of opinion by well-known Philadelphia jobbers have been inspired by the testimony of John H. Magruder, a grocer of Washington, D. C., and Frank Tilford, of Park & Tilford, grocers, of New York city, before the Senate Food Committee last week. Both these gentlemen insinuated that attempts by wholesale grocers' associations to control prices and competition through selling and limited price contracts were at least partly responsible for high food prices.]

**By F. B. Reeves, Jr., Reeves, Parvin & Co., Philadelphia, Pa.**

The statements of John H. Magruder, of Washington, and Frank Tilford, of New York, before the Senate Committee would be amusing had they not been taken so seriously by the daily papers. The fact that certain manufacturers have declined to sell their goods direct to a few preferred retailers can have little or no bearing on the increased cost of living, especially as those retailers who desire to be in the preferred class are not those who sell goods to the consumer at close prices. It seems perfectly apparent that their only reason for desiring to buy direct is to increase their own profit and to secure their goods cheaper than the small dealer.

So far as we are aware, all wholesale grocers' associations simply stand for a square deal, which means that every retail dealer shall secure his goods at the same price. If a manufacturer prefers to sell his goods direct, the association has no objection, but thinks there should be no preferred class, and that if he sells one retail dealer direct then he must sell all others direct at the same price. If the manufacturer prefers to market his goods through the wholesaler he must respect the rights of the wholesaler and not sell direct to any of the wholesaler's customers.

**By James Hewitt, H. Kellogg & Sons, Philadelphia, Pa.**

We notice in the newspaper the statement made at Washington by some of the large retail grocers that the wholesale jobbing grocers are responsible somewhat for the large advances in prices of food products. This is rather an amusing statement.

The wholesale grocer or jobber as he looks over his stock does not find the large advances that are credited to him. Certainly such things as canned tomatoes, string beans, peas, corn, canned fish of various kinds, or coffee, tea or starch are no higher than they have been. Some cereals are higher, but generally speaking this is not so. It is true that meats are higher, but the butcher can answer questions pertaining to it better than grocers can. We do not know what the majority of retail grocers would do were it not for the wholesale grocers. The jobbers buy the quantity from the manufacturer and distributes the product in quantities to suit the retailer. Were the manufacturers to try to do this direct the expenses of doing the business would naturally increase the cost of the products. Some of the large retail grocers who are talking so intelligently about buying their goods direct from the manufacturer and thus securing the very lowest prices are not so much in evidence when it comes to selling the goods. He is more apt to absorb the jobber's profits, and the consumer is not aware of the fact that "A" has bought his merchandise lower than "B."

**By James Crawford, Wholesale Grocer, Philadelphia, Pa.**

There appeared in one of the Philadelphia morning dailies of March 8th, under glowing headlines, a report of some testimony given before the Senate investigating committee on cost of living by two grocers. These gentlemen had something to say regarding the efforts wholesale grocers' associations are making to obtain a square deal for the whole trade from the manufacturer.

Most people in business know that when an article becomes a "popular seller" it is often sold at and sometimes below cost until the seller becomes tired and looks around for a similar article which will afford him at least a living profit, and is the manufacturer not justified in trying to protect himself in the present as well as for the future in endeavoring to make the unfair as well as the fair distributor work within what should be a satisfactory arrangement for all?

The profits of the middleman of to-day are a very small factor in the cost of living and we are of the opinion that were the manufacturer to attempt direct distribution in as effective a manner as is now done by the middleman, he could not do so on any smaller margin, if as small, work and risk considered.

**By Robert G. Bursk, Howell & Bursk, Philadelphia, Pa.**

Many reasons seem to be advanced by the newspapers as to the causes for the higher cost of living, but there is one very important one that they do not seem to touch upon. That is, to what extent the cost of advertising enters into it. What becomes of the millions upon millions of dollars spent in advertising? Surely some one is paying for this. Advertising is admittedly a good business proposition, yet it has grown at such a tremendous rate in late years that one could hardly estimate the enormous amount of money that is added to the cost of merchandise for this purpose. If this is to be a season of retrenchment, why not take in advertising? Surely everyone must know that it is the consumer who is paying for it, whether applied to a food product or any other article.

Of all the reasons given, James J. Hill is probably nearer right when he said that it is not so much the higher cost of living as it is the increased cost of high living. It is unquestionably a fact that both jobber and retailer work to-day on a smaller percentage of net profit than at any time in the history of the business. It is also a fact that taking the lines which are handled by wholesale grocers, which do not include meat, dairy and certain cereal products, prices are lower on an average now than they have been in twenty years.

## Northern New Jersey Grocers Hold District Convention.

Retailers from Greater New York and Large New Jersey Towns Hold Enthusiastic Get Together Meeting at Newark. Addresses by State Notables. New Jersey a Poorly Organized State.

From a Staff Correspondent.

Newark, N. J., April 15, 1910.

An enthusiastic district convention of retail merchants of Jersey City, Paterson, Newark, and representatives from New York, Brooklyn and Hoboken met at the headquarters of the Retail Grocers' Association of Newark, N. J., last Thursday. Addresses were made by James R. Waldron, ex-State president; Mr. Daniels, president of the Paterson Association; John Cook, former president of the Newark Association; Mr. Schurr, president of the Jersey City Association; Mr. Rose, secretary of the Jersey City Association; C. Lake-man, of the Diamond Match Co.; Mr. Finton, ex-State secretary; Mr. Conklin, of the Paterson Association; E. J. Thompson, State treasurer and secretary of the Newark Association; D. Abernethy and W. H. Naylor, of the staff of the "Grocery World and General Merchant."

Mr. Waldron took for his subject the strength of the New Jersey State Association as compared with associations of other States and why the State organization is not stronger. He also discussed at length the reason more legislation had not been passed in the State of New Jersey for the benefit of the retail grocer and merchant, which he said was the indifference of retailers toward these campaigns. He stated that New Jersey had eight associations belonging to the State organization out of 140 towns. He also stated he hoped soon to see the New Jersey organ-

## ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

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Keystone, Race 746

**Corporation Practice, Cases Under Food Laws**

**Trade-Mark Registration**

**General Practice**



# Welch's Grape Juice

## Concerning Grape Juice

We are vitally interested in anything that affects the good name of grape juice. As the value of pure, unfermented grape juice becomes more widely known every honest grape juice manufacturer and the natural distributors of grape juice are benefited.

One thing that has prevented the larger use of grape juice is a belief that has existed in the minds of many people (including some dealers and physicians) that there could not be such a thing as unfermented grape juice unless it was chemically preserved or "doctored." The pure food laws of the past few years have done much to remove this prejudice and the most valuable advertising Welch's receives is the recommendation of one person to another and the fact that physicians and health authorities have placed their seal of approval upon it.

A natural result of the growth in the demand for Welch's has been other brands coming on the market. We have not spent our time or advertising space in calling these brands imitations, we have made Welch's the highest possible quality and advertised it liberally with the emphasis on quality. The Welch advertising and the Welch quality have made unfermented grape juice what it is to-day. This is known to all dealers and admitted by competitors.

Pure grape juice from selected grapes is a delicious, healthful and refreshing drink. It is both food and drink. Grape Juice that requires the addition of a large quantity of sugar or of any glucose to make it palatable should be avoided. Full-ripe grapes are rich in natural grape sugar and this is one of the most valuable qualities in grape juice, and artificial sweetening of any kind cannot take its place. Glucose, often called corn syrup, is entirely different from grape sugar and its use must be stated on the label. Sweetening agents cheapen the cost of grape juice and are used to give body to grape juice made from poor grapes. So called clarified grape juice is secured at the expense of food value and such "processed" grape juice is of no value to the physicians and will not be used by discriminating people.

We speak freely, for cheap and inferior brands not only affect us as the largest manufacturers of grape juice but affect jobber, dealer and consumer. Many consumers judge all grape juice by a brand they have tried and did not like, and many dealers judge all grape juice by one that did not sell.

Every bottle of Welch's Grape Juice is guaranteed absolutely pure and unfermented and to comply with the Food and Drugs Act (serial number 140) and with any state pure food law. We guarantee the quality of our product and will at any time replace deteriorated stock or stock that has spoiled before cork is drawn. We do not want any Welch's Grape Juice sold that is not satisfactory to dealer and consumer.

You can make no mistake in handling and pushing Welch's. It repeats.

All bottles full measure. Sold by the leading jobbers everywhere.

**The Welch Grape Juice Company**  
Westfield, N. Y.



ization affiliated with the national organization.

Mr. Thompson, State treasurer and secretary of the Newark Association, advocated very strongly the need of merchants reading trade papers. He cited an instance where a merchant from Dover had written to a trade paper asking what steps were necessary to form a retail grocers' association. This communication had been forwarded to the State officers and the result was that Dover is now or about to be organized into an association, expecting to join the State organization.

Messrs. Schurr and Rose, of the Jersey City Association, spoke of the prevailing cut-price grocery conditions in Jersey City, which they said were due to a certain extent to the attitude of the retail merchants themselves. In other words, lack of strong organization.

Mr. Abernethy, of the "Grocery World and General Merchant," confirmed this and cited instances where other associations and individual grocers had been able to successfully combat such conditions as existed in Jersey City. The balance of Mr. Abernethy's talk was on the benefits of associations to the retail merchant.

Mr. Cook, past president of the Newark Association, made a comparison between conditions now existing in the Newark Association and the conditions of former years. From his remarks he inferred that the organization of to-day was in a much more flourishing condition than it ever was before.

Mr. Naylor, of the "Grocery World and General Merchant," spoke on the benefits of trade publications to the retail merchant.

Mr. Fred. Netschert, president of the Newark Association, summed up the evening and gave a number of instances where the associations of New Jersey had been beneficial to individual members.

During the course of the meeting refreshments were served by the Entertainment Committee and the meeting adjourned at a very late hour after the merchants had expressed themselves as being benefited greatly by the convention, and expressing a desire for another such meeting in the very near future. W. H. N.

Written for the "Grocery World and General Merchant."

## Well-known Manufacturer Bitterly Attacks Proposed Federal Law

**W. H. Kellogg, of Battle Creek, Mich., Tells Why He Thinks Bill to Compel Manufacturers or Jobbers to Sell Everybody on Same Terms is Bad Piece of Legislation. Says it Would Destroy Whole Foundation of Distributing Goods.**

I have received a copy of H. R. Bill 23,011, which was introduced by Mr. Moore, of Pennsylvania, March 15th, and is now before the committee of the District of Columbia. While this matter does not generally concern this company, and only within the District of Columbia at all, the principle it contains is extremely far-reaching, and we believe so radical as to strike a death blow at the very fundamentals of mercantile life in America.

The bill in question proposes the compulsory licensing of any "person, partnership, association or corporation" storing for sale or selling any food, beverage or drug *"to any limited class of customers and not to all customers alike who tender the regular price therefor"* or who demands of certain customers "a price in excess of what is demanded of customers generally for like goods." Failure to secure such license is punishable by large fine and imprisonment.

In application, this would mean that this company, which sells *only* to wholesalers, would be penalized for not selling retailers who might come forward with "the regular price" we charge our wholesale distributors. It would mean that if a consumer applied to a wholesaler for a pound of prunes at the same price per pound the wholesaler would charge the retailer, the wholesaler would be punished or forced to pay \$500 for a license. It would mean that, although we have sold our goods to wholesalers *only* and have carefully and in a spirit of fairness refrained from picking a few favorite big *retailers* for direct trading at the same price—i. e., we had not robbed the wholesaler of his customer and a fair field, nor discriminated against the rest of his retail customers—we would be liable to fine and jail or be forced to occupy the po-

sition of a menace to the good order of society; safe only when licensed and controlled. This strikes us as particularly obnoxious.

Nor can we see any reasonable occasion for such legislation. We are not informed as to the purpose of this bill, but we are not disposed to think that it is a revenue measure. Rather it appears to be aimed at the classification of mercantile factors as wholesalers, retailers and consumers. If this be its purpose—or its effect unintentionally—it is an especially vicious piece of legislation.

The classification of commercial elements into wholesalers, retailers and consumers has arisen, not from sentimental considerations, but because of the absolute necessities of economical and convenient distribution. Probably 300,000 or 350,000 retail grocers in all parts of this country sell our goods. To canvass them all directly, ship to them all, carry their accounts with the attendant credit and collection risks would be a heavy burden; how heavy it is hard to estimate. Through less than 3,000 wholesalers, possessing thousands of salesmen—salesmen familiar with the retailers of their several districts and with local conditions, who divide the expense of their operations between perhaps 2,500 articles they sell—we and other manufacturers are able to secure this widespread distribution at something like 10 or 12 per cent. cost. The arrangement is not only economical, but it renders better service to manufacturer and retailer alike than would be possible without that middleman. But for the presence of certain irregular, unclassified, mixed buyers there would be no question about the necessity, convenience and economy of classes in trade. Manufacturers, retailers and consumers alike admit it.

A similar attempt to deprive wholesalers to their rights as necessary factors of distribution was recently undertaken in Canada through anti-trust proceedings in the courts, based on the refusal of manufacturers to sell certain large retailers on the same basis as wholesalers. After an exhaustive hearing covering several months, the court emphatically found in favor of the wholesalers and, as bearing on the righteousness of position classification, said in conclusion:—

It is conceded that the proper method of distribution of goods from the manufacturer is through the wholesale dealer to the retailer, and then to the consumer, because this is the most economical method. For if the manufacturer attempts to deal directly with the consumer, or even with the retailer, he must maintain a staff of travelers and also establish depots for his goods at important points. These are great outlets of expenditure, for the traveler carrying only one line of samples, gets possibly as large a salary and certainly spends as much in traveling expenses as the traveler for a wholesale house who sells, we are told, 300 or 400 different articles. This is one reason why the wholesaler undertaking the sole distribution gets a larger profit, and yet the price is not enhanced to the consumer.

The various cases of alleged oppression and "driving out of trade" of persons who either openly or by some ingenious device aim to belong to the wholesale trade, and at the same time sell at retail, are thus easily understood. If this system were to be practiced it would injuriously affect and demoralize the trade, not only of the wholesaler, but of the retailer, and the consumer would certainly not be the better off in the long run.

If this H. R. Bill 23,011 ever became a law, not only would the wholesaler be eliminated, but also the retailer. The consumer who chose to approach the manufacturer with the wholesale price in his hand could not legally be denied the goods. While quantity prices prevail—though we think these are an economic fallacy and therefore do not practice the system—the householder buying one pound for his own consumption could demand and secure as low a price as the *wholesaler* who buys a carload for reselling twice. So far as quantity price applies *within a limited class*, we believe that every buyer, great and small should pay the same price, but we cannot believe that it is fair to sell goods for resale and then steal the buyer's customers from him. Least of all would it be fair to sell goods to the stolen customer at the same price as first buyer—neither fair to him directly, nor to those other custom-



ers whom he sells at regular prices. Any law which aims to set up such a state of affairs is eminently dangerous and anarchistic toward commercial rights and good business morals.

W. H. KELLOGG,  
Kellogg Toasted Corn Flake Company.

Battle Creek, Mich.,

April 12, 1910.

### Corn Product Decline Due to Drop in Corn.

Starch, Glucose and Compound Syrup  
Take a General Drop. Corn Speculators Held too Long.

The sharp decline in glucose, starch and compound syrup, which the newspapers have been making appear as the first gun in a fight by the Corn Products Refining Co. against all competitors, was simply a following of the corn market, which has declined 10

cents per bushel within a short time.

The Corn Products Refining Co. inaugurated a decline in glucose, starch and compound syrup, and all other manufacturers were compelled to follow. The drop amounted to 12½ cents in glucose, 1 cent per gallon in compound syrup and 15 points in starch. At the declines the markets in all these products are steady.

The reason for the decline in corn seems to be that holders held too long, in misplaced confidence that the export demand would clean away the surplus.

Florida potatoes are quoted at an average price of \$7 per barrel, and Bermudas \$7.50 to \$8. The latter are in the better demand, but no new potatoes sell so well as they should, because old potatoes are so exceedingly cheap.

## Heinle Specialty Co. Cannot Deceive Buyers Within the State and Go Free Under Federal Food Law

Concern When Prosecuted by United States Government for Adulteration and Misbranding Pleads that Sale Was Made Within Its Own State and It Was Not Liable. Said it Was Its Buyer Who Sent Goods Into Interstate Commerce. Court Throws Defence Out of Court, With Remark that No Concern Can, by False Guarantees, Deceive Buyer Into Believing Goods Can Legally Enter Interstate Commerce.

The Charles L. Heinle Specialty Co., of Philadelphia, got a bad jolt from the United States Court during the week, in a decision handed down concerning a case which the United States Government brought against them under the Federal food law.

The Government's charge was that the Heinle concern had adulterated and misbranded one of its products. The Heinle Co. filed what in law is known as a demurrer, which admits the truth of everything charged, but denies that in law it constitutes an offence. The Heinle concern based its attitude upon the contention that the sale on which the prosecution was based—its own sale, that is—was made to a buyer within its own State, the adulterated and misbranded goods did not enter interstate commerce, and therefore were not subject to

the Federal law. It appears that the buyer, relying upon the Heinle Co.'s guarantee, had sent them into interstate commerce, and the Heinle Co. thought the Government ought to go after him, if anybody.

The court disposed of the defence in a very few words, as follows:—

The Federal food act is intended to prevent adulterated and misbranded foods from being sold in interstate commerce, nothing more, and in order that this may be accomplished, it prohibits the party who makes or manufactures the food, and who knows what it contains, from falsely assuring an innocent purchaser that its quality and dress lawfully entitles him to sell the commodity in interstate commerce. Such a certificate, made by a defendant, expressly under the provisions of the act, if false, could have been made with no purpose other than to defeat the object of the act. This prohibition is obviously essential to the enforcement of one of the important powers with which Congress is intrusted, to wit: the regulation of interstate commerce.



# Suggest It!

Start to-morrow morning to remind your customers about

**Duff's  
Molasses**

That's all you need do to have lots of sales because they all know the purity and rich flavor of

**Duff's  
Molasses**

makes it best for both table and cooking purposes. It's a wholesome food for children and so is the fluffy gingerbread made from it.





# WITH THE EDITOR

In North Dakota the law's espionage over grocery stores and grocery methods seems to be carried further than in any other State in the Union. The State has a sanitary inspection law which requires that every building or room used for making, storing or selling food shall be "properly lighted, drained, plumbed, ventilated and conducted with strict regard to the influence of such conditions on the health." This gives the health officers enormous latitude, as may be seen from the following recommendations made in the official bulletin by the Food Department:

## A SANITARY GROCERY

is one where the fruit and vegetables, to be eaten in their raw conditions or from the hand, are not exposed to the contaminating influences of dust, flies or other filth; where the fruit and vegetables are not exposed upon the sidewalk unprotected, nor placed upon the sidewalk to be polluted by dust and dirt or passing dogs; and where, if the vegetables are to be kept sprinkled, impure water is not used for the purpose.

The walls and ceilings of the store should be kept clean, as should also the shelves and counters. A visit to the back room or storage department should show system and cleanliness. The back yard should be likewise. If a cellar is used, it should be sanitary, clean and tidy; not a damp and mouldy place where food products are to be kept and putrefying germs find their way from the damp cellar and floor into the food products above.

The building should also be well lighted and ventilated. Toilets should be provided entirely separate from the store itself; means of ventilation being direct to the ventilating flue or outside of the building. Washrooms should be adjacent to the toilet rooms and should be supplied with soap, water and towels.

Screens should be provided for all windows to be opened and for all doors. These should be made to fit so that flies will not be admitted. During the fly season the store should be free from such.

The refrigerator should be clean and sanitary; not musty or slimy. The garbage and waste products should be removed frequently from about the store to prevent drawing flies.

Fruit, vegetables, etc., should not be exposed in baskets on the floor where they may be polluted or are accessible to stray dogs. All dried fruits should be protected. The confectionary should be kept under glass or cover. Old newspapers should not be used for wrapping. The proprietor and clerks should be clean and tidy and not be subject of contagious diseases.

We find it well to recommend the use of a score card and keep on file the record of each store in the

State. It would be well if each proprietor would check the condition of his place by such a score card as indicated below:—

## SCORE CARD.—SANITATION.—NORTH DAKOTA.

Grocery. Score 10. Perfect, 100.  
Ventilation and light.....  
Floor, walls fixtures, screens, etc.  
.....Refrigerator.....  
Butter and cheese.....Bulk goods, vegetables.....Dis-  
play goods in store.....Side-  
walk display.....Cellar and  
cellar stock.....Back room  
and yard.....Personnel.....  
Remarks.....Total.....

In the delivering of food products, the grocery wagon should be so covered as to protect the food from the flies and street dirt.

Not a single point in the above but is justified and praiseworthy, and if enforced by honest officials on its merits would be beneficial both to the public and the trade. To commit the enforcement of such provisions, however, to cheap politicians such as those who enforce many of the inspection laws in Pennsylvania and other States, would be to harass the trade beyond endurance and excuse.

There seems to be a good deal of inconsistency about the administration of the Federal food law, and mainly responsible for this is the fact that the act prescribes no minimum fine. The court can impose anything from \$1 up to \$500. Such a wide latitude has led to greatly varying fines, some of which, judged by the others, appear indefensible.

Consider two of the cases reported in this issue. Judgment 237 is an action against Frank L. Beggs, of Newark, Ohio, trading as Styron, Beggs & Co. A "compound lemon" extract made by this concern was labeled to contain 1.25 per cent. of lemon oil and 98.75 per cent. of alcohol. The Government found only a "mere trace" of lemon, which meant that the product as a flavoring was practically worthless, since it contained almost no lemon and no substitute for lemon. The manufacturer admitted his guilt by not defending and was fined five dollars!

In contrast take Judgment No.

247, an action against a New York Italian who sold as "pure olive oil" an artificially colored blend of olive and cottonseed oils. In this case the defendant plead guilty and was fined one hundred dollars! Was his offence twenty times as great as the other defendant's? On the contrary, was it not lighter? The lemon extract was a purely worthless product. The "olive oil," while certainly a fraud, was wholesome and could be acceptably used for every purpose open to pure olive oil. If the writer had judged these two cases, he would have been inclined to give the Italian much the lighter fine. Certainly nothing appears in the case to warrant the imposition upon him of any heavier fine.

A well known manufacturer who knows the food trade thoroughly writes the "Grocery World and General Merchant" as follows regarding the more or less general effort to blame grocers for costly food:—

## True, But How Shall it be Done?

All this newspaper talk and the magazine articles about short weight is unfair to the grocers and butchers. It is stigmatizing them as a class. I know better than these newspaper reporters the inclinations of the grocer and butcher, and I am of the opinion that as a class the retail merchant has not gotten away with as much of the people's money illegitimately as the bankers and other professional men have as a class. The retail merchant is as honest as any other class of business men.

So I say this agitation is unfair, especially to the honest merchant, as public opinion is being formed against which he must protect himself in order to hold the confidence of his trade. These articles are bound to arouse the suspicions of the public and undermine more or less their confidence in the square dealing of the retail merchant in the matter of weights and measures. As to what methods each merchant should pursue to offset the influence of these articles is really a matter for him to solve himself, but in my opinion the individual merchant should do something at this time, as well as the associations to counteract this unfavorable publicity.

All this is true, as the "Grocery World and General Merchant" has often said. And if this fair-minded manufacturer can suggest some way in which retail grocers, either individually or in union, can re-

move the impression that exorbitant retail profits are the prime cause of high food prices, he will be rendering a magnificent public service. This impression unquestionably exists, it has been deliberately or carelessly created by malign or irresponsible influences, and it is absolutely unjust. But how to remove it is not so easy to decide. Frankly the writer confesses that he doesn't know.

The "Grocery World and General Merchant" sympathizes with the spirit of the resolution to investigate mail-order houses, in-

## Impracticable.

introduced in Congress during the last few days, but believes the plan it embodies to be wholly impracticable. The text of the resolution appears elsewhere in this issue. It recites the fact that the large mail-order houses quote prices for groceries and dry goods "which on the surface appear to be below the prices asked for the same goods by retailers," but that the articles quoted are "really inferior articles sold at unfair prices to the consumer." It is asserted that this illegitimately raises the cost of living and the House investigating committee is asked to look into it.

Now, the difficulty about such an investigation is this: Undoubtedly the mail-order houses do exaggerate, do lie, do misrepresent, and that in consequence their customers often pay far more than their purchases are worth. But they are not alone in their fraud. Their dishonesty is simply a part of general dishonesty in the sale of goods which is practiced by thousands of people outside of the mail-order houses. Would it be fair, or even logical, to investigate the mail-order houses and ignore all other offenders?

Or if it would be fair and logical, would it be effective? If it is desired to make a general investigation into all dealers in groceries and dry goods who extort too high prices, well and good, but it is absurd to go about



it in the way this resolution would.

If one can believe the opinions the department stores express about each other, they are pretty much all frauds. Read the following from last Monday's advertisement of the John Wanamaker store:—

#### GLOVE SILK STOCKINGS.

We thought we'd made a great "scoop" when we secured the glove (Milanese) silk stockings for \$1 a pair.

We were amazed & a bit crestfallen to read one day an advertisement of "Milanese Silk Hosiery" at 95 cents. Straightway we sent for a pair of the stockings & found that they were not Milanese at all, but tricot, which didn't come up to our own tricot weave at 85 cents a pair.

The writer hasn't the slightest idea what "tricot weave" is, but he does understand that Wanamaker is accusing some unnamed competitor of positive dishonesty. And rightly accusing him, if the facts are correctly stated. But there is nothing new about such references in the department store advertising; the Philadelphia stores have for years spit at

each other in just such ways as this.

Of course all department stores are not dishonest, though the very best of them are given to much exaggeration. And some live by fraud alone. Time was when a merchant like John Wanamaker considered it undignified and cheap to even indirectly refer to a competitor, but the competition which is the life of trade has rubbed off this peach bloom of fine dignity.

#### National Butter Organization Calls to Arms for Oleo Fight.

Dairy Union Establishes Bureau at Washington to Get Butter Men's Side Before Congress. Statement of the Association's Position.

The butter interests are girding their loins for the coming conflict with the oleo packers over the proposed reduction in the Federal tax on colored oleo. The National Dairy Union has established a bureau at Washington to keep in touch with what is going on and to disseminate news to the various interests affected as to what transpires. The "Gro-

cery World and General Merchant" has received the following from this source during the past week:—

At a meeting of the Board of Directors of the National Dairy Union held in Buffalo, N. Y., Tuesday, April 5th, plans were outlined for an active campaign against the fraudulent sale of oleomargarine.

A hearing on the Burleson Bill before the Committee on Agriculture of the House has been granted the oleomargarine people, beginning April 20th, and it is the purpose of the National Dairy Union to have their side of the controversy presented as well. The secretary will at once arrange with prominent dairymen and others interested in honest competition between these products to attend this hearing and keep them posted on developments.

Whether legislation is or is not enacted at this session of Congress, it is the plan of the National Dairy Union to make this controversy a live issue from now on. All realize that the real battle between fraud and deception in the sale of oleomargarine for butter and honesty in the sale of butter substitutes is sure to come at another session of Congress.

The oleomargarine people are making use of every means at their command to misrepresent the real effect of the present law and to prejudice the consuming public, especially the "poor man," against it. It is the purpose of the National Dairy Union to conduct a campaign of publicity and education which shall inform the consumers of this country of the real merits of the controversy and make it still more difficult for dealers in oleomargarine

to practice fraud and deception in selling their product.

Meanwhile the organized butter interests throughout the country are falling in line as to State campaigns to help out the Federal cause. The Pennsylvania Pure Butter Protective Association adopted resolutions during the week calling on the Legislature to create the new office of Dairy Commissioner to enforce laws affecting dairy products.

**IF** you are using Premiums to build up your business, or contemplate doing so, it will pay you to write for our exclusive illustrated premium catalogue, containing hundreds of different articles especially adapted for premium purposes, which will be sent free upon request.

**American Merchandising Co.**  
163 W. 29th Street, New York



No. 1 Cuspidor  
6½ Inch

#### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

**The Peters & Reed Pottery Co.**  
ZANESVILLE, OHIO

# COFFEE-TEA-SPICE-RICE

We don't want just ONE order; would not give five cents for it. What we want is to convince you by *Quality and Price* and *our* way of doing business that's it's worth your while to give us *all* of your orders in our line.

**NO SCHEMES — NO RETAIL STORES — NO COUPONS**

We are not that kind of a house—"Some class to us."

**MAY WE SERVE YOU?**

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us.



## The New York Letter

**Packers Charged With Egg Market Manipulation. New Jersey Cold Storage Bill Lost in Legislature. Brooklyn Grocers Distrust "American Grocers' Association." Some News of the Scheme. Shellacing Chocolate. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, April 14, 1910.

That Chicago meat packers are buying eggs in vast quantities in order to keep the prices so high that they cannot be used as a cheap substitute for meat later in the season, was a report which became the subject of some discussion this week among the wholesale dealers in New York. Several well known dealers when asked about the report said that they believed it to be true.

The dealers figure that large quantities of eggs are going into the storage warehouses in Chicago and comparatively few in New York. Many dealers here, it is said, do not dare to buy eggs for storage at the high prices that have been prevailing. The dealers say that although the production of eggs is much larger than last year, prices are as high now as they were then. The heavy losses incurred in the last season by New York dealers have made them cautious, as they do not wish to risk a repetition of the experience.

The large production, dealers say, is indicated by the receipts at Chicago for several weeks past. The total last week was 191,000 cases, while only 110,000 cases were received in the corresponding week of the year before.

The fresh eggs are sold in wholesale lots in New York at 23 to 26 cents a dozen, and the best packed eggs are quoted here and in Chicago at 22½ to 23 cents per dozen, which is about the same as the quotations a year ago.

The meat packers are said to be paying 21 to 22 cents to the Western farmers and are themselves putting the eggs into the Chicago warehouses. The plan of the packers, as reported, is to take sufficient quantities of the eggs, wherever and whenever offered, so as to maintain prices.

Eggs bought at the present price cannot be profitably sold next winter, it is figured, for less than 30 cents at wholesale. This

was the top price last winter and prevailed only a short time.

The changes in laws governing the cold storage business are also worrying the egg dealers.

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A New Jersey bill which placed a penalty on all products kept in cold storage over a year was lost in the Legislature after passing the Assembly. The bill was introduced by Assemblyman Jones, of Jersey City, and after it had passed the Assembly he watched it and saw it placed in the hands of President Frelinghuysen, of the Senate. Later the measure was referred to the Committee on Agriculture, of which Senator Brown is chairman.

When Senator Brown went to look for the bill to report on it he could not find it in his desk where he had placed it. Efforts were made to find it, but the Legislature adjourned while the search was in progress. Assemblyman Jones said that the bill would certainly have passed the Senate but for the unusual mishap, of the nature of which he has suspicions. He has complained to Governor Fort and an investigation will probably be made to find out what happened to the bill after it was sent to Senator Brown's desk.

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The purposes of the new American Grocers' Association were considered at this week's meeting of the United Retail Grocers' Association, of Brooklyn. President Henry Lohmann said that an agent of the company called on him, explained the plan and showed a list of those who had signed contracts. Among the names, Mr. Lohmann said, were some members of the association. It was decided that as other projects of an advertising character which were not to the advantage of retailers had been exploited of late, and as some members had thereby lost money, it would be well to send a warning to all grocers, telling them to be careful

about subscribing to any new association or advertising plans.

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A delegation, it was decided, will attend the hearing before the Board of Aldermen Friday on the peddler question. The recent raid on the peddlers of the East Side for using short weights and measures has shown the city officials that the peddlers need some restrictions to prevent them from swindling the public.

The association decided to appoint a committee to see Mayor Gaynor and talk over the Sunday closing law and the peddler questions with him. They will try to show the Mayor that the majority of the fruit and delicatessen dealers are really grocers and so should be subject to the present Sunday closing law, requiring all grocery stores to close at 10 o'clock Sunday mornings.

It is suggested that if this law is enforced there will be no need of any other laws.

The members will visit Borough President Steers in a body on Wednesday, April 20th, to congratulate him on his success. President Steers is an honorary member of the association and was formerly in the grocery business in Brooklyn. The grocers believe that he will be most willing to help them in their efforts to better trade conditions.

\*\*\*

Some people in the trade are taking the American Grocers' Association more seriously than they were at first inclined to do. It has made considerable progress, according to reports current in the wholesale district. A man well posted in affairs in the trade told your correspondent that he knew of twenty-six manufacturers who have signed an agreement with the syndicate. The contracts are for five years. Some of the manufacturers, it is said, are the largest in their respective lines, and the report as to them caused the trade generally to sit up and take notice.

W. F. Hamblin, who is the New York representative of the company, told your correspondent that he had made contracts with nearly 500 retail grocers in New York. The grocers are to press the sales of the syndicate's goods, which are to be known as the "Agra" brand, as much as possible. They must agree to pur-

chase a definite proportion of their total supplies from the syndicate. For instance, if a man does a \$10,000 business he must agree to purchase at least \$3,000 worth of this stock from the syndicate. Other dealers doing a larger or smaller business agree to about the same percentage.

The manufacturers agree to put up the syndicate's goods, but they will also put up their old standard brands. At the office of the American Specialty Manufacturers' Association, it was said that none of their members had signed contracts with the new concern. The specialty manufacturers, according to Mr. Hamblin, will be the principal opponents of the new plan, as it will probably cut into their business to some extent, if successful.

Mr. Hamblin told your correspondent that the American Grocers' Association had positively no connection with the new "Yours Truly" brand of goods which is being put up by the Gibson City Canning Co., nor with the United Grocery Co., of Chicago, which many men in the trade believe is an experiment of the Oil Trust.

There are behind the American Grocers' Association, however, according to Mr. Hamblin, several prominent men. As yet, he refuses to divulge their names.

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Among the chocolate manufacturers those who have been coating their bon bons and similar sweets with shellac are looking with some concern to the hearing to be given April 26th on this subject. The question to be determined is whether or not the shellac is harmful to the consumer.

The use of shellac has been, as a rule, confined to the cheaper grades of chocolates, the large manufacturers using gum benzoin for coating their more expensive candies. The representative of one of the large chocolate companies in New York said that the practice of varnishing chocolate began about ten years ago. The Pennsylvania pure food law which went into effect at that time, prohibited the use of flour in chocolates. The flour had kept the candies hard. When the manufacturers started to make their candies out of pure cho-

(Continued on page 26.)





"We Can the Flavor  
as well as the Fruit"

## BIG SALES

for the grocer who handles

# Hunt's Quality Fruits

"The Kind That Are NOT Lye Peeled."

We told the public about the fine flavor and purity of **Hunt's Quality Fruits** by big advertising in Ladies' Home Journal, Saturday Evening Post, Delineator, Woman's Home Companion and Munsey's Magazine, and orders are **piling in**. Write to us for complete list of 112 distributors so you can get a supply from the nearest, and then let your customers know you have a **new line** of **real** fruits for them—better than any they ever tasted. We get the fruit at exactly the right ripeness, when it's delicious, mellow and full-flavored, knife-peel it and put it up in pure cane sugar syrup. None finer **could** be produced—neither in **factory** nor **home**. We'll tell you how to attract to your store the sales we are creating—write us.

## HUNT BROTHERS COMPANY

San Francisco, California

**Largest Cannery of Highest Grade California Fruits**

### Distributors for Hunt's Quality Fruits.

PENNSYLVANIA:—Githens, Rexamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville; Jas. A. McAteer & Son, Pittsburg; Love & Sunshine Co., Johnstown. OHIO:—The Chas. C. Higgins Co., Cleveland; A. Janszen & Co., Cincinnati; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville; Mosel-Johnson Co., Steubenville; Berdan & Co., Toledo; W. L. Adamson Co., Dayton. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seaman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.

## SPECIAL MAIL ORDER SERVICE



Something out of the Ordinary in Wholesale Circles  
That Brings New York to Your Door.

**SEND AT ONCE FOR "SPECIAL" MAIL ORDER BLANKS  
AND "SPECIAL" MAIL ORDER RETURN ENVELOPES**

*Here are a few Specials to get you started—we will do the rest:*

Cal. Exrt LC Peaches—3s . . . . . \$2.00 doz.	N. Y. State Refugee Cut Stg. Beans—2s, \$0.75 doz.
" " Yellow " —2½s . . . . . 1.60 doz.	Stand. Balto. Spinach . . . . . 3s, .85 doz.

(The above are packed 2 dozen to a case.)

**This Department is under the direction of an experienced Grocer who knows his business.**

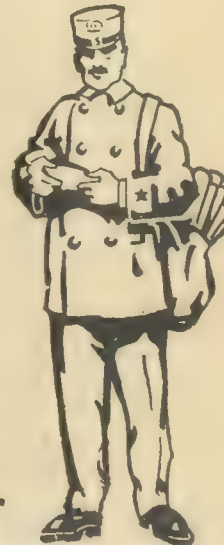
**It is not managed by boys. This means that we take it seriously and want you to do the same.**

600 Pockets Fancy Head Rice	200 H-C Eng. Breakfast Tea . . . . . 12½ lb.
100 lbs. each . . . . . \$0.06¼ lb.	250 boxes Gunpowder Tea . . . . . 15 lb.
800 Pockets Fancy Japan Rice . . . . . .03¼ lb.	

A high-grade Portugal Sardine in 1-16th tins, packed in PURE Olive Oil; 100 tins to case, \$6.00 case.

3 Cr. Malaga Raisins, 22-lb. boxes . . . . . \$2.25	16 oz. Chow bottles, 120-130 Queen
3 Cr. Malaga Raisins, 20 bbls. . . . . 2.50	Olives, 2 dozen to case . . . . . \$1.80 doz.
Best Rolled Oats, 180-lb. bbls. . . . . 5.00	Premier Stuffed Manz. Olives,

No. 14 cyl., 2 dozen to case . . . . . 2.00 doz.
--



**IF YOU HAVE ANYTHING ON YOUR MIND PUT IT UP TO US BY MAIL**

# FRANCIS H. LEGGETT & CO. NEW YORK

Proprietors of Premier Breakfast and Premier After-Dinner Coffee. Send for Catalogue "A"

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## More Food Brands Go Down Before Federal Food Law

Many Judgments Against Manufacturers Reported to "Grocery World and General Merchant." Several Cases of Unfitness for Food. The Facts in Detail.

The following further cases under the Federal food law have been reported to the "Grocery World and General Merchant" during the week by the United States Department of Agriculture:—

### JUDGMENT No. 232—ADULTERATION AND MISBRANDING OF CIDER VINEGAR.

On June 11, 1909, and June 17, 1909, inspectors of the Department of Agriculture purchased from Leach & Gamble Co., Wahpeton, N. D., and Everett & Hite, Decatur, Ind., samples of food products labeled, respectively: "Mfd. for Leach & Gamble Co. Victory Pure Cider Vinegar. Fermented — gals. Wahpeton, N. D." "The cider vinegar in this barrel is superior and guaranteed by the manufacturers to conform to Pure Food Laws of Michigan or any other State where pure food laws are in force and pertaining to Fermented Pure Cider Vinegar. Manufactured by Oakland Vinegar and Pickle Co., Saginaw, Mich." and "Oakland Vinegar and Pickle Co. 4 per cent. Oakland Brand Apple Cider Vinegar, fermented 48 gal. Saginaw, Mich. Manfd. May 4, 1909." "The cider vinegar in this barrel is superior and guaranteed by the manufacturers to conform in every particular with pure food laws of Michigan or any State where pure food laws are in force and pertaining to fermented pure cider vinegar. Manufactured by Oakland Vinegar and Pickle Co., Saginaw, Mich." The samples were analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to consist wholly or in part of a foreign substance high in reducing sugars and dilute acetic acid. The court imposed fines of \$15 and \$10.

### JUDGMENT No. 234—MISBRANDING OF MOLASSES.

On March 11, 1909, an inspector of the Department of Agriculture purchased from the Stetson-Barrett Co., Los Angeles, Cal., a sample of a food product labeled: "Ginger Cake Brand Molasses from plantation to table. Contains sulphur dioxide. Complies with pure food laws of all States, Serial No. 2,174. Packed by Berry, Maybrun Co., New Orleans, Chicago, Ill., 2 lbs." The sample was examined in the Bureau of Chemistry of the United States Department of Agriculture and found to average a shortage of 21.51 per cent. per can below the weight declared on the label. It was therefore misbranded within the meaning of Section 8 of the act in that it purported to state its contents in terms of weight, which statement was incorrect. The Berry, Maybrun Co. plead guilty and was fined \$10.

### JUDGMENT No. 237—MISBRANDING OF LEMON FLAVORS.

On June 8, 1909, an inspector of the Department of Agriculture purchased from Hagen, Ratcliff & Co., Inc., of Huntington, W. Va., a sample of a food product labeled: "Man-

hattan Compound Lemon.—Oil Lemon 1.25 per cent. Dilute Alcohol 98.75 per cent. Coloring, Lemon Peel." "Guaranteed by Styron, Beggs & Co., Manufacturing Chemists, Newark, Ohio, Under the Food and Drugs Act, June 30, 1906; U. S. Serial No. 869." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and it was found to contain only a mere trace of oil of lemon. The court fined the manufacturers \$5.

### JUDGMENT No. 238—MISBRANDING OF APPLE JELLY.

On April 14, 1909, an inspector of the Department of Agriculture purchased from the Winter, Loeb Grocery Co., Montgomery, Ala., a sample of a food product labeled: "Wilco Apple Jelly with Pineapple. Contains 1/3 of 1 per cent. Tartaric Acid. Made of Apple Juice and Sugar. The Williams Bros. Co., Detroit, Mich., U. S. A." The sample was analyzed in the Bureau of Chemistry of the United States Department of Agriculture and found to contain, among other ingredients, glucose. The court fined the defendants \$5.

### JUDGMENT No. 240—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about November 18, 1907, November 9 and December 2, 1908, The Price and Lucas Cider and Vinegar Co., Pittsburg, Pa., shipped from Pittsburg, Pa., to East Liverpool, Ohio, Moundsville, W. Va., and New Martinsville, W. Va., respectively, consignments of vinegar. Samples of these shipments were procured and analyzed by the Bureau of Chemistry, United States Department of Agriculture, and as the findings of the analyst and report thereon indicated that the products were adulterated and misbranded within the meaning of the Food and Drugs Act of June 30, 1906, in that a substance, to wit, a dilute solution of acetic acid colored with caramel had been substituted wholly or in part for the genuine food product. The court fined Price & Lucas Co. \$50 on each count.

### JUDGMENT No. 242—ADULTERATING AND MISBRANDING VANILLA EXTRACT.

On or about January 15, 1909, the Blanke-Baer Chemical Co., of St. Louis, Mo., shipped from St. Louis, Mo., to Manitowoc, Wis., a consignment of a food product labeled "Vanilla Extract." Samples of this shipment were procured and analyzed by the Bureau of Chemistry, United States Department of Agriculture, and as the findings of the analyst and report thereon indicated that the product was adulterated and misbranded in violation of the Food and Drugs Act of June 30, 1906, in that a substance, to wit, vanillin, had been mixed and packed with it so as to injuriously affect its quality and strength, and substituted in part for the genuine food product, and that the product was artificially colored in a manner to conceal its inferiority. The Blanke-Baer Co. plead guilty and was fined \$20.

### JUDGMENT No. 244—ADULTERATION AND MISBRANDING OF OLIVE OIL.

On or about May 5, 1909, Pasquale de Vivo shipped from New York City to Hoboken, N. J., a consignment of oil labeled as follows: "La Bella di Sorrento Brand Pasquale de Vivo Olive Oil." A sample from the above shipment was procured and analyzed in the Bureau of Chemistry, United States Department of Agriculture. As the findings of the analyst and the report made indicated that the product was adulterated and misbranded, because cottonseed oil was substituted in part for the olive oil and because said article was colored with a certain dye whereby its inferiority was concealed. The defendant plead guilty and was fined \$10.

### JUDGMENT No. 246—ADULTERATION AND MISBRANDING OF STRAWBERRY FLAVOR.

On or about June 3, 1909, Warner-Jenkinson Co. shipped from St. Louis, Mo., to Memphis, Tenn., a quantity of an article contained in bottles labeled "Strawberry Flavor. Artificial Color. Manufactured by Warner-Jenkinson Co., St. Louis, Mo." Samples from the above shipment were procured and analyzed in the Bureau of Chemistry, United States Department of Agriculture. As the findings of the analyst and report made indicated that the product was adulterated and misbranded because it was not a strawberry flavor, but an imitation of strawberry flavor made from alcohol, water, ethers and other chemicals, and that said substances were substituted wholly or in part for strawberry flavor. The defendant was fined \$20 and costs.

### JUDGMENT No. 247—ADULTERATION AND MISBRANDING OF OLIVE OIL.

On or about June 12, 1909, Maria Cristani, trading under the firm name of Cristani Importing Co., shipped from New York City to Boston, Mass., an article of food contained in a can labeled: "Olio Puro D'Oliva Garantito Torelli Brand Marca Registrata Pure Olive Oil," and on or about May 19, 1909, shipped from New York City to New London, Conn., a certain article of food contained in a can labeled: "Olio D'Oliva Sopraffino Lucca Brand Olive Oil," and on or about June 5, 1909, shipped from New York City to Boston, Mass., a certain article of food contained in a can labeled "Olio D'Oliva Sopraffino Lucca Brand Olive Oil." Samples from the above shipments were procured and analyzed in the Bureau of Chemistry, United States Department of Agriculture. As the findings of the analyst and reports made indicated that the above articles were adulterated and misbranded in that a large amount of cottonseed oil was substituted in part for olive oil. The defendant was fined \$100.

### JUDGMENT No. 250—MISBRANDING OF GLUTEN FLOUR AND GLUTEN FARINA.

On or about February 14, 1908, the Acme Mills Co., of Portland, Ore., shipped from Oregon to California a consignment of a food product labeled "Gluten Farina," and on or about November 20, 1908, said company shipped from Oregon to Washington a consignment of a food product known as "Gluten Flour." Samples from these shipments were procured and analyzed by the Bureau of Chemistry, United States Department of Agriculture, and as the findings of the analysts and reports thereon indicated that the products were misbranded in that they were branded in a manner calculated and intended to represent to intending purchasers that gluten was

the principal ingredient and constituent thereof, whereas in truth said food products contained but a very small percentage of nitrogenous matter and did not contain sufficient nitrogenous or glutinous properties to entitle them to the name gluten and did not contain more gluten than is found in ordinary whole wheat flour. Defendants entered a plea of guilty to each information and the court imposed upon it in each case a fine of \$25.

### JUDGMENT No. 252—ADULTERATION OF EVAPORATED EGGS.

On or about November 19, 1909, Armour & Co., Washington, D. C., offered for sale in the District of Columbia one barrel of a food product known as evaporated eggs. Analysis of samples of this product made in the Bureau of Chemistry, United States Department of Agriculture, showed it to be adulterated in that it was in a filthy, decomposed and putrid condition and unfit for human consumption and praying seizure, condemnation and forfeiture. The court ordered the goods destroyed.

### JUDGMENT No. 253—ADULTERATION OF SHELLED PEANUTS.

On or about December 13, 1909, the Vegetarian Meat Co., Washington, D. C., offered for sale in the District of Columbia ten bags of a food product known as shelled peanuts. Analysis of samples of this product made in the Bureau of Chemistry, United States Department of Agriculture, showed it to be adulterated because it was in a filthy condition and infested with worms and other animal matter and unfit for human consumption, and praying seizure, condemnation and forfeiture. The court ordered the stuff to be destroyed.

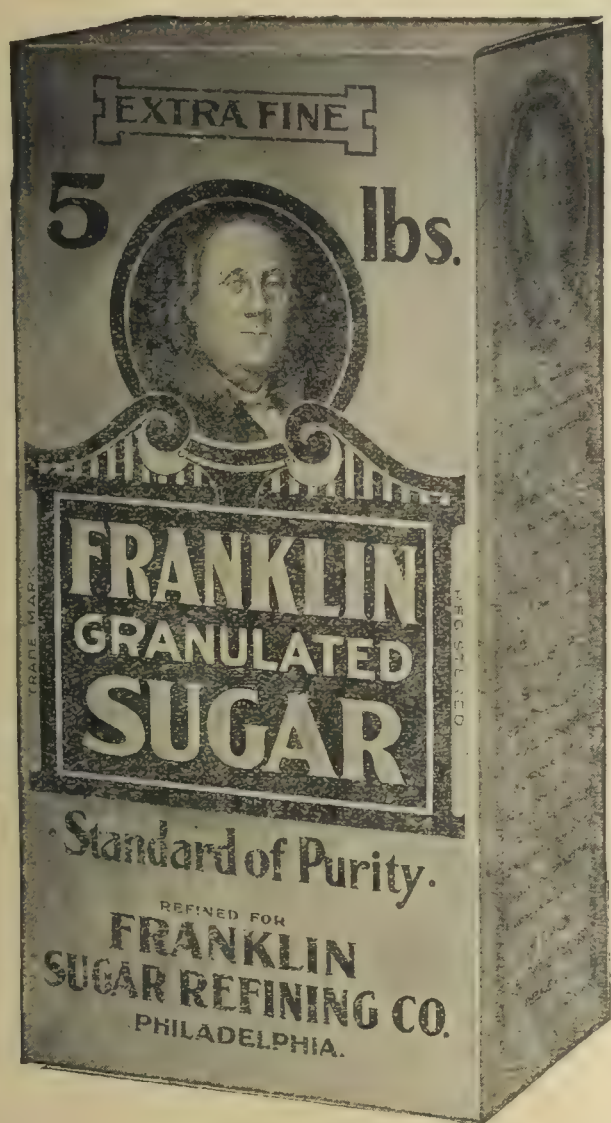
### JUDGMENT No. 255—ADULTERATION AND MISBRANDING OF EVAPORATED APPLES.

Sixty cases, more or less, of a food product labeled "Choice Evaporated Apples," were discovered by an inspector of the Bureau of Chemistry, United States Department of Agriculture, in the possession of the Pennsylvania Railroad Co. An analysis of samples of this product was made in the Bureau of Chemistry, United States Department of Agriculture, and it was shown to be adulterated and misbranded in that the said cases of apples, and each of them, were composed in part of a filthy and decomposed vegetable substance and were misbranded within the meaning of the act, in that they were labeled "Choice Evaporated Apples, 50 lbs., Michael Doyle & Co., Rochester, N. Y.," which statements were false, misleading and deceptive, in that the product was not composed of choice evaporated apples, but was in part a filthy and decomposed vegetable substance, and that they had been shipped by Michael Doyle & Co., Rochester, N. Y., from New York to the District of Columbia, and praying seizure, condemnation and forfeiture. The goods were reclaimed under bond.

### JUDGMENT No. 257—ADULTERATION OF HERRING.

On or about December 15, 1909, J. H. Crilly, Alexandria, Va., shipped from the State of Virginia to the District of Columbia 55 barrels of herring. Analysis of samples of this product made in the Bureau of Chemistry, United States Department of Agriculture, showed it to be adulterated, in that they were in a filthy putrid condition, infested with maggots and wholly unfit for human consumption. The owner did not defend and the goods were ordered destroyed.





PACKED ALSO IN 2-POUND CARTONS

## "Say Aye"

Suppose a chairman of a grocers' convention were to say: "All in favor of a plan to increase the retail profit on sugar say aye," would there be any noes?

And yet there are some grocers who neglect to take on **Franklin Carton Sugar**. Isn't that inconsistency for you?

You know every rule is supposed to have some exceptions, but we have never known of one to the rule that the grocer that once starts to sell **Franklin Carton Sugar** will always sell it.

As a matter of fact, wouldn't a man be pretty nearly crazy to go back to the old laborious unprofitable plan of digging sugar out of a barrel and giving away most of the profit in good measure, after he has escaped all of it by selling **Franklin Carton Sugar**?

*Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::*

**The Franklin Sugar Refining Co.**  
PHILADELPHIA, PENNA.

# Ready Now

¶ The best May catalogue we have gotten out in thirty-three years.

¶ It contains:—

¶ Sixteen pages of merchandise to meet the raging-furore in goods to retail at 25 cents.

¶ The first showing of the Fourth of July line that sets the pattern for all America.

¶ A "10-cent sale" that contains the right kind of "Window Leaders" to make your advertising resultful.

¶ Many pages of up-to-the-hour goods that meet the demand for "Something New."

¶ And all these "Specials" are in addition to the several hundred pages of regularly listed worthy merchandise in which we are specialists.

¶ We would enjoy sending you that book providing you are a merchant.

¶ Ask for No. H789.

## Butler Brothers

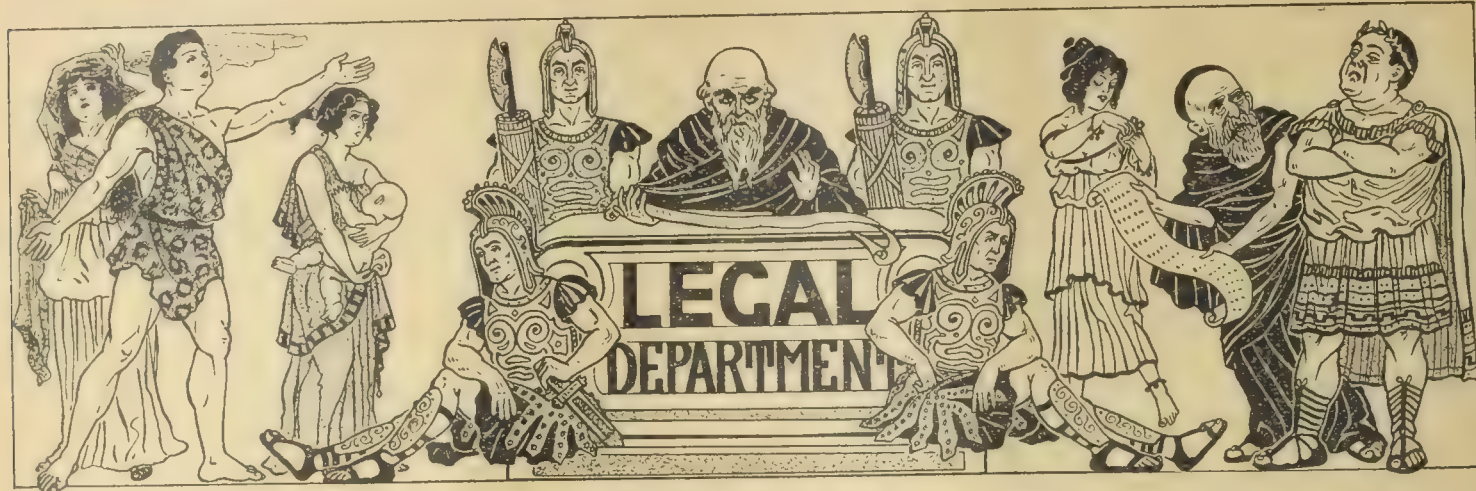
Exclusive Wholesalers of General Merchandise

New York · Chicago · St. Louis · Minneapolis

Sample Houses:

Baltimore, Cincinnati, Dallas, Kansas City, Seattle, San Francisco, Omaha





### XLVI.—How to Apply for a Patent and Something as to Patent Rights.

A correspondent suggests that one of these articles present some practical information as to the law of patents; what can be patented; something as to how a patent is applied for and what protection it affords. From some knowledge on the subject, I have reason to believe that a very large percentage of the smaller and least technical patents are applied for and obtained by merchants and artisans who in order to work with greater convenience in their own business devise some little device which they are finally persuaded to patent, often with great profit to themselves. The discussion of the subject, therefore, should not be without interest and value.

There is no rule requiring an applicant for a patent to employ an attorney, but it is usually much more practicable to do so, especially in cases where technical descriptions have to be filed. As a matter of fact, the drawings in such cases, and often the description of the invention, whatever it may be, absolutely need to be done by a patent draughtsman, if not by a patent attorney, as the ordinary layman wouldn't even know how to approach the task. At the same time, no set form is necessary, but the description needs simply to be clear and precise. In some cases I have known a layman of mechanical turn of mind to frame a description to satisfy the patent office, especially if the device is simple, but it can be safely laid down as a rule that the aid of an attorney or a draughtsman will always be found more satisfactory.

A patent will be granted, to use the language of the law itself, for "any new and useful art, machine, manufacture or composition of matter or improvement thereon, or for a new or original

design." In other words, anything within these classes which has not before existed or been known. It must be an actual invention, however, rather than a mere mechanical novelty or an exhibition of mechanical skill. Neither will the result of a process be patented, but only the chemical or mechanical means by which it is produced.

A patent will be granted for a recipe or chemical process, provided it is new and embodies real invention. In the past an enormous number of recipes have been patented, but the wisest inventors of such things do not now patent them at all. The risk is too great. There have always been leaks in the Patent Office, and many times the description of the process has escaped. If it was especially valuable, the history of patent litigation shows that there was always somebody to seize and use it, plunging the original patentee into tedious and enormously expensive litigation, in which all the shrewd resources of the best patent lawyers were used against him. The unlawful use of his invention meanwhile going on in several parts of the country at once. Literally hundreds of inventors of recipes or chemical processes have been robbed of the fruits of their labor in this fashion, and for this reason inventions of this sort are now very rarely patented. The inventors keep them secretly locked in their own breasts.

Another reason for keeping clear of the Patent Office with inventions of this class is that even if it can be kept from leaking for the life of the patent—seventeen years—it then expires and becomes public property.

Making a little clearer the expression "life of a patent," a patent is granted for seventeen years

and will not be renewed unless the original patent was in some way defective.

No man will be granted a patent on anything, however valuable, which has been in use more than two years from the date of his application. This rule works out sometimes to great hardship. A client came to me several months ago with an improvement to the sewing machine, which he had labored over for a long time, and which would have partly revolutionized the industry and brought him in large sums of money. Before putting him to the expense of a patent application, I made some investigation, and found that one of the large sewing machine companies had been using the device for more than two years, though no patent had been applied for on it. I was compelled to advise the client that his application would inevitably result in failure, and his long months of toil were therefore practically wasted.

Neither will a patent be granted for an invention which the inventor has abandoned to public use; that is, permitted whoever wanted to use it, and this is so whether the permission to use it is given in so many words or by implication, and whether it is given before or after the application for patent is made.

Now, as to the actual application. It is always preferable to have a search made of the Patent Office records, in advance of the application, in order to learn, as near as can be, whether the idea has been patented before. Ordinarily such a search can be obtained for \$5, and while it does not furnish an infallible forecast, it at least throws some light on the path ahead.

If the search appears to show that no patent has been granted

on this particular idea, the application is filed. With it must be sent the first fee of \$15, which, incidentally, is not returned if the patent is refused.

The application for a patent consists first of a petition addressed to the Commissioner of Patents; second, of a specification or description of the idea on which patent is desired; third, a claim, and fourth an oath. The petition is formal, and simply prays that patent be granted. The specification or description is a clear, precise explanation or analysis of the idea, and must be accompanied, whenever the circumstances will allow it, by drawings or a working model. The test of the sufficiency of drawings and description is that they must be sufficiently clear and complete to teach any person skilled in the particular business to work the process described. If the idea is a chemical process, the ingredients, proportions, manner of compounding, etc., must be given in full. The claim is simply an averment that the applicant—or the applicant's assignor, if there has been an assignment—has made the invention. The scope of the patent is measured by the claim; no more will be granted than is claimed. The oath is simply a detailed averment of the truth of all statements made.

If the application is in proper form the Patent Office takes it under consideration, and in due time either rejects or allows it. If it is refused an appeal lies to the Commissioner of Patents. If it is allowed, the applicant receives notice to this effect, and this is the time the final fee must be paid. The patent will not be issued until this is done. The final fee is \$20, which makes the total cost of the grant \$35 to the Government. Barring some small expenses for notary's fees, preliminary search, etc., this constitutes the entire expense outside of attorney's fees. What an attorney would charge cannot even be approximated; it depends wholly on the circumstances of each case.

During the interval between the date an application is filed and the date when the Patent Office acts on it, the applicant is permitted to protect himself if his device is actually on the market,



by labeling it "Patent Applied For." This the law holds notice to the world that the matter is under consideration by the Patent Office.

A patent can be assigned either before being granted—when it is in the application stage, in which case the patent, if granted, will issue to the assignee—or afterward. Or the patentee can hold it in his own name and merely issue licenses to others to operate under it. If while an application is under way through the Patent Office it is discovered that somebody else has either patented it before, or has a better right, through priority of use, to patent it now, the Patent Office declares what is called an "interference," and the parties fight it out among themselves.

The remedy of the holder of a patent against an infringer is twofold. If he has a case he can obtain an injunction against him, and can also obtain an accounting of all profits made from the infringing article. It is an extremely vital point of patent infringement that the man who uses or sells an article that infringes upon another, although he is in complete ignorance of the fact, is equally liable to the holder of the patent with him who made the infringement knowingly. Not long ago, for illustration, a Western retail dealer who had innocently bought a patent scale from the manufacturer was sued by another manufacturer who claimed that the scale infringed upon his patented device. The retailer lost his case and was compelled to give up his scale and pay damages. He afterward, I believe, got satisfaction from the manufacturer who sold him the scale, but was put to much bother and trouble.

(Copyright, April, 1910, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do

so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### Elgin Butter Board's Part in Fixing Butter Values.

Apropos of Report that Senate Committee Will Investigate It, Some Information is Given as to How Elgin and Other Butter Boards Operate.

The statement made in last week's Washington correspondence that the Senate Investigating Committee intended to look into the operations of the Elgin Butter Board has aroused the interest of the entire trade. The Elgin Board has been repeatedly charged with manipulating butter quotations for the entire country, and for being particularly responsible for a drop of 6 cents per pound last January, when the investigations began to point toward butter.

A little information as to the methods of the Elgin Butter Board, and their results, will be timely. The Board is very similar to other Butter Boards or Produce Exchanges, which meet regularly in all the large markets of the country. Outside of Elgin, the important Boards are at Philadelphia, New York and Chicago. All these Boards but that at Elgin meet every day; the Elgin Board meets every Monday. At the meetings practically the same method of fixing the quotations is adopted—goods are bought and sold by the members, and the figures paid, as revealing the supply and demand, furnish the foundation of the quotations which are adopted for the current day's or week's business. The quotation does not always follow the values established by the sales, however, for they are now and again manipulated for speculative purposes. This practice is not fairly chargeable to the Elgin Board alone, however, for it has been done to a greater or less extent by every Butter Board in the country.

In the past, however, the Elgin Board has been the most notorious manipulator of quotations, and for this reason it has lost much of the influence which it formerly had. Being in the heart of an important butter district, the Elgin Board has had a very large prestige, but has very little at the

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

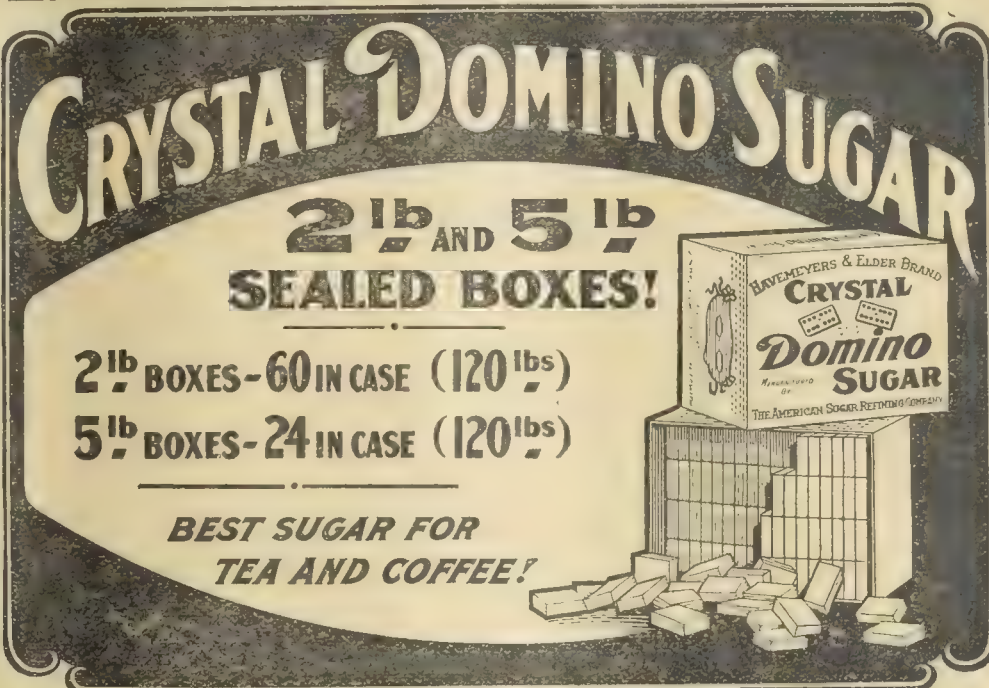
We guarantee this plan to sell *Skipper Sardines*. Isn't that worth investigating?

### Angus Watson & Company

SOLE PROPRIETORS "*Skipper*" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



**CRYSTAL DOMINO SUGAR**

**2 lb AND 5 lb SEALED BOXES!**

**2 lb BOXES-60 IN CASE (120 lbs)**  
**5 lb BOXES-24 IN CASE (120 lbs)**

**BEST SUGAR FOR TEA AND COFFEE!**

## Sell These Now!

More than ever now **Rumford's Baking Powder** and **Rumford's Yeast Powder** are the powders to sell in Pennsylvania to-

day, to say nothing of other States. Not once has any Legislature or Pure Food Department ever sought to interfere with them; nor can they, for they contain nothing but pure healthful phosphates, starch and soda.

As leaveners they are unsurpassed, as selling propositions they are steady and

profitable; and as legal food products there has never been any question about them and never will.

**Rumford Chemical Works**  
**PROVIDENCE, RHODE ISLAND**





present writing. It should be said that most of the members of the Elgin Board are creamery men, and most of the members of the other Boards are wholesale butter and egg men.

The quotations adopted by the various Butter Boards, after the manner described above, are practically official in various sections of the country. Some sections use the New York quotations, some the Chicago, and still others the Elgin. Their chief use is in fixing what the farmer shall be paid for his milk, he being settled with on the basis of the butter quotations in use in that section. The quotations also supply a standard for the sale of butter, but, rather curiously, they are almost never literally followed. What is meant by that is this: In spite of the Exchange quotation, supply and demand frequently force the market above it. For instance, on last Tuesday the Philadelphia Board quotation for fine butter was 34 cents and the New York Board quotation 33 cents. In spite of this it was impossible to buy fine butter within a cent or two of those figures.

The leading spirits in the various Butter Boards deny that in any sense they control the market prices of butter, but state that the dominant factor is always supply and demand, and that their quotations merely supply a settling basis and a standard.

#### What a Massachusetts Official Thinks of Package Foods.

The Massachusetts Commissioner of Weights and Measures, Mr. Palmer, has just made a statement regarding the high cost of food. He says that sliced bacon, for which there is a large sale in jars at 60 cents per pound, can be purchased in bulk at 25 cents to 30 cents; rolled oats in packages are 7½ cents per pound and in bulk 3½ cents; cornmeal in packages 5½ cents, in bulk 2½ cents. Mr. Palmer states that rice partly cooked and sold in packages found plenty of buyers at 31½ cents a pound, while uncooked rice sold in bulk was obtainable at 8 cents per pound.

Charleston peas are coming forward in good quantities and ranging from \$2 to \$2.50. The quality is not especially good and the demand only fair.

## National Secretary Green Reports Things Moving in Many Lines

**Change Needed to Protect Freight Shipper. What the "American Grocers' Association" Is. Labor Unions Coming Out for Reduced Oleo Tax. Parcels Post Bill Likely to Pass. Another View of Limited Prices.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

April 14, 1910.

I have received the following from T. James Fernley, secretary-treasurer Affiliated Presidents and Secretaries of Commercial and Trade Organizations:—

In your interest, it is felt desirable that the clause in Administration Bill, Senate 5,105, introduced by Hon. Stephen B. Elkins, West Virginia, should not become a law in its present form, viz:—

"Upon request common carrier shall furnish written statements of rates applicable to a described shipment to any person. Penalty for violation, \$250."

The clause to which objection has been made by the shippers of the country provides that if a transportation company quotes a rate to a shipper which is incorrect and the shipper suffers a loss by reason of the incorrect quotation, the carrier is liable to a fine of \$250 for such offense, same being payable to the Government.

This does not in any way provide for reimbursing the shipper for possible loss due to his having made a contract based upon the rate quoted by the carrier, verbally or in writing.

Several instances have come to our notice where a carrier has quoted a rate in good faith to a shipper, who in turn made a contract based upon this rate in good faith, and after contracts had been made that the rates quoted were erroneous—the carriers presenting a supplemental bill for the difference between the rate quoted and the actual rate on file with the Interstate Commerce Commission, which the shipper was compelled to pay as he had no recourse under the common law for any loss sustained by him as a result of the said erroneous quotations.

This is a most important matter and if the law passes in the present form every shipper throughout the country will be forced to undergo a loss where an error is made by the carrier in quoting a rate and no recourse is provided, the only penalty being a fine of \$50 on the carrier, payable to the Government.

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Mr. Charles Thorpe, secretary of the New York State Retail Grocers' Association, describes, in a letter to me, the new scheme of the "American Grocers' Association" which has recently made its appearance in New York City:—

The firm name of "American Grocers' Association" was concocted in the brain of two promoters who had a scheme of placing orders with certain manufacturers, under a trade mark, receiving a special discount. In order to create a demand for goods they conceived the idea of

getting the grocers to subscribe and offered a certain amount of stock free on the condition that the grocers push this brand in preference to any other. I understand that if they are able to carry the project out the goods will be marketed under the brand of A. G. A. As far as I have been able to make out, the only returns to the grocers would be dividends on the stock, which might mean anything or nothing.

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The following resolution has been adopted by the Trades and Labor Council of Piqua, Ohio, recommending the reduction of the tax on oleomargarine, calling upon their representatives in Congress to use their influence in having this tax abated. The following is the resolution adopted:

Whereas, The present oleomargarine laws inflict upon the people of these United States a most unjust tax, and the passage of such laws is against the principles and the rights given to us under our constitution; and

Whereas, This unrighteous tax is oppressive and a burden to the mass of the people; and

Whereas, We consider this law most iniquitous and constitutes, in our opinion, a species of vicious class legislation; and

Whereas, We consider oleomargarine to be as proper, healthful and wholesome as butter; be it

Resolved, That we, Trades and Labor Council, do hereby appeal to our Representatives and Senators in Congress assembled at Washington to right this wrong and to lend their aid and support to the House Bill No. 13,842, recently introduced by Congressman Burleson, of Texas, affecting oleomargarine, and ask their assistance in aid of any like measures, that affect favorably the reduction of the present oppressive tax, which prevents its sale to the consumer at a reasonable price.

And be it further

Resolved, That the secretary and president of this body be and hereby are authorized and directed to certify these proceedings to the State organization, of which this is a part.

(Signed) T. F. AKER,  
President.

FRANK GRIMSHAW,  
Recording Secretary.

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I am just in receipt of a letter from Washington, the subject of which calls for immediate attention of all the retailers of the United States.

The House Committee on Post Offices and Post Roads will give a hearing on parcels post matters on Monday, April 25th. I assume that you wish to be present with a committee. I would advise that you use every means to inform your members that there is danger of an experi-

mental parcels post bill being passed by the House.

There has been a large number of bills presented to Congress, these bills calling for a rural parcels post. This measure on its face appears innocent and to a certain extent feasible in operation. All the farmers' papers demand it, as well as magazines, large dailies and a good many farmers' organizations. It will be extremely hard to defeat, because it is claimed by magazines that it will wipe out the postal deficit.

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A letter from Ellis Howland on "The Limit in Price" is worth more than passing notice.

Mr. Howland contends that if the manufacturer does not place a price on his product that competition will put a limit on the price when it has been forced lower than the cost of the article and when it has ceased to return a profit to anyone who is handling it. The following is a paragraph from the article referred to:—

Mr. A.—Well, here's the way it works. You can't get away from a limited price. If you break down C's scheme, instead of the limited price being \$5 a case, as it is now, bring you a profit of 50 cents a case, suppose you sell the goods at \$4.90? That's your new limit, and I, as your competitor, must meet it. Possibly you go one better. Suppose I meet you? Then you can cut to \$4.80. Or suppose I make it \$4.75 to beat you. Then you come back at me with \$4.50 and there we stick again, for that IS the limit. It's just what the goods cost us and we can't get beyond that. Don't you see that we have always got a LIMIT, against which we are bound to strike, and when we do meet it, we find ourselves selling goods at cost and no better off in the game of competition than we were before. And, besides, we can no longer make 50 cents a case.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

#### Memphis (Tenn.) Jobbers Will Support Specialty Manufacturers.

The following resolutions were adopted by the Memphis Wholesale Grocers' Association on the 7th:—

Whereas, The wholesale grocers of Memphis have been put to much trouble and annoyance, as well as suffering a financial loss in handling specialty orders; and

Whereas, The American Specialty Manufacturers' Association have undertaken to stamp out and correct the existing evil caused by specialty salesmen, selling for the manufacturers, turning in orders not taken in good faith and misrepresenting such orders to both the jobber and retailer by having a stamp on these orders which is to protect the retailers, jobbers and manufacturers against fictitious orders, and the annoyance and loss which these orders cause; be it

Resolved, That this association recommends to its members that they promptly execute all acceptable orders and return to the manufacturers all orders not acceptable that bear the stamp of the American Specialty Manufacturers' Association.



## The New "Crown" Porcelain Lined Cap for Mason Jars



The demand for a better made and finished Porcelain Lined Cap for the Mason Jar has been met in the new "CROWN" Cap.

Made of Best Grade Zinc, Highly Polished.

The Porcelain Lining Securely Fastened.

The edges are smooth and turned over, thus overcoming the objectionable feature of the sharp, rough edges of the regular P. L. Caps.

WRITE FOR PRICES

**FISHER, BRUCE & CO.**

Importers and Wholesalers of China, Crockery, Lamps and Glassware

221 Market Street, Philadelphia

YOU CAN GET

## Bitter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.

## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

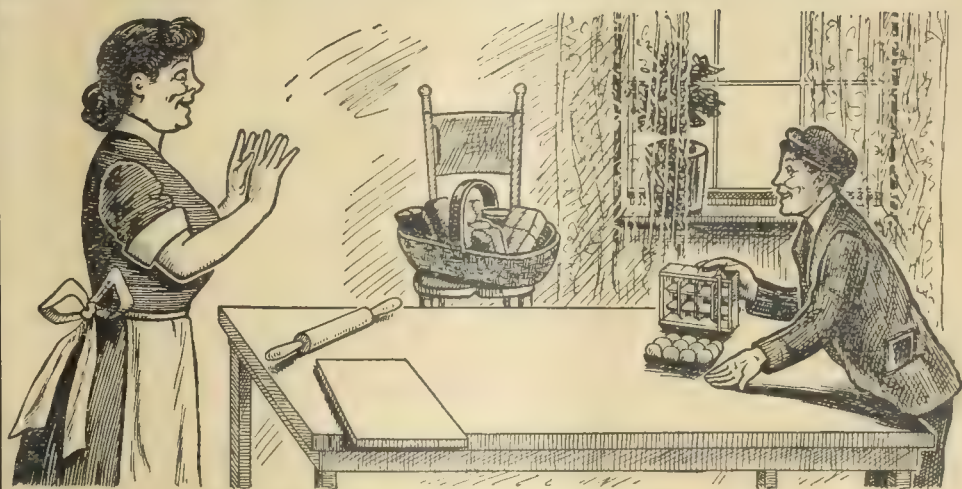
CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

**R. E. TONGUE & BROS.**

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

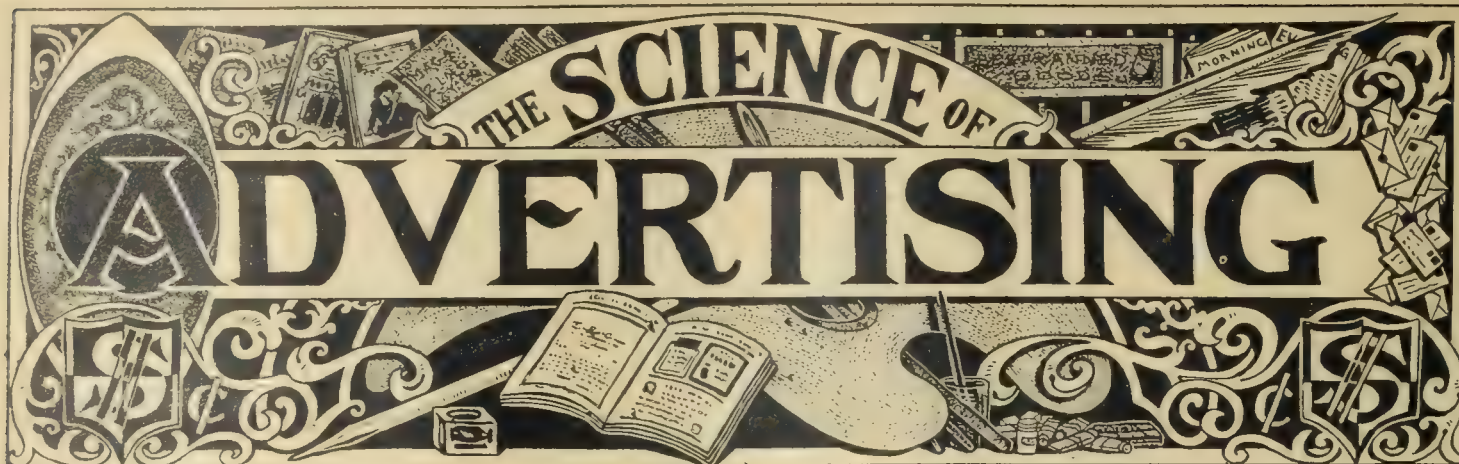


PLEASE YOUR CUSTOMERS AND  
SAVE MONEY BY USING  
STAR EGG CARRIERS AND TRAYS

You'll please your customers because you'll deliver twelve perfect whole eggs to the dozen and that's what they want. You'll save money by preventing breakage and also save time in handling; it only takes 9 seconds to put a dozen eggs into a Star Egg Carrier and one second to get them out. Write for our booklet "No Broken Eggs," because it shows you how Star Egg Carriers and Trays will save you money. In fact, you're wasting a cent per dozen profit on eggs that we can show you how to pocket.

Star Egg Carrier and Tray Manufacturing Company  
ROCHESTER, N. Y.





Patterson, N. J., March 30, 1910.  
Editor Science of Advertising.

Dear Sir:—Enclosed please find advertisement for criticism.

Respectfully yours,  
GUSTAVE F. GRUTERS,  
Per M. G. B.

Mr. Gruters sends five advertisements, all about six inches double column. I can't reproduce them all, but have selected what I consider the best two and here present them, somewhat reduced:

There are several things I would change about these advertisements. The border may be unique, but it is hideously ugly in my judgment. There are so many borders that it would probably have been easy to get one both distinctive and ornamental. Another thing—I notice something in one of these advertisements which leads me to believe that Mr. Gruters no longer uses

the bottom are too large and the type used for the real meat of the advertisement too small. If Mr. Gruters thinks it is possible that his name and address can draw more trade than his advertisement, then it is all right to give the name the greater prominence, but not otherwise. I should cut it down to very small type and use the new room for larger body type; the type used now is about

thing can be, other things being equal, to produce results. The typographical end of his advertising is the weakest part, and it ought to be brushed up. I should cut out the wagon cut, if it is really no longer a feature of the business, or at least get a better cut. The present one is inexcusably poor. Then I should cut down the space given to the name and address, and set the body in larger type.

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Please let me have more matter.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Florida beans are quoted at \$2.25 to \$3 per basket. The demand is fair.

#### A Plea for the Delivery Horse.

Notwithstanding the great assertions that have been advanced since the days of the first locomotive that the horseless age was fast approaching, the horse is still king. The demand for better horses is constantly increasing, and while there are more horses to-day than ever before, the demand is constantly growing also. Man is continually bumping up against the fact that there are times when if it were not for the horse business would be entirely suspended.

Take, for instance, the late snow blizzard which visited Philadelphia. The steam cars, trolley cars and automobiles were unable to move, but man's faithful friend, the horse, enabled him to deliver the milk, groceries and coal.

The average price of the horse to-day is over 100 per cent. greater than it was ten years ago. The total valuation of horses in the United States at this date is nearly \$3,000,000,000 (three billion dollars), and the number and value of horses at the same time is still increasing.

You can buy an automobile almost anywhere, and you can duplicate it, if you want to, but if you want a pair of good horses for your business or a high-class delivery horse, just go out and try to find one, and you can soon learn what the demand for good horses is.

There is nothing so attractive as a high classed horse, well harnessed and hitched to a good wagon with a well groomed driver on the seat. They attract more attention to-day in London, Paris and New York or any of the large cities than any other device ever invented.

One of the largest stores in the city of Philadelphia at the present time is getting out new wagons and new harness and of a higher grade than they have ever used before, simply because they are better and attract more attention than anything they can get. Later they will be seen on street.

So, grocery man friend, you don't need to be afraid to buy a horse and delivery wagon, for they will be here for many years to come.

I sell the same quality of goods as when I ran this wagon.  
The Paterson House of Sunbeam Goods.

Sunbeam Sweet Corn.	Sunbeam E. June Peas.	Sunbeam Garden Spinach.	Sunbeam Asparagus.	Sunbeam Pumpkin.
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**SUNBEAM SALAD DRESSING.**

You are aware of the trouble to prepare salad dressing; the time it takes, the different ingredients, the number of dishes washed after preparing, and last, the bother. With Sunbeam Salad Dressing all this is avoided. You have a dressing that is always ready, at moderate cost. When company arrives you call us up and we will send you tomatoes, lettuce, and/or, in fact, any salad that is in season. You having the Sunbeam Dressing on hand, are not put to a disadvantage, but instead are ready for any caller who might stay for lunch or dinner.

Sunbeam Succotash.	Sunbeam Lobster.	Sunbeam Lima Beans.	Sunbeam Salmon.	Sunbeam Wax Beans.	Sunbeam Ketchup.
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Sunbeam Tomatoes.	Sunbeam Maple Syrup.	Sunbeam Cherries.	Sunbeam Peaches.	Sunbeam Apricots.
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The choicest and freshest fruits and vegetables canned.

**GUSTAVE F. GRUTERS,**  
SQUARE DEAL MERCHANT,  
316 PARK AVENUE.  
Bell Tel. 2209. Sub. Tel. 187-Y

The very slight greenish tinge in the color of Lenor's Sublime Virgin Olive Oil shows the prime quality of Olives it is obtained from. 85c per quart.

Just received some of those Choice Hothouse Grapes. They are especially fine and weigh about 1 1/4 lbs to the bunch. \$1 per pound.

Don't miss our fine Grapo Fruit. They are not extra large, but are very juicy and have few seeds. 8 for 25c.

If you are dissatisfied with the quality of oranges you have been getting you will make no mistake in trying the Deerfield Brand of Oranges, which are fine, juicy, thin skin, sweet Florida Oranges. 25c, 40c, 45c and 55c per dozen.

Just received some of the Famous King of Siam Oranges, 75c per dozen.

**Gustave F. Gruters,**  
Square Deal Merchant,  
316 Park Avenue.  
Bell Tel. 2209. Sub. Tel. 187-Y

The paper that publishes these advertisements must be a very poorly printed publication, if Mr. Gruters' advertisements can be taken as a sample. The press-work is exceedingly poor, the paper cheap and the whole effect very unimpressive. It would be a very good thing for a great many newspapers if a committee of their influential advertisers were to insist that they make their sheets more presentable. Such things have a direct and very vital effect upon advertising results.

the wagon he shows in his advertisements. If this is so it is hardly worth the space, particularly since the cut is so outrageously poor and looks so blurred. It is unduly expensive to give one-third of the whole space to a bad picture of something that isn't even used in the business, and which I assume has not been adopted as any sort of trade-mark.

\*\*\*

In the advertisement beginning "The very slight greenish tinge" the name and address at

the smallest a newspaper uses and should never go in an advertisement of this size except as a footnote or something like that. The type arrangement in the other advertisement I consider equally poor. There is no advertising value in stringing the names of things around in an advertisement like this.

\*\*\*

Mr. Gruters knows how to write good advertising, however—he has that chatty intimate style which is as certain as any-



# *The Hamilton Corporation,*

*Charles E. Barker and E. Hamilton Barker*

GENERAL MANAGERS

*Guaranteed Resources \$1,000,000.00*

*Executive Offices: 29-35 West 32<sup>nd</sup> Street,  
New York,*

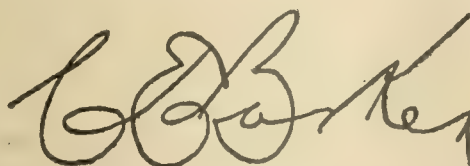
April 18, 1910.

Grocers;-

YOU ARE THE GREATEST ADVERTISING MEDIUM IN THE  
WORLD. We have a plan whereby manufacturers must recognize this  
advertising value of yours and will pay you for it. We want  
you to know what our proposition is and as soon as we hear  
from you, we will tell you - you write us with the understanding  
that you can't spend a penny with us even if you want to. We  
simply want your opinion of a plan which we believe will mater-  
ially increase your profits on staple goods. Write NOW.

Very truly yours,

THE HAMILTON CORPORATION,



General Manager.



# THE STROLLER'S COLUMN



## The Man Who Loves His Horse.

While I was standing at the corner of Eleventh and Walnut streets, in Philadelphia, the other day I saw a little thing that I ain't been able to forget.

The delivery wagon of a fellow I've sold goods to for years came down the street. I didn't know the driver. Just as he got opposite me he stopped the team and peered around at the horse's feet.

"Well I'll be darned!" he said and got out. Then I saw what he had been looking at. When he had stopped the wagon at the last place he had anchored the horse to the pavement with one of these strap weights some people use—you know what I mean—and had jumped in the wagon and drove off without taking it off. The poor beast had been traveling from Heaven knows where with handcuffs on.

The driver seemed real cut up about it.

"Why, old man, I didn't know you had that on," he said while he unhooked it. And then he patted the horse and jollied it along like it was his best friend.

It worked on me quite a bit. You see a lot of fellows who wouldn't think much of the horse in a case like that. They'd even cuss the poor animal for not telling 'em about it. This driver was plumb sorry and he showed it.

The next day I had to go in the store of this very grocer and I told him about it.

"That's Billy all over," he said. "He's the kindest man I ever knew. He's like that with everything and everybody. He probably worried about that for hours."

Just then the driver came through the store. The grocer called him over and gave him the great honor of a knock-down to me. Then he told him about the horse business.

"Did you see that?" said the

driver to me. "say, wasn't that a mean shame? Why, poor Bess had lugged that weight for fifteen squares! I was never so sorry for anything in my life. It shows how dumb I was to let her do it."

This wasn't a bit put on. That fellow was really troubled to think he had worried a poor dumb beast.

After he had gone I said:—

"How long has that man worked for you?"

"Going on eight years."

"Is he a good man?" I asked.

"Billy's the best ever," he said.

"He hasn't got all the brains in the world, but he's a fellow you can depend on morning, noon and night. He's always pleasant and accommodating and he'll work his legs off for anybody. I tell you it's unusual when a customer makes it a point to come up and tell you she likes a driver. It's usually a case of kick at something. But a whole lot of people have done that with Billy."

Now, brethren, here comes the point:—

I've never known a fellow who was kind to his horse who wasn't more or less the same way. Not always as much as Billy, maybe, but to some extent.

And I've never known a fellow who beat and cussed his horse who wasn't low down mean in some things, at least, and usually in most things.

Of course some horses have to be cussed and a few have to be beat. I know that. They're all round devils, and if you're kind to 'em they'll bite your ear off. I ain't talking about that kind of a horse. I mean the usual kind—the horse that'll work all day and all night—till he drops—and that perk up at a kind word like an overworked slavey.

The man that abuses a horse like that is a dog and a criminal, and I don't want anything to do

with him. He ain't sound. There's something rotten bad about him, and I don't want to work for him or have him work for me.

You see, the horse is everybody's goat. A dog loafs about all day, eating most of the time and doing mostly as he likes. A cat has the greatest cinch on earth—eats and sleeps all day and visits all night. But the horse works—works—works—and only eats so he can work more. He has no pleasure—he sees no fun; he don't even get to a moving picture show once a week.

To rub it into a beast like that, by gravy, is filling the cup full and then some. The man who can do it has a cobble stone where his heart ought to be. He ain't a man; he can't be a good employee to save his soul, and never once in ten thousand times is he a straight and decent merchant.

THE STROLLER.

## A Plan to Investigate Mail Order Houses.

The following resolution has been introduced in Congress, but it is scarcely believed that anything will come of it:—

Whereas, Certain concerns called "mail order houses," which concerns operate by sending to families

throughout the country catalogues issued by them and wherein groceries and dry goods are listed at prices which on the surface appear to be below the prices asked for the same goods by retailers, but which are really inferior articles sold at unfair prices to the consumer, are, by inveigling the consuming public of the country to pay these unfair prices for inferior goods, increasing the cost of living of the consuming public; therefore be it

Resolved, That the special subcommittee of the District of Columbia Committee of the House of Representatives be instructed to consider the part played by these catalogue houses, and, if their share of the responsibility be determined, to embody in their report to the House of Representatives ways and means of counteracting the evil.

## March Failures Compare Well With 1909.

Show Decrease Both in Grocery and General Store Lines. Figures for First Quarter.

During the month of March there were fewer grocery and general store failures than in March of 1909, by thirty in the former class and forty-seven in the latter.

The figures for both classes are as follows:—

Grocery Failures—March, 1910, 182; liabilities, \$1,233,984; March, 1909, 212; liabilities, \$711,045.

General Store Failures—March, 1910, 109; liabilities, \$801,553; March, 1909, 156; liabilities, \$1,036,489.

The figures for the first quarter of 1910 show fewer general store failures and very slightly more grocery failures than in the same quarter of 1909. The figures follow:—

General Stores—First quarter, 1910, 431; liabilities, \$3,290,475; ditto, 1909, 561; liabilities, \$4,258,571.

Grocery Stores—First quarter, 1910, 640; liabilities, \$3,300,194; ditto, 1909, 636; liabilities, \$2,369,228.

**WANTED—A tea and coffee buyer who can furnish first-class reference as to character and ability. Only high-class men need apply.**

**ACME TEA COMPANY,  
4th & Willow Sts., Phila.**



## Here's One Exception

When you go on about cereals paying nothing, don't forget that they're not all that way. Our **Gluten Cereal** pays about 40%. Don't jump at the conclusion that it must be a pretty poor cereal to pay that much—we probably take more care and pains with **Gluten Cereal** than any other manufacturer in the country.

A rich, satisfactory food that stays in people's affections.

**A. C. Godshall & Co.**  
Incorporated  
LANSDALE, PA.

## Gates Ruby Prunes

Finest quality obtainable, 25-pound boxes.

40-50s, 8¼ 50-60s, 7⅞

## Evaporated Peaches

25-pound boxes, new, bright fruit, from a car just arrived, at prices below all others.

Ex. Fancy Muirs, 7½  
Jumbo Yellows, 8¾  
Jumbo Muirs, 9½

**REEVES, PARVIN & CO., Philadelphia**  
RIVER FRONT STORES

## Grocery and Specialty Salesmen

If you cover any portion of the States of Pennsylvania, New Jersey or New York, you can carry a well-paying side line that will not interfere in any way with your present work.

Write for particulars.

The Grocery World, 927 Arch St., Philadelphia

## The "Premium" Brand on Ham



WE must make EVERY ham that bears "SWIFT'S PREMIUM" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

**SWIFT'S PREMIUM HAMS** are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

**PREMIUM HAMS** we keep well advertised, and that makes it easy for you to sell them.

Swift & Company, U. S. A.



## At the End of the Year

You're not looking for merchandise that sells a hundred packages in four days and none after that. Every merchant wants goods that sell *regularly and steadily* all the year round.

If you put **Wheatena** in stock it won't jump into a phenomenal sale at once. But it will never lose what it gains, and at the end of the year will be doing all it did at the beginning, and probably more.

The tender kernels of selected wheat.

**THE WHEATENA CO., Rahway, N. J.**

## FOR \$4.50

we will furnish you 5000 White Original Sheets with your business card printed on each, and 5000 Yellow Duplicate sheets printed, 100 sheets best carbon paper, and 2 Patent Leather Covers.

For sample sheets and prices of Duplicate Salesbooks in larger quantities, write

**E. C. Fell Manufacturing Company**  
Duplicate and Triplicate Salesbooks

1112-1114 SANSOM STREET :: PHILADELPHIA



## Be Selfish Here

In deciding what breakfast food to feature, you have a right to be selfish. Look at the thing from your own standpoint. Which manufacturer sticks closest to the retail dealer? If you find such a manufacturer and find that his goods are all right, isn't it good business for you to patronize him?

We claim to be such a manufacturer and to have, in **Egg-O-See** and **E-C Corn Flakes**, just such products. In everything we have done we have had an eye on the retailer. To toady to him? Not for worlds, but simply to make him want to sell our goods.

We have two cereal products that cannot possibly be surpassed.

## United Cereal Mills, Ltd.

Quincy Chicago Buffalo



# THE GROCERY MARKETS

## Tea.

The tea market is dull. There is an every-day demand, but for actual wants only. Not a single buyer seems disposed to anticipate his wants in the slightest degree. In spite of this the market is well maintained, and desirable grades are steady. The selling basis, however is comparatively low, meaning that holders are willing to sell on a small margin of profit in order to keep business moving.

## Coffee.

The coffee market is dull. The demand is but very moderate. Santos grades, however, are firmly held and conservative holders believe they will continue to be, if indeed they do not show a slight advance between this and the time new coffees begin to come forward, around July 1st. Some of the valorization Santos held by the Brazilian Government was sold during the week, and contrary to expectations, brought good prices. This is taken to mean a firm market for the next few months. Rio is unchanged and dull. Mild coffees are steadily maintained, but dull. Java and Mocha quiet and unchanged.

## Sugar.

The raw sugar market has weakened during the week and sales have been made at a slight decline. Even at the decline, however, the price of raw sugar in Europe is extremely high, as compared with the price of refined sugar. Refined sugar shows no change during the week, but all refiners have gotten down to a basis of 5.15 cents for granulated. The demand is moderate.

## Syrup and Molasses.

As reported more in detail in another column, glucose declined 10 points and compound 1 cent per gallon. The decline was due to a drop in the price of corn. Compound syrup is at present in light demand. Sugar syrup is wanted at full prices. Molasses dull at ruling prices.

## Fish.

Mackerel is unchanged and in fair demand, small sizes being relatively firmer and higher. Cod, hake and haddock dull at ruling prices. Salmon firm and

in light demand. Imported sardines very quiet and unchanged. Domestic sardines steadily maintained on the basis of the last quotation; demand light. Some few packers have named a price on futures of \$2.75 for quarter oils f. o. b., which other packers claim is too low.

## Canned Goods.

Tomatoes are weak, and sales of so-called standards have been made during the week at 57½ cents at the factory. Goods that were without doubt acceptable standards have freely sold at 60 cents factory. There seems to be no chance of much improvement in spot tomatoes for the balance of the season. Future tomatoes are dull and unchanged. Spot corn is moderately active at unchanged prices. Future corn still offered and still selling, but in a very small way now. Prices are unchanged. Apples are perhaps a trifle firmer than they were, perhaps 5 to 10 cents per dozen for New York State gallons, due chiefly to the oncoming of the season of large consumption. Eastern peaches are dull and unchanged. Spot peas are wanted if low-priced, but the supply seems to be comparatively small. Future peas are dull. California canned goods are dull throughout the whole list, and prices show no change. There has been no general naming of future prices as yet. Small Maryland canned goods are unchanged, with some small activity.

## Dried Fruits.

Prunes are dull, in spite of declines in secondary markets amounting locally to ¼ cent. This is due to the approaching cold storage season and the season of dull consumption as well. The coast market is unchanged. Peaches are in fair demand at unchanged prices. Apricots are dull. The supply, though not large, seems ample for the demand, and the fact that new cots will be ready for shipment in July is tending to weaken the market. Raisins and currants are both dull, the former being weak as well. Other dried fruits dull and unchanged.

## Beans and Peas.

Domestic pea beans are perhaps a trifle firmer, though not much. The demand is fair. Imported are unchanged. Domestic marrows are nominally unchanged, but some holders are shading prices. Imported still out of the market. California limas are unchanged. Beans can still be bought on spot at considerable below the coast price, and until the spot supply is exhausted the coast price will not be paid. Green, Scotch, yellow split and other dried peas are unchanged and dull.

## Butter.

The butter market is quite active at 2 cents over last week. The make of fresh butter is very light and not enough is coming forward to supply the demand. Storage butter is about exhausted, and no relief seems to be in sight, as to supply, until new butter begins to come in. This may be the first week in May. Everything said above applies equally to solid packed and prints.

## Eggs.

Eggs are steady at a decline of 1 cent per dozen. The production of fresh eggs is about normal for the season, prices ruling about 10 per cent. above a year ago. The demand both for consumption and speculation is very good and prices seem more likely to remain steady during the next few days than to decline.

## Cheese.

Stocks of old cheese are nearly exhausted. What few cheese remain are bringing a premium over market quotations. The make of new cheese is increased and will show improvement in quality as the season advances. New cheese is selling about 2 cents below the price of fancy old. Part creams and skims are very dull and weak at about 2 cents off. There will probably be an increase in the make of new cheese and a gradual reduction in the price as the season advances.

## Provisions.

All cuts of smoked meats are steady at a decline of ¼ cent. The high prices still continue to curtail the demand. Prices have

been so extremely high that even a slight increase in receipts had an almost instantaneous effect upon prices. Pure lard is steady at a decline of ½ cent. The general feeling is weak. Compound lard is firm and unchanged. Barrel pork shows a decline of 50 cents per barrel. Dried beef and canned meats quiet and unchanged. A further reduction in provisions is expected in the near future.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Norwegian Smoked Sardines.—The demand continues good and stocks of the finest quality of summer packed fish are readily decreasing. We look for a scarcity of these goods before the new pack begins. The winter pack is selling very well.

Sardines and Sprats.—The demand is very quiet.

Mexican Garlic.—There is a much firmer feeling in the market, although prices have not advanced to any extent. Still, a sharp advance is not at all unlikely.

Herring.—Very little demand and only in a hand-to-mouth way.

STROHMEYER & ARPE CO.  
New York, N. Y.

### Baltimore Canned Goods.

There was steady buying of spot tomatoes again this week for prompt shipment in lots of one to three carloads, and the total of the week's business was rather encouraging to the canners. Orders for single car lots do not cut much figure unless sufficiently numerous to make an impression and sustain a market that has been talked to death, so to speak, by those who do not fully understand the true situation, and that fact has been amply demonstrated by the buying during the last two weeks. The favorable developments since the first of the year overbalance the unfavorable conditions in the market for canned tomatoes, and yet, while nearly all other staple lines of food have advanced during that time, that article has dragged along the level of the lowest quotations made during the period of the greatest depression. The favorable developments during this month is the continued buying of No. 3 standard tomatoes at 62½ cents f. o. b. Baltimore by jobbers located in



the heart of the Western tomato canning sections at points in Ohio, Indiana, Illinois, Michigan, Wisconsin, Iowa and Missouri, and out as far as Oklahoma. In more than one instance the shipments were ordered forward by rail at 5 cents per 100 pounds above the freight rates by rail and lake lines, so urgent were the needs of the buyers. In any ordinary year, under normal conditions, these facts would cause a strong market, if not higher prices, and it is not unreasonable to think that they will have some influence on the market prices for spot tomatoes before long.

The buying of tomatoes for future delivery is increasing slowly and there is no snap to it. The canners appear to be quite indifferent as to whether the jobber buys futures or not, and the latter seems content to take his chances of doing equally as well later on when the retailer is more in the buying humor. The growers and canners are no nearer to an agreement on the price per ton for the coming season's crop, and the latter are getting the feeling of don't care whether school keeps or not. The grower must set out his tomato plants during the month of May, and it is up to him now, or it will be very soon, to decide upon on his acreage for the coming season. It is safe to say that there will be no famine in tomatoes next fall, but the output of the canned article will be materially curtailed.

In the general line of vegetables spot corn was the only article that was at all active in car lots, and the jobbers are looking for anything that looks attractive in that line. For other articles there was only the usual run of daily orders for small lots covering six or eight different articles, evidently to patch up broken stock.

No activity was apparent in any line of fruits. On the contrary the market was dull and uninteresting, with no changes in the quotations worth mentioning. Some lines of fruits are very light and any fair demand will cause higher prices for them.

Cove oysters are worth attention. The stocks are small, comparatively, and the next canning season is six months off. The prices of the spot goods are hardening a little bit in anticipation of a shortage within that time. Buy cove oysters.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Spices.

The market is quite active, with good demand for the general list. Prices are steady, few changes having occurred during the week.

Pepper.—The market is steady. Shipments are estimated to be far less than were received during the corresponding months of last year. From the statistical posi-

tion of this article we would expect to see higher prices rule.

Red peppers continue firm with upward tendency abroad.

Cloves very steady here and in London. Prices are likely to go higher. However, this spice is a most uncertain one and no one ever knows what changes will occur.

Pimento (Allspice) firmer in price. Supply here is reported small as well as in Jamaica.

Mace.—Good grades are scarce and prices are firm.

Cassias.—All grades of bark are firm; the demand is increasing and the general tendency appears upward.

Gingers very firm at present and prices will no doubt advance. African crop is reported small and practically finished.

Tapioca.—Prices are firmly maintained and higher values are anticipated. Import cost is much above spot price.

Seeds.—All fairly active and in good demand. Caraway, Poppy, Mustard and Celery unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Evaporated Apples, Etc.

The evaporated apple market continues fairly active, the bulk of the business being small orders from the domestic trade. There has been a little more inquiry from Europe, but the markets are lower there than here. Decidedly more interest has been shown in futures and the market has worked up to 7 cents delivered in New York for prime quality November delivery. No damage has been done as yet to the blossoms, but on account of their being out so early there is more chance of some damage later.

Future raspberries are a little bit lower and could probably be contracted to-day at 21 to 21½ cents f. o. b. in barrels.

Cores and skins have met with an active demand and the few remaining lots are now held at \$1.35 to \$1.50 f. o. b.

Apples for shipment in small quantities are quotable as follows: Prime, 7¼ to 7½ cents; choice, 7½ to 8 cents; fancy, 9½ to 10 cents, all f. o. b. in 50-pound boxes; carton, ½ cent per pound higher. Cores and skins, \$1.35 to \$1.50; chops, 1⅜ to 1½ cents f. o. b. buyers' bags.

C. C. HALL.

Rochester, N. Y.

#### Rice.

More interest is manifested in rice circles. The constant decline in the market since the opening of the year caused many buyers to adopt a conservative policy, as far as general local and distributive demand is concerned. There are those who are now buying freely because after careful investigation find prices are considerably lower than the cost of

production and within a fraction of the lowest prices ever reached since 1860 (fifty years ago). There are others, who while quoting market as demoralized, are at the same time quietly buying largely in excess of present needs in anticipation of future requirements and probable advanced prices.

Advices from the South note a decidedly better tone, although the market on the Atlantic Coast is still quiet. At New Orleans an improved demand prevails; some difficulty is experienced in filling orders, and an advance of ⅛ to ¼ cent on Japan sorts has been secured.

In the interior, Southwest Louisiana and Texas, an active inquiry is reported for export and also for home consumption, and buying limits have been advanced full ⅛ to ¼ cent on desirable quality. Stocks of cleaned are not large and many of the mills have closed down. Planters and millers are keeping in touch with the movement, regarding with peculiar interest the course of the market and the probable effect of the improved demand on future prices. The rice market will bear watching.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

#### MARKET NOTES.

Florida cucumbers range from \$3.50 to \$4 per crate and hothouse around \$1 per dozen. The demand is good.

Florida tomatoes are a little easier and are now quoted at \$2 to \$3. The quality is good, but small. Demand excellent.

Asparagus is coming from Jersey, California and Georgia. California grass is quoted at 30 to 35 cents, which is cheap. The quality is good and the demand excellent. Georgia asparagus averages 40 cents and Jersey about the same price. The supply of near-

HIGHEST IN HONORS

## Baker's Cocoa & CHOCOLATE



Registered,  
U. S. Pat. Off.

52

HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

A perfect food, preserves  
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.



THE NEW FLAVOR

MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

BUTTER & HARDING, Brokers  
5 S. Front St., Philadelphia, Pa.

FLEISCHMANN'S  
COMPRESSED YEAST  
HAS NO EQUAL

### Anker's Bouillon Capsules



It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers

ROYAL SPECIALTY CO.

92 Reade St.

NEW YORK

### A Splendid Cigar Proposition

We are pleased to announce we are now offering a very interesting proposition on the famous Hawthorn Cigar. For the present we will give with each 1,000, at \$35.00, 100 free. This Cigar holds the record of being a leading seller in its home territory for a longer period than any other brand. We invite you to place your orders at once.

CROCKER GROCERY COMPANY  
WILKES-BARRE, PA.

We have the most perfect HUMIDOR for curing Cigars in the United States.



by grass is light on account of the recurring cold weather. The demand is fair.

Nearby salad is very cheap—\$1.50 to \$1.75 per barrel, as against \$3.50 to \$4. There is very little Southern salad coming; the price is \$1 per basket.

Beets from North Carolina and Charleston range from \$2.50 to \$3 per package and seem to be wanted.

Florida strawberries range from 20 to 30 cents per quart. The first North Carolina berries are in market at 20 cents. The quality is fair and the demand good.

Florida eggplants average \$3.50 per crate if they are good and around \$2.50 if not so good. Good eggplants are wanted.

Florida celery is glutted and ranges from 50 cents to \$1.25, of which 70 cents is absorbed by the freight. Too many growers have gone into the celery business this year.

### THE NEW YORK LETTER

(Continued from page 12.)

late they found that the pure material was so soft and so easily affected by heat that it would melt under the touch. Naturally, objections were made to soiling the hands whenever a person wished to eat candies, so the manufacturers started to coat their sweets with gum benzoin.

Gum benzoin is the sap of a tree known as the styrax benzoin and is found in Siam, Sumatra and Borneo. The chocolate manufacturers who use it for coating their candies claim that it is a healthy vegetable product and point to the fact that it is highly esteemed as a medicine and a cosmetic. Gum benzoin costs 40 cents a pound, but out of a pound of the sap, which is sold as it is scraped from trees with twigs and pieces of bark in it, only a little over half a pound of the pure gum can be made. The shellac may be bought at present for about 12 cents a pound.

The small confectioners naturally began to look for a cheaper substitute and finally found that a good grade of shellac would fill the same uses that the gum benzoin did.

The activity of the salesmen for shellac companies in visiting the

large manufacturers and trying to persuade them to change from the use of gum to shellac, telling them how many of their competitors had done so, finally resulted in the filing of complaints. It is generally expected that the use of shellac will be stopped.

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An auxiliary of the American Specialty Association, having jurisdiction over the Mississippi Valley territory, with headquarters in Memphis, was organized in that city on April 8th. The following are the officers: President, Paul J. Henning, Van Camp Packing Co.; vice-president, T. L. Snyder, Beech-Nut Packing Co.; secretary-treasurer, P. H. Vernon, of Libby, McNeill & Libby.

Secretary J. T. Austin returned this week from a tour of the Southern States. He says that he met with great encouragement and the association is now firmly established in Dixie land.

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The objections of the jobbers to the selling plan announced last week by Procter & Gamble resulted in that company issuing a new plan a few days ago. The latest plan gives a discount, or commission, of 25 cents a box on orders of less than five boxes. The first discount was only 20 cents and the jobbers objected to this, some of them refusing to handle the goods at all for that discount. On orders from 5 to 10 boxes a discount of 20 cents a box is offered; from 10 to 25 boxes, 15 cents; and over 25 boxes, 10 cents.

The discounts are not as large as were formerly paid, but it is thought that the jobbers will be satisfied. This schedule was offered after several conferences between the Manufacturers' Committee of the Wholesale Grocers' Association and representatives of the soap company.

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The Washington Sugar Refining Co., of New York, was incorporated this week with a capital stock of \$1,600,000 to conduct sugar refineries. The directors are Frederick R. Swift, Thomas Achenbach, John G. Daniel and Ernest J. Ellenwood. The directors say that this is an independent company with no connection whatever with any of the old companies.

Ellwood Hanson, secretary of the Brooklyn Retail Grocers' Association, has made an application for the position of Chief of the Bureau of Weights and Measures. Mr. Hanson has been an inspector in the department for over ten years and his work has always been most satisfactory to his superiors and to the grocers.

### SUMMARIZED MARKET CONDITIONS.

There is some disposition on the part of holders of Santos coffees to make concessions, buyers still purchasing only enough to fill immediate needs. Offerings of shipments direct from Rio had a rather discouraging effect on holders here. These shipments were bought by Rio before the San Paulo export limitations went into effect. Dealers here are unable to make any estimate as to how much coffee is held there for shipment and so are willing to make small concessions. Mild coffees are dull. Some small sales of Maracaibos have been noted. Bogotas are neglected. Mexicans attract little attention, but prices are firm on account of the small crop.

There is a steady jobbing demand for teas from out of town points. Sales, however, are mostly small lines. Prices are firm, as the holders fear to press sales by giving concessions, feeling that it would only lower prices without stimulating trade.

Receipts of raw sugar at this port this week are very heavy, so that the refiners do not have to hustle for supplies. They are buying in good quantities, nevertheless, and are willing to pay the prevailing quotations.

Refined sugar is dull. Jobbers are well supplied by the recent forced withdrawals on old contracts and are not inclined to make new contracts.

Rice is in fair demand. Holders are no longer willing to shade prices, as advices from the South have a firmer tone. Some of the dealers say that the farmer must soon sell, as with the coming warmer weather he must plant the new crop. Warm weather, they say, is also favorable to the weevils.

Molasses is in better demand. Improvement is reported in new Ponce, which is now coming forward quite freely. Other grocery

grades are firm and inquiries numerous. Blackstrap is firm.

Fancy butter is still in light supply. The demand is not very active, but it is more than equal to the supply. Creamery specials are firm at 33 cents and it is reported that premiums are being paid for fine shipments. Extras bring 32 cents. Firsts are in demand and the best grades bring 31 cents. Storage butter is quoted at 30 cents, but holders are usually willing to make some concessions.

The receipts of eggs have increased a little this week and prices consequently declined 1/2 cent. The demand is brisk and the prices are now firm at 24 to 25 1/2 cents for the best grades. The advices received from the West are bullish and this tends to give the market a firm tone.

Canned tomatoes have a pretty steady demand from local jobbers, but sales are in small lots. Prices are somewhat firmer than last week. While there is no large demand for corn, the movement is enough to keep the holders firm. Peas are in fair demand, especially the cheaper grades. Asparagus is weak, many holders offering to make concessions.

California peaches are in demand at firm prices. Apricots have a fair inquiry, but prices are not at all affected by reported damage to the coming crop. Pears cause some interest, but prices are rather high for most buyers. Cherries are quiet. Gallon apples are in more demand, but the situation is still unsettled, as most of the stock does not come up to the requirements.

FRED. A. MCGILL.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

Washington, D. C., April 5, 1910.  
953,796. Display apparatus. Carl Orgaard, Wheelock, N. D.  
953,817. Apparatus for baking beans. Freeman A. Calley, Franklin, N. H.  
953,886. Egg testing device. Chester Woodring, Strong City, Kan.  
953,901. Dipper for ice cream cones. Albert J. Daniel, Boone, Iowa.  
953,911. Display counter. Claude W. Kress, New York, N. Y.  
954,147. Machine for icing cakes. Roy V. Sucher, Dayton, Ohio.  
954,186. Roll pinning machine. Fred. P. Hoffman, Buffalo, N. Y.

### TRADE MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 47,966. "Nuraya" for tea. Closset & Devers, Portland, Ore.  
Ser. No. 47,989. "Lady Baltimore" for chocolate candy. George R. Hoge, Baltimore, Md.





We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### McClure's Magazine Will Not Attack Canned Goods.

Bel Air, Md., April 13, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—The attention of the Bureau of Publicity has recently been called to the following clipping from the "Canner and Dried Fruit Packer":—

#### AN OPPORTUNITY.

It would seem that "McClure's Magazine" is preparing to launch a series of articles dealing with the problem of feeding the American people and why the cost of most foods is high. We gather this from an interview Marion Hamilton Carter, of hookworm fame, gave a short time since at Battle Creek, Mich., where she went to absorb "material" for the articles referred to. Of course, no magazine stuff having to do with food products would be regarded as worth publishing unless it took a whack at canned goods, and we believe the following expression from Miss Carter leaves little or no room for doubt that, somewhere in her story, she will pay her respects to canner products:—

"In the city restaurants most of the vegetables served are from tin cans, in which they have rested one, two or even three years. What are the American people coming to? Meat is decayed; canned vegetables aged and fermented. Many of the ills of the race are traceable to this very kind of food, through auto-intoxication."

It is quite clear from this that "McClure's" is going to have something interesting to say about canned goods; and, as anything square and to the credit of the canning industry would "lack interest," it is a moral certainty that whatever is said will be calculated to lessen the consumptive demand, through making the people believe that canned goods contain adulterants or that they are otherwise unhealthful.

On April 6th the following letter was addressed to the editor of "McClure's Magazine":—

Editor "McClure's Magazine,"  
New York City.

Dear Sir:—We learn that there will shortly appear in your magazine an article from the pen of Marion Hamilton Carter on "Canned Goods." If this is the case, we would like to ask that our industry be treated fairly, because the inclosed clipping would show that, if true, the subject of fruits and vegetables is not being handled in an intelligent manner. The paragraph which says "canned vegetables aged and fermented," is very misleading because anyone familiar with canned goods knows that if the contents of the can are spoiled in the slightest degree a "swell" is

developed, which immediately renders the article so unfit for use that even dumb animals could detect the change and would refuse to eat it.

We hope you will pardon our calling your attention to this matter, and we beg to say that this letter is written entirely in justification of the clipping which is herewith inclosed. If this clipping is incorrect, we desire to make our most humble apologies for thus taking your time, which we know is valuable.

Thanking you for the courtesy of a reply at your early convenience, we beg to remain,

Yours very truly,

FRANK E. GORRELL,  
Secretary.

On April 9th, the following answer was received:—

Mr. Frank A. Gorrell, Secretary,  
National Canners' Association,  
Bel Air, Md.

Dear Sir:—Replying to your favor of the 6th inst., this supposed interview with Miss Marion Hamilton Carter was published in a trade paper and I called Mr. McClure's attention to it. Mr. McClure states that, "McClure's Magazine" has never for one moment contemplated a discussion of any kind of canned goods. Such matters do not come within the scope of the magazine. I have never seen any reason to take the question up. I have always felt that the manufacturers of canned goods have rendered a great service to civilization." Miss Carter states that she never gave the interview which is credited to her.

We would be very glad if you would advise the members of your association of Mr. McClure's attitude on this subject.

Very truly yours,  
CURTIS P. BRADY,  
Secretary.

FRANK E. GORRELL,  
Secretary.

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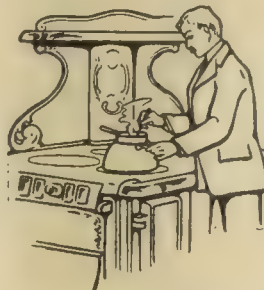
#### Advertisers Take Notice.

East Liverpool, Ohio,  
April 12, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—I have just completed my new modern two-story 120 x 40 brick warehouse, in which I am going to open an up-to-date general store—grocery, butcher shop, etc. If you would be kind enough to make mention of this fact it will be highly appreciated, as I want to get into communication with your advertisers to buy my new goods. Thanking you in advance for this favor, I am,

JAS. DE ROSE,  
223 Broadway.



#### Just suppose

you were in the kitchen and wanted to make a dessert and make it in a hurry too. A tapioca pudding would be nice but you couldn't make it of pearl tapioca because you didn't think to put it to

soak the night before. If you had

#### MINUTE TAPIOCA

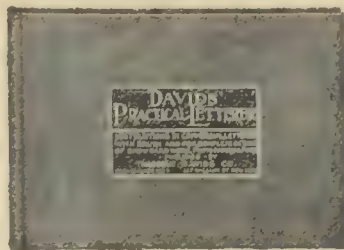
you would be all right, because it doesn't need to be soaked. In fifteen minutes from the time it is taken from the package it is ready to serve. Besides, the pudding is not gummy or lumpy. One package will make six full quarts.

#### Then suppose

you instruct your clerks to tell this to every lady upon whom they wait to-day, and let them know why MINUTE TAPIOCA is better than the other kind. The quality of the product is such that they'll thank you for the suggestion. Don't forget that you gain too. There's better than an ordinary profit in it. Have you used Minute Tapioca in your own home? Send us your jobber's name and you'll get a package to try. Do you know what tapioca comes from and how it is made? When writing for the package ask for "The Story of Tapioca". It's free.

MINUTE TAPIOCA CO.,

202 W. Main St., Orange, Mass.



## This Book \$1.00

#### Dauids' Practical Letterer

will teach anybody to make show cards and to do all sorts of sign work with brush and pen, no matter how clumsy or inexperienced.

A practical series of lessons and forms. Worth its weight in gold to any merchant using show cards.

Letterine Ink, finest made, all colors.

### Thaddeus Davids Co.

New York

ESTABLISHED 1825

Nickel or  
Brass Mounted  
**DELIVERY HARNESS**  
that wear well and are  
attractive, at  
**\$30.00, \$38.00 and \$48.00**

### JOHN WANAMAKER

Horse Goods Store  
PHILADELPHIA  
PA.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

### MANY GROCERS

Find it pays them to read the  
"good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



## Goods in Cold Storage But One Day Must be Labeled Under this Bill

The Cold Storage Measure Introduced in Congress Last Week Contains this Provision. Goods Stored More than a Year Are Adulterated by Reason of that Fact.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 14, 1910.

I give herewith the complete text of the cold storage bill which was introduced in the Senate last week by Mr. Lodge's Committee on Food Investigation. It was referred to, but not reproduced in full, in last week's correspondence:—

### A BILL

To prevent the sale or transportation in interstate or foreign commerce of articles of food held in cold storage for more than one year, and for regulating traffic therein, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That any article of food which has been held in cold storage for more than one year shall be deemed to be adulterated within the meaning of Sections 2 and 10 of the act approved June 30, 1906, entitled "An act for preventing the manufacture, sale or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines and liquors, and for regulating traffic therein, and for other purposes." (Thirty-fourth Statutes, page 768.)

Sec. 2. That any article of food which has been held in cold storage for any period of time, if such article or the package containing it fail to bear a label plainly and correctly stating the period of time during which the article has been held in cold storage, shall be deemed to be misbranded within the meaning of Sections 2 and 10 of the act approved June 30, 1906, entitled "An act for preventing the manufacture, sale or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines and liquors, and for regulating traffic therein and for other purposes." (Thirty-fourth Statutes, page 768.)

The only important provision is Section 2, which requires goods kept in cold storage for any period whatever to bear a label stating the time. Section 1, which practically forbids the keeping of goods in cold storage for more than one year, is satisfactory to all interests, because it is claimed that almost never are goods kept in storage more than that period.

Section 2 is not satisfactory and I am told will be bitterly opposed by the large warehousing interests. Their contention is that goods remaining in storage a short time are unchanged, and that there is therefore no reason

to give public notice of the fact.

The Senate Committee devoted some attention at the week's hearings to the general question of cold storage and what the above bill would do to it. The evidence was given by New York wholesale dealers in butter and eggs who use cold storage constantly—Walton & Co. and Long & Co.

John J. Walton, representing the former firm, said that if the butter was good when first sent to storage, there was no reason why it could not keep perfectly sweet for three or four years. Butter from the farm of Levi P. Morton that had been kept in cold storage for three or four years had been shown to the witness and had been found by him to be perfectly sweet and good. His firm, however, did not usually keep the butter in cold storage for more than eight or nine months. The cold storage system was merely a leveler of prices and rendered them much more stable and even throughout the year. As for the passage of a law requiring the branding of cold storage products with the date at which placed in storage, the witness said he would greatly regret the passage of such legislation.

John A. Kunkel, of Long & Co., said that if it were not for the cold storage method of keeping eggs that commodity would sell as low as 8 and 9 cents a dozen during certain seasons and as high as 75 cents and \$1 in other seasons of the same year.

Both witnesses thought a bill requiring eggs to be marked cold storage would greatly interfere with their sale.

The bill introduced by Senator Lodge's committee is expected to have another effect—of leading to a much more general investigation into the cold storage business.

On Wednesday afternoon Senator Heyburn introduced the necessary resolution permitting the inquiry. It provides that the committee shall hold hearings on

the subject of cold storage and take all phases of the question into consideration. It was referred to the Committee on Contingent Expenses.

Coincident with the request for permission to take sworn testimony, Dr. Wiley, chief chemist of the Agricultural Department, on the same day sent a communication to Senator Lodge, chairman of the committee, detailing at some length the injurious effects of long retention in cold storage plants on meats and other articles of food. The effect of cold storage on prices was also discussed by Dr. Wiley. It was held that all articles preserved in this manner soon begin to deteriorate, and the ratio of inferiority is gradually increased by the length of time during which food products are preserved.

The value of cold storage articles as food is declared by Dr. Wiley to be much inferior to those not handled through such processes. The data furnished by Dr. Wiley was referred to the Committee on Manufactures.

HOLT.

Written for the "Grocery World and General Merchant."

### Advertising Expert Tells How Tomato Consumption Can be Increased.

Answering Mr. Strasbaugh as to Canned Tomatoes Being a Puzzle, Mr. Gray Says Solution Lies in Widening Their Uses. To do that Women Must be Reached and Taught New Processes.

Mr. Strasbaugh says: "There is one excuse for present conditions and prices of tomatoes":—

Exactly. But Mr. Strasbaugh does not go on to say what that particular excuse may be.

But if he were able to make a canvass of the housekeepers in any large city he would find these women—the majority of them—absolutely ignorant of the many uses to which canned tomatoes can be put.

Tomatoes, together with corn and peas, are practically staple. The average woman buys a can, dumps the contents into a stew pan, adds a little butter, pepper and salt and serves.

Maybe she will make tomato soup now and then, but the "just add hot water and serve" soups are so much handier.

So much for a preface. Now for the solution. To reach it you

must—there's no half way to it—you must reach the woman—the housekeeper. The woman who is in close personal touch with the kitchen and who knows exactly what is to be served at every one of the twenty-one meals for the week.

These women must be taught to use more canned tomatoes—and let me say right here that this holds good with corn and peas as well—and there's but one way to do it. That is to teach her new ways of cooking tomatoes.

It is hard for the woman to plan her meals. It is hard for her to work out a reasonable variety of vegetable dishes and, in consequence, she is very ready to listen to anything that you may have to suggest for the making of this work of hers easier.

So far so good. Now, how to reach these women.

The grocer cannot be expected to do it. He will do his part, undoubtedly, but he has not the time to talk to each individual customer as she will have to be talked to.

The packers of canned tomatoes must get together and advertise. Talk to these women. Tell them about canning processes. Tell them about the choiceness of the tomatoes used. About the sanitary conditions. About the uniformity of the goods.

And in every bit of copy there must be printed a recipe for cooking tomatoes—a different one each time.

In addition a plan could be worked out whereby the women would send in their own recipes. They could be encouraged to try new dishes, to use tomatoes in the preparation of sauces—dressings, and so on.

Cost? If the tomato packers would follow the association's suggestions and contribute one cent for each case packed, there would be a fund large enough to take canned tomatoes off the "puzzle" list forever.

And tomatoes would not be selling at 3 cents a dozen less than they cost to pack.

There's the solution of your puzzle. But there must be a head to control, not only the expenditure, but the standard of the output.

RUSSELL GRAY.

Philadelphia, Pa.,

April 14, 1910.





CONDUCTED BY IVAN P. THOMPSON

#### An "Exterminating" Window.

The old adage, "a stitch in time saves nine," applies also to preventatives in general, and to the extermination of parasites in particular.

"An ounce of prevention is better than a pound of cure," says another old adage—and you want to sell as much of the "prevention" as you have in stock. To this end dress a window as follows: Cover your floor with

place signs as in sketch, only adding prices.

On the top of each box place three bottles or cans of some insect destroying preparation and appropriate signs. The lower part of the cardboard upon which the words are lettered could be used effectively as a background to the three cans upon the left and right hand boxes.

Now, behind these place more crepe paper draped boxes and on

article, and back it as in sketch.

To left and right of this build a wall of borax cartons and top them with roach food.

I forgot to mention you might use oil of cloves and red pepper, as in sketch.

#### A Striking Fresh Vegetable Display.

The ranks of the vegetarians are receiving recruits almost daily. Some of America's greatest athletes are vegetarians, but athlete or no athlete, and total abstainer of meat or merely lover of vegetables as side dishes, a fellow likes his vegetables fresh when he can get 'em. The "why" of this preamble is that it is up to you to prove a fellow can get 'em—and of you. Now, there are various ways in which this could be done. Try this one: Place a light brown cloth on the ground. On the right hand side of your window fill up a triangular space

with (reading from right to left) young onions (scallions), spinach, green and red peppers, radishes, lettuce and watercress, also carrots backed by eggplants, potatoes, cucumbers, turnips, backed by large onions and beets.

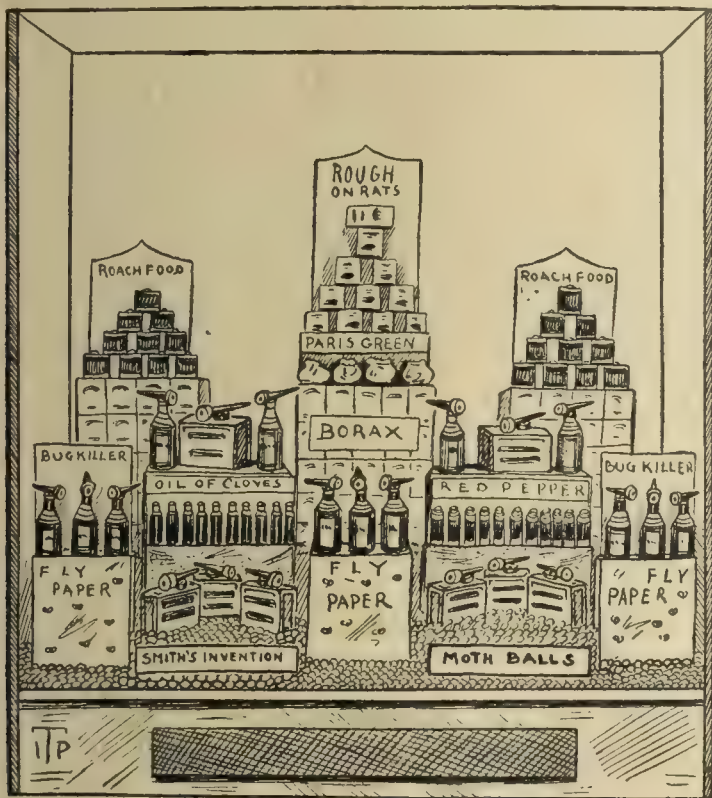
In centre place a wheelbarrow full of the reddest tomatoes you have. Of course you need not do more than cover a filling of paper, or, in fact, anything "filling," with a layer of tomatoes. To the right of the wheelbarrow, but further back and near the side of the window, place a basket of asparagus, and between it and the wheelbarrow, but still further back, place another of string and lima beans.

In the space left between the wheelbarrow and the left side of the window, and the rear of window and that which lies behind the baskets, place some clean earth and plant in it at right angles to window front rows of cabbages, cauliflowers and squashes alternately as in sketch.

Along the rear of window, from side to side, plant a row of celery, and back the lot with a fence consisting of five upright planks supporting two horizontal planks and decorated with a creeper or vine made of dark green crepe paper.

This window dressing design is very simple and as effective, as it is easy to carry out.

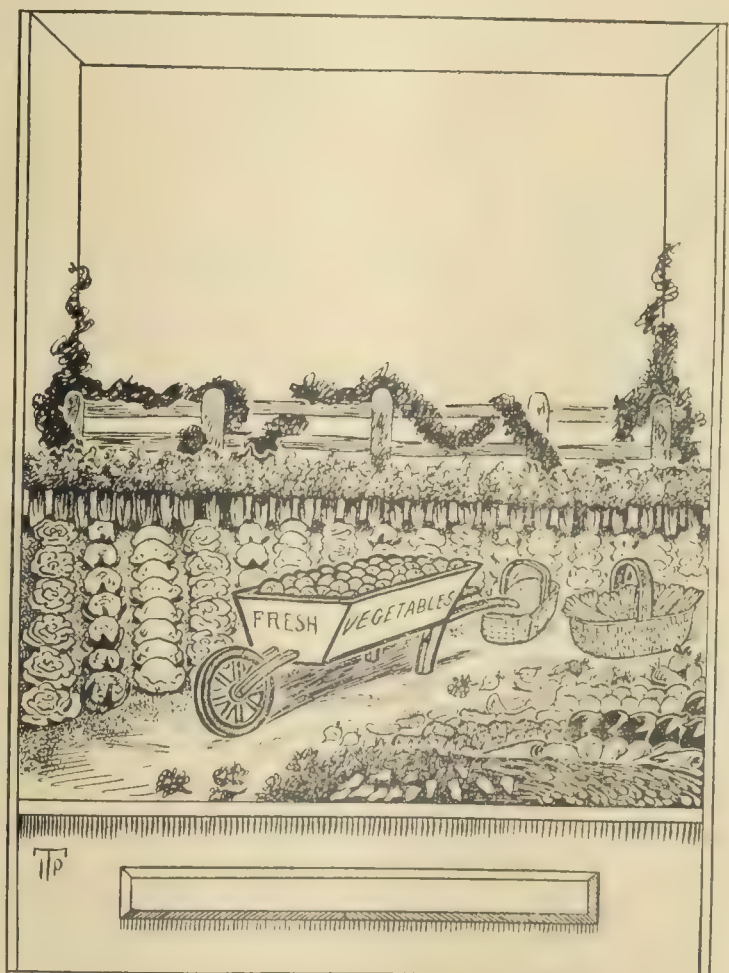
Many people have to be reminded to eat early vegetables;



cheese cloth of any old color, for it will not show, but will keep the moth balls clean enough to sell when you are through with this particular window design. Place three boxes (covered with crepe paper—I think I'd make it red crepe paper), as in sketch, and hang fly paper on them. Between the left hand box and the centre one, but further back, place three or more boxes or cans of, say, "Smith's Invention." Do the same on the right. Then fill up space on floor with moth balls (which will soon be in demand when winter clothes are being put away for the summer) and

the centre one build a pyramid of borax cartons and sign. On the left hand box place a can of, say, bug killer, one of "Smith's Invention," and another can of bug killer. Do ditto to the right.

Back of these again pile behind the centre pyramid of borax enough invisible boxes to reach sufficiently far above the borax to enable you to put on the front side a sign "paris green," below which are some bags (or whatever receptacle you use for the purpose) containing paris green and resting on the top of the borax cartons. On top of this box pyramid some rough on rats, or any similar





this display should prove an exceedingly effective reminder.

NOTE.—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

### AMONG THE TRADE.

The old provision firm of John Bower & Co., which has done business at Twenty-fourth and Brown streets for many years, has been succeeded by the John Bower Co., a corporation. All the members of the old firm are officers in the new.

The Acme Tea Co. is advertising for a tea and coffee buyer in this issue.

The United States District Court on Thursday decided the putrid coffee case in favor of Thomas Roberts & Co., the owners. The decision establishes the fact that the coffee was not unfit for food within the meaning of the law.

Nearby rhubarb is very cheap—2½ cents per bunch. The demand is good.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**On Borrowing.**—The borrowing game is largely a habit. Besides it's forcing conditions. If you think you need a dollar and you haven't got it you don't need that dollar. If you borrow it you're drawing on unearned capital. You're going on the very principle that has wrecked the life of many a bright talented bank cashier. Let the dollar emergency take care of itself. Wait. You haven't got it and that should settle it. True, the show may look good or another game of ball like the one you want to see may not be pulled off in the whole season. They're both bubbles. Hold back. Neither one is for you if you haven't the price, and don't you forget it.

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**Things Going Right?**—If things aren't to your liking the boss isn't to blame. Dig in and be cheerful and *prepare yourself for something better*. Telling your troubles heaps more on you. Keep trouble under your hat. Work as though you were tickled with your job. Sometimes it goes against the grain. But it shows you're there with the goods. Cut out the

grouch—for this reason—it keeps you exactly where you are.

\*\*\*

**Ever Write an Ad.?**—Sit down some night and write out copy for a circular or an ad. on your special brands of teas and coffees and submit it to the boss. He may think it's just the cheese or he may think it isn't worth printing. But one thing he will think, and that is that your head isn't filled with nonsense. It may be the making of you. It may place you in the office several hours a week to start with. The first week's advertising I did in New England was while the proprietor was out of town. After that it was "entirely up to me." Not one of us know our ability till it's put to the test. So I say get up something on paper. Get out of your everlasting sameness. Selling goods to one person at a time is all right, but selling goods to five or ten or twenty thousand at a time is a mighty sight better. Go ahead and try it.

\*\*\*

**Talk Your Coffee.**—Don't be afraid to talk your coffee right from the shoulder. You've got

the best drinking coffee for the money in town and it's up to you to say so. If you're not enthusiastic over it, how do you expect coffee sales to increase? No use standing back of the counter simply writing down what people tell you to write. That will never make you a salesman. But talking goods will—selling goods will, and mark what I say, the more you sell the more proficient you become. Because results beget confidence. A good coffee trade gives a store a good standing.

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**Spring Cleaning.**—Get out the ammonia, the sandsoap, the scrub brushes, clothes pegs, brooms, and twenty other things. Make a window display. Everybody's cleaning house and your store is needed for just these things. Never mind what the department store is doing nor the slick window of the 10-cent store. Let the people know that you have the goods, too, and that you aren't going to take a back seat on neither price nor quality. Don't wait till you're told to do these things. Do them.

## John Scott & Co.

INCORPORATED

WHOLESALE GROCERS

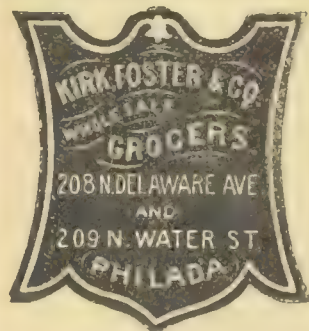
PHILADELPHIA

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"



## Give Your Customers THE BEST IT WILL PAY

Handle High-grade Goods, get a reputation for Quality, and your trade will grow, business will be a pleasure and profits will increase.



**SYRUPS.**—Our trade on Syrup has been exceptionally good this last week; we are certainly building up a reputation on our popular brands, quality and price count every time. Goods now heavy body, suitable for the warm weather: Royal Table Syrup, Gilt Edge Syrup, Extra Amber Drips, Quaker City Syrup, King B Drips, White Clover Brand Syrup. A full line of Sugar Syrup, also New Orleans Molasses.

**CANNED VEGETABLES.**—First and foremost we want to call your attention to our Cruiser Brand, as they represent quality: Cruiser Brand Tomatoes, selected New Jersey stock of the finest quality, extra weight cans averaging 2 lbs. 12 ozs., per doz., at \$1.10; Cruiser Brand Corn, per doz., at 90c.; Cruiser Brand Small Sifted Peas, little sweet Champion variety, small and tender, per

doz. at \$1.65; Cruiser Brand Telephone Peas, a large, tender sugar pea, per doz. at \$1.40; Cruiser Brand Early June Peas, extra standard quality, per doz., at \$1.10; Cruiser Brand Stringless Beans, a very fine quality, small and tender, per doz., at \$1.40; Cruiser Brand Small Lima Beans, per doz., at \$1.40; Cruiser Brand Succotash, strictly high grade, per doz., at \$1.25; Cruiser Brand White Wax Beans, a fine quality stringless Bean, per doz., at \$1.40. High grade goods make and hold trade.

**CALIFORNIA PEACHES.**—We offer an extra fancy Muir Variety Evaporated Peach in 50-lb. boxes, at 9c per lb.; these peaches are the finest variety grown in California, the kind that retails at 15c. a lb. Of course we have Peaches at less money, a great variety, with prices ranging down to 6c. per lb.

A full line California Canned Fruits, in extra standard quality, prices right.

KIRK, FOSTER & CO.

WHOLESALE GROCERS 209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA





The logical connecting link between the manufacturer and the retailer is the GROCERY AND ALLIED TRADE PRESS OF AMERICA. Every manufacturer whose goods are sold by retailers has a message for retailers, so his first step is to find out the best vehicle to deliver this message for the least money.

Through the publications named below a manufacturer can talk to over 150,000 retailers for about one-tenth what it will cost him to do it any other way.

The GROCERY AND ALLIED TRADE PRESS OF AMERICA is a better connecting link between the manufacturer and retailer than the magazines and newspapers are between the manufacturer and consumer—because they are organized, because their circulation statements are guaranteed, because their rates are standardized and because they have a working co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which makes their columns more interesting to their constituents.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

Any manufacturer who believes that it is possible for him to get some information about reaching retailers, which he doesn't have, will be very glad he did, if he writes to

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### FOR SALE.

**FOR SALE**—In Cape May County, N. J., general store doing business of about \$15,000 yearly. Located within sixty feet of West Jersey & Seashore Railroad. In town which is bound to improve on account of the number of small summer sections opening. This is an exceptionally fine opening for any one desiring a general store business that will take only about \$3,000 for stock and fixtures. Extremely low rental and property can be bought if desired. Will give full particulars by addressing "W. C. 2," care "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

**FOR SALE**—Grocery and provision business, doing cash business in thickly settled neighborhood away from cutters. Moderate rent. 5944 Callowhill St., Philadelphia, Pa. 19

**FOR SALE**—Stock and fixtures grocery and provision store. Fixtures include complete fifty pound coffee roasting plant, grinder and pulverizer, three horsepower motor (Wagner) in first-class condition, which cost \$500. \$600 will buy everything. A bargain for someone. Nelson W. Dyer, 344 Pine St., Camden, N. J. 16

**FOR SALE**—Grocery and provision store. Northwest section. Growing neighborhood. Will sell stock and fixtures for \$675. Dwelling, five rooms and bath, \$3,500. "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

**FOR SALE**—Grocery, provision and meat store established six years. If sold at once will take \$750. Will sell house, containing eight rooms and bath, also stable, for \$3,000. Apply Front and Fern Sts., Darby, Pa. 21

**FOR SALE**—Grocery and delicatessen store, with restaurant and furnished rooms attached, situated on main street of a city with 70,000 population. A good chance for man and wife. Total investment \$3,500. Fine up-to-date fixtures, large stock. Doing cash business. Small expenses, profits large. Owner in poor health, which is only reason for disposing, as it has been a very profitable stand for years. Open to the fullest investigation. Will be pleased to furnish full details on request. C. C. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

**FOR SALE**—Grocery and provision store, corner Dearborn and Brown Streets. Rent of store and dwelling containing six rooms and bath \$25 per month. To a quick buyer will sell for \$375. F. H., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**FOR SALE**—In West Philadelphia, grocery and provision store. Established over ten years. Will sell for \$950, if sold at once. H. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**FOR SALE**—I have a check throwing National Cash Register for sale. It is the very latest 1909 model. I bought it new last year and hardly used it. It counts your customers, cash sales, paid out bills, has silent partner. Paid \$250 for it, but \$150 will take it. Its as good as new. Now who wants this snap? Call on Wednesday or Saturday. 2941 N. Fifth St., Philadelphia, Pa. 17

**FOR SALE**—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

**FOR SALE**—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

**FOR SALE**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

### HELP WANTED.

**HARRISBURG (PA) GROCER AND MEAT DEALER** wants grocery clerk and meat cutter. Prefer young married man. Could get good house at very moderate rent. Will pay \$10 to \$15 per week, according to ability. This is a large store and a good man has splendid chance to advance, both in salary and position. Will require recommendations. E 10, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

**WANTED**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." tf

### SITUATION WANTED.

**PENNSYLVANIA CLERK OF LONG EXPERIENCE**, much of it in his own store, wants position in country grocery or general store. Can run a wagon and care for team. Aged forty-two, married. Can give good references and am an able, steady, hard-working man. Wages wanted to start, if inside, \$10 weekly; if outside, \$12.50. C 37, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

**PENNSYLVANIA RETAIL MANAGER** wants position as manager or second man. Aged thirty, married. Has had fourteen years experience in grocery business, including cut store and fancy lines. Knows window dressing. Good references. Will work capably and faithfully in congenial position. \$15 weekly wanted to start. C 36, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

**GROCERY CLERK NOW EMPLOYED** with large chain store wishes position under good manager where there is plenty of business and chance to hustle. Clerk or assistant bookkeeper. Good all round man and can give good references, among them present employer. Aged twenty-seven, single. Wants \$12 weekly. Has had experience as manager. C 18, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

**WANTED**—Position as clerk in a grocery store by a young man thirty-three years of age. Single. Has had eight years experience. B. C. H. 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

**PHILADELPHIA GROCERY CLERK** wants congenial position anywhere. Able to manage store, but willing to start as second man until can demonstrate worth. Aged twenty-five years, single. Has had several years good experience, partly with leading chain stores. Can dress windows and write show cards. Good references. Wages wanted to start, \$13 weekly. C 35, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

**PHILADELPHIA GROCERY SALES MAN**, twenty-eight years old and married, wants position as salesman, either with wholesale grocery house or specialty house. Been in business for himself for several years. Will go anywhere and begin now. Want \$80 monthly and expenses. Good references. C 34, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

**PENNSYLVANIA GROCERY CLERK** wants position in Philadelphia or seashore store. Aged thirty-six and married. Has had four years experience and can furnish good references. Wages wanted to start, \$12 weekly. Can enter upon duties at once. C 29, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

### BUSINESS OPPORTUNITIES.

**BUSINESS OPPORTUNITY**—Handsome modern house and general store property, fifteen miles from Philadelphia. All improve-

ments, consisting of own gas plant, elevators, two acres of ground, merchandise stock of about \$12,000. Post office, established nearly fifty years. Sell at half its value to settle estate, owing to death of owner. Closest investigation invited. C. B. A., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 16

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision

store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,

927 Arch Street, Philadelphia, Pa.

### MISCELLANEOUS.



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtor settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in

the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2. If satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 21

## The First Warm Days

The first touch of Spring weather is a warning to the proprietor of the Grocery Store to prepare for summer weather. The use of Electric Fans and the installation of an Electric Refrigeration plant solves the problem of Grocery Store operation during the long summer months.

This is the time that you should make your arrangements for an Electric installation—do not wait until the hot weather finds you unprepared. For rates and estimates consult

**The Philadelphia Electric Company**

10th and Chestnut Streets





# The Best Stores Sell the *Campbell's* Greatest Quantity of **SOUPS**

CAMPBELL'S SOUPS sell everywhere, in large stores and small stores. You can often measure a grocer's success by the quantity he sells. **First**, the best class want CAMPBELL'S SOUPS and the grocer who caters to that class wisely gives them what they want. **Second**, as a successful grocer pushes what pays him best, he pushes CAMPBELL'S SOUPS for the profit of 33 $\frac{1}{3}$ %. Write to us and we'll help you with neat store cards and window dressing material to get and keep a good trade on CAMPBELL'S SOUPS.

**Joseph Campbell Company, Camden, N. J.**

"21 kinds—Look for the Red and White Label"

## Push the Best Advertised Ginger Ale **CLICQUOT CLUB!**



Do this **now** because it's easy and you'll do it **always** because it **pays**. CLICQUOT CLUB GINGER ALE will **please your customers** better, and therefore **sell** better than any other. It's a highly carbonated, delightfully refreshing beverage, much more palatable and wholesome than the imported. It's **absolutely** pure. It's **non-astringent** and that's a very strong selling point. Half the story we could tell about its purity and goodness would sell it to anybody, and we're telling that story to your customers as often as their favorite magazines can reach them. Start your customers using it **now** and they'll use it **all year**—CLICQUOT CLUB GINGER ALE "has the call" at all seasons, whenever a light drink is desired.

Other CLICQUOT PRODUCTS with the Clicquot Purity and Flavor:

CLICQUOT CLUB SARSAPARILLA

CLICQUOT CLUB LEMON SODA

CLICQUOT CLUB ROOT BEER

CLICQUOT CLUB BLOOD ORANGE

CLICQUOT CLUB BIRCH BEER



Millis, Massachusetts



# Grocery World and General Merchant Prices--Current.

**CORRECTED WEEKLY. APRIL 18, 1910.**

[illegible]

## SUGAR.

	Barrels.	Halves.
Cut Leaf.....	6.35	6.85
Eagle Tablets.....		6.85
Crystal Dominoes, 24 5-lb. pkgs. ....		7.50
"                    60 2-lb. pkgs. ....		8.40
Cubes.....	5.70	5.90
Lozenge.....	5.60	5.80
Powdered.....	5.55	5.75
Granulated, fine or stand., McCahan..	5.40	5.60
"                    Franklin....	5.40	5.60
"                    special fine.....		5.45
"                    fine, 2 lb. bags.....		5.70
"                    " 2-lb. pkgs., cases. ..		5.60
"                    " 5-lb. bags.....		5.60
"                    " 10 10-lb. bags.....		5.55
"                    " 25 lb. bags.....		5.45
"                    " 100-lb. bags.....		5.40
"                    coarse.....		5.50
"                    extra coarse.....		5.70
A Crystal.....	5.45	100-lb
A Confectioners.....	5.25	Bags
No. 2.....	5.15	5.15
No. 3.....	5.05	5.05
No. 6.....	4.95	4.95
No. 8.....	4.85	4.85
No. 10.....	4.75	4.75

TEA.

<b>Foochow Oolong—</b>	<b>Per lb</b>
Choice.....	<b>34</b>
Extra choice.....	<b>39</b>
Fancy.....	<b>45</b>
<b>Formosa Oolong—</b>	
Choice.....	<b>33</b>
Extra choice.....	<b>39</b>
Fancy.....	<b>45</b>
<b>Imperial—</b>	
Choice.....	<b>39</b>
Extra choice.....	<b>33</b>
Fancy.....	<b>40</b>
<b>Young Hyson—</b>	
Choice.....	<b>35</b>
Extra choice.....	<b>30</b>
Fancy.....	<b>35</b>
<b>Gunpowder—</b>	
Choice.....	<b>38</b>
Fancy.....	<b>45</b>
<b>Japan, pan fired or basket fired—</b>	
Choice.....	<b>35</b>
Extra choice.....	<b>40</b>
Fancy.....	<b>45</b>
<b>English Breakfast—</b>	
Choice.....	<b>35</b>
Extra choice.....	<b>30</b>
Fancy.....	<b>35</b>
<b>Ceylon—</b>	
Tetley's, No. 1, lbs., ½s or ¼s.....	<b>60</b>
“ No. 2, ½ lb.....	<b>45</b>
“ Troubadour, 1 lb. tins.....	
<b>Bungaloe, 1 lb.....</b>	<b>25</b>
“ ½ lb.....	<b>28</b>

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Vallet, 16 doz., Victoria, 2 doz.....	.90
Pars. ns., 2 doz. pints.....	1.55
Pars. ns., Danc., 2 doz.....	.95
Banana, dr., case 2 doz.....	.87½
Tibbals Dri-Monia (con. dry), 10c. size, ¼ gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

## AXLE GREASE.

Fraser's, 15 lb. pails.....		.85
Fraser's, boxes, $\frac{1}{4}$ gross.....	per gross	9.40
Mica, $\frac{1}{4}$ gross.....	per gross	9.00
Castor Oil, 36 1-lb. tins, $\frac{1}{4}$ gross.....	per gross	10.00
Castor Oil, 24 3-lb. pails, $\frac{1}{4}$ gross.....	per gross	26.00

## BAKING POWDER.

Sea Foam Baking Powder—		
¼ lb., 4 doz. in case.....		.95
¾ lb., 3 doz. in case.....		1.75
1 lb., 1 doz. in case.....		3.40
Davis' O. K., ¼-lb., 4 doz.....	per doz.	.45
Davis' O. K., ¾-lb., 3 doz.....	per doz.	.90
Davis' O. K., 1-lb., 3 doz.....	per doz.	1.65
Davis' O. K., 5-lb., ¼ doz.....	per doz.	7.20
Cleveland's, 10-c. size, 4 doz.....	per doz.	.84
Cleveland's, ¼-lb., 4 doz.....	per doz.	1.23
Leslie's, nickel	4 doz. cases	.45
Leslie's, ¼-lb. cans, 3 doz. cases.....		1.25
Leslie's 1-lb. cans, 1 doz. cases.....		1.80
Leslie's, 5-lb. cans, 6 cans in case.....		9.00
Sea Gull, 6 oz., glass, 4 doz.....		.45
Parrot and Monkey, 4 doz.....		.45
Rumford's Yeast Powder:—		
4 oz. glass, 3 doz.....		82 ½
6 oz. glass, 3 doz.....		1.07
6 oz. glass, 6 doz.....		1.09
6 oz., 1 gross, in bbl.....		1.02
Rumford Baking Powder:—		
sc.-tins, 4 doz.....	per doz.	.45
roc.-can, 2 doz. in box.....	per doz.	.90
¼-lb. cans, 4 doz in case.....	per doz.	1.25
1-lb. cans, 1 doz. in case.....	per doz.	2.50
Royal, roc. size, 4 doz.....		.55
¼ lb., 4 doz.....		1.30
¾ lb., 3 doz.....		2.40
1 lb., 1 doz.....		4.65

## BLACKING—Shoe.

Shinola (premiums).....	per gross	10.00
Blackola, 1 doz., 10 cent size.....		.85
Mason's No 1, ½ gross.....	per gross	2.70
" " " "	"	3.00
" " 3, " "	"	3 30
" " 4, " "	"	5 40
" " 5, " "	"	13 80
T. M. French.....	per doz.	1.10

## SHOE DRESSING.

	Dos.
Mason's—	
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	2.50
Bixby's Royal Polish, 1 doz.....	.65
Bixby's Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.65
Brown's, Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.75
“ Oil Polish.....	.85
Easy Bright, ladies'.....	.85
“ waterproof.....	1.25
Admiral Russet Combination.....	.75
Admiral Shoe Dressing.....	.75

## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	25½ .27
Java, Interior.....	.21 .23
Bogatos.....	.14 .17
Washed, Caracas.....	.14 .16½
Washed, Mexican.....	.14½ .15½
Bucarmango.....	.13 .13½
Guatemala.....	.12½ .14½
Maracaibo.....	.14 .18
Washed Santos.....	.14 .18
Mocha Seed Santos.....	.19 .13½
Santos.....	.11 .12½
Rio.....	.11 .12½

## ROASTED COFFEE IN BULK.

Private Estate.....	33
Fancy East India.....	28
Fancy Blend.....	27
Logan Blend.....	13½
Java and Mocha Blend.....	26
Fancy Maracaibo.....	22
Fancy Mocha Santos.....	20
Choice Mocha Santos.....	18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	13½	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—		
30 tins in box.....	per box	4.15
12 in tins box.....	per carton	1.60
2-lb. tins.....	per doz.	5.75

**BLUING—Dry.**

	Per gross
Barlow's, small, 3 doz.....	2.75
" " large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" " No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" " No. 3, 3 doz.....	2.65
" " A, No. 6, 12 oz. boxes, 1 or. free...	4.80
" " Ball Blue, No. 1, 3 doz.....	2.60
" " " " No. 3, 3 doz.....	4.80
Rockitt's, "c. and roc. astt., 8 lbs.....	Per lb. .30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
" " " " " " 6 " @ 39c. ".....	2.34

**BLUING—Liquid.**

[illegible]

## BUTTER.

	Per lb
<b>Tub Butter—</b>	
Creamery, extra, 60-lb. tubs .....	.37
" first, " .....	.36
" second, " .....	.35
" third, " .....	.31-.32
" dairy, extra, bakers' use, 30-60 lbs. ....	.25-.30
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.35-.38
<b>Print Butter—</b>	
Star or S. D. brands, 1 lb., 20-30-lb. bxs. ....	.42
B. B., E. D. brands, 20-30-lb. boxes.....	.40
J. J., C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes.....	.39
Sheaf ("400") Elgin, 20-30-lb. boxes.....	.38
Sheaf.....	.33-.37
Milken Farm, lbs. and $\frac{1}{2}$ lbs.....	.42
Gurnee, lbs. and $\frac{1}{2}$ lbs.....	.40
Belle Spring.....	.36
White Rock.....	.40

## CANDLES.

	Per M
P. & G., 8's, 30 lbs.....	1.14
" 16's, 30 lbs.....	1.24
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	0.04
Searchlight, hotel, 16's, 30 lbs.....	0.08
Peerless, hotel, 16's, 30 lbs.....	0.03
Bright Light, 16's, 30 lbs..... per box	1.75
Werk's, 8's, 30 lbs.....	1.14
" 16's, 30 lbs.....	1.24
Neverout, 8's..... per box	1.75
" 16's.....	1.88

## JARS AND JAR RUBBERS.

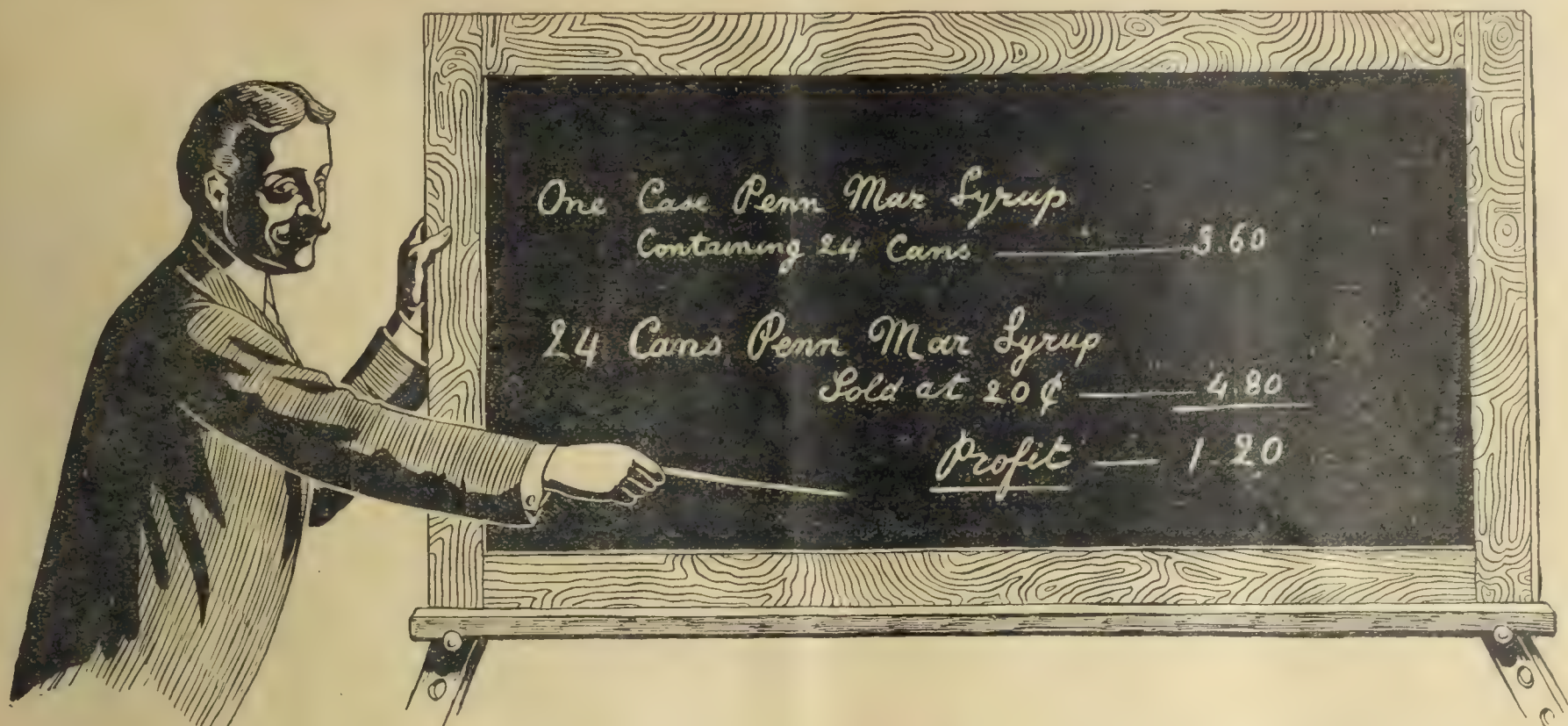
Mason's—		
Half gallons, boxes, 1 doz. each.....	per gross	6.50
Quarts, boxes, 1 doz. each.....	per gross	5.25
Pints, 1 doz. each.....	per gross	4.75
Jar Rubbers—		
Wide, 1 lb. cartons .....		.30
Regular, 1 lb. cartons.....		.30
Lipped, 1 gross, boxes.....		.80
Cartons, 1 doz. packages.....		.45
Success, 1 lb. cartons.....		.30
Extra caps.....	per gross	1.00
Jelly Glasses, fluted, bbls., 24 doz.....		.18

## CANNED GOODS.

Tomatoes—		Per do.
Fancy Jersey.....		.87½
New Jersey, No. 10, 1 doz.....		2.25
"          standard No. 3.....		.80
" <sup>5</sup> / <sub>16</sub> inch.....		1.20
Maryland, No. 10, 1 doz.....		1.95
Mrs. Lippincott's, frying.....		1.15
Our Best, 50 doz.....		1.00
Fancy Maryland.....		.75
Luncheon, fancy Maryland.....		.80
Lima Beans—		
New Jersey, No. 2.....		.90
"          10.....		4.50
String Beans—		Per do.
Fancy cut Refugee.....		1.05
"    Refugee.....		1.20
Small ".....		1.35
Fancy small Refugee.....		1.60
Smallest Refugee.....		1.80
New York, No. 10.....		4.25

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





☞ **PENN MAR** is the only absolutely pure cane sugar syrup made in this market. You haven't a customer who won't buy it from you regularly whom you get to try it.

☞ If you will send us a list of say fifty of your customers, we will deliver a sample of **PENN MAR** to each housekeeper and tell her she can get more from you.

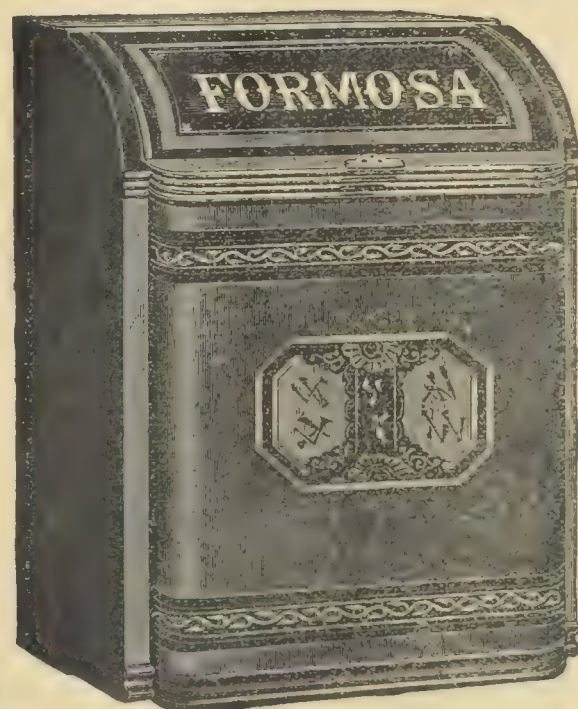
**J. STROMEYER & COMPANY**

33 S. Water Street, Philadelphia

## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese Scenery Paper for Tea-store Decoration



**TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills**

WRITE FOR CATALOGUE

**MORGAN & CORNELL**

211 DUANE ST.  
NEW YORK









## "If I Only Had the Training I Could Take That Position"

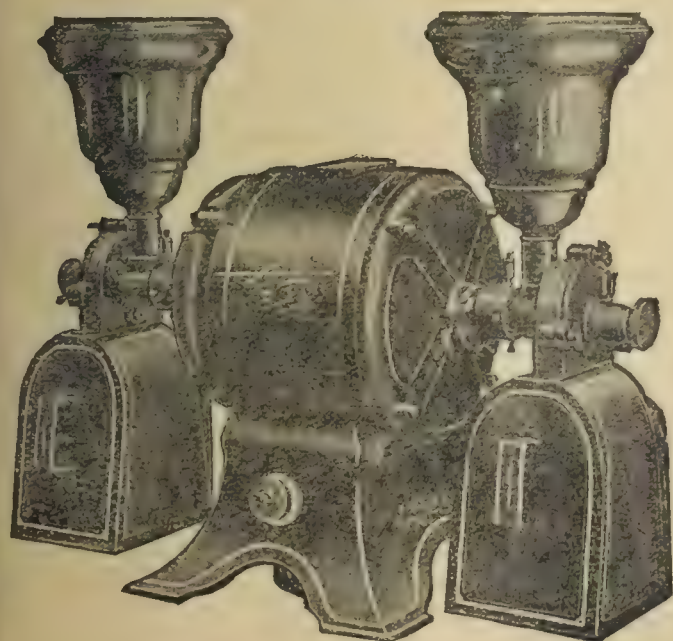
How often have *you* had that very thought upon seeing an advertisement for a traveling salesman—a chance to make a good salary and see the world. Such positions are always open to the *trained man* and *you* can get the *training!* The Sheldon Course in Scientific Salesmanship has given many a \$10-a-week grocery clerk his *real* start in life.

### SHELDON SCHOOL

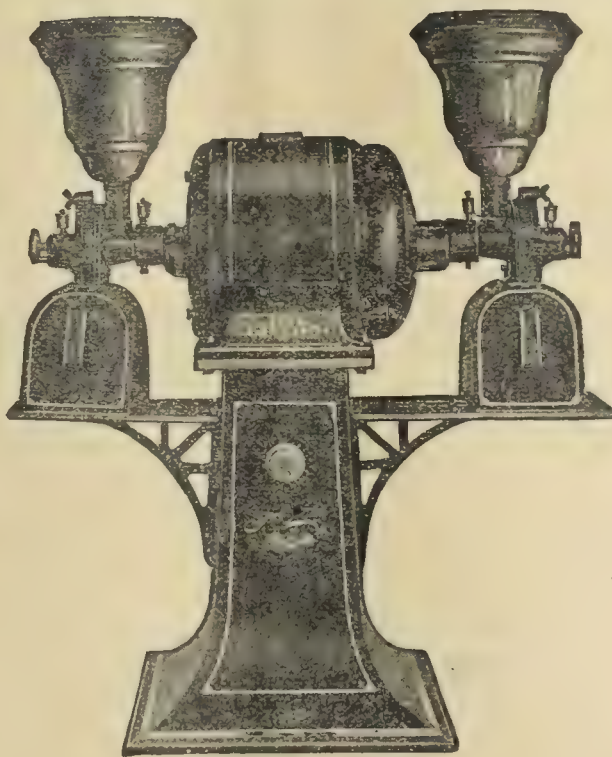
502 Republic Building - - Chicago, Ill.

## HENRY TROEMNER'S Electric Coffee Mills

ARE THE FAVORITE MILLS  
SAVING DOLLARS AND LABOR  
THEY ARE FOOL PROOF



No. 192 MILL



No. 192 P MILL

WRITE FOR PRICE LIST

## HENRY TROEMNER

No. 911 ARCH STREET :: PHILADELPHIA, PA

J. A. FLESCHE & SON, 115 Adams St., Chicago, Ill.

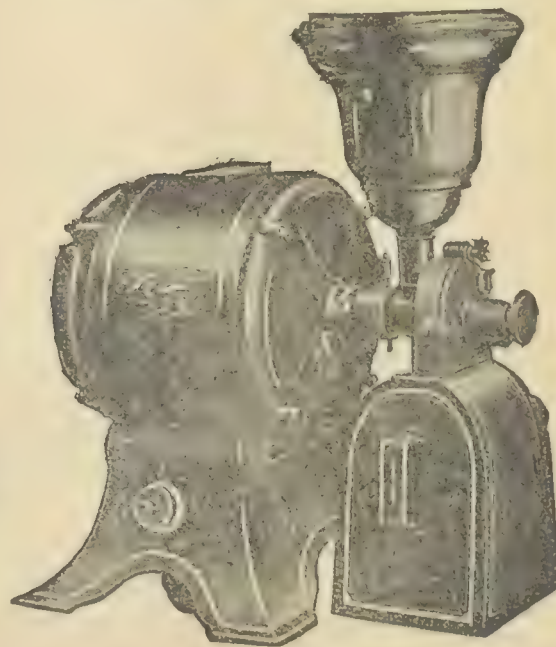
GENERAL AGENTS FOR UNITED STATES

## ESTABLISHED 1840

Illustrations show mills fitted with direct-current motors; made also for alternating-current services.

Don't be talked into buying something "as good." There's nothing like or as good.

TROEMNER'S IS UNEQUALED



No. 19 MILL



-9-

# WILBUR'S COCOA

FINEST FLAVOR  
FAIREST PRICE

roc. tins, 12 lb. boxes	per lb.	.35
1/2 lb. tins, 6-lb. boxes	per lb.	.33
1/2 lb. tins, 6-lb. boxes	per lb.	.33
Premium Chocolate—		
1/2 lb., 12-lb. boxes	per lb.	.28
1/2 lb., 12-lb. boxes	per lb.	.28
Chocolate—		
Sweet Clover, 48 cakes, 5 cent size	per box	1.40
24 cakes, 10 cent size	per box	1.50
Lowney's—		
Premium Chocolate, 6-lb boxes, 12 boxes in case, 1/2-lb. packages		.38
Premium Chocolate, 12-lb. boxes, 6 boxes in case, 1/2-lb. packages		.38
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages		.37
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages		.37
Vanilla Sweet Chocolate, 50 5-cent packages in box	per box	1.50
Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins		.36
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins		.36
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins		.36
Croft's Cocoa and Chocolate—		
Swiss Milk Cocoa, 1/2-lb. jars, 6 and 12-lb. boxes		.40
Croft's Cocoa, 1/2, 2 dozen in box		1.80
" " 1/2, 6 lbs. "		.11
" " 1/2, 6 lbs. "		.33
" " 1/2, 6 cans "		.30
" Swiss Milk Chocolate, 48 5-c.cakes		1.50
" Premium, 1/2, 12-lb. cakes		.31
" " 1/2, " "		.30

## CONDENSED MILK. BORDEN'S CONDENSED MILK CO.

All BORDEN'S Brands guaranteed.



Eagle, 4 doz.	4.25
Eagle, 2 doz.	3.15
Challenge, 4 doz.	4.25
Magnolia, 4 doz.	4.60
Rose, 4 doz.	4.35
Dime, 4 doz.	3.75
Baby, 1 doz., glass	2.00
Red Cross	4.75
Peninsular	4.55
Star, 4 doz.	4.75
Silver, 4 doz.	4.75

### EVAPORATED MILK.

Peerless, family size, 4 doz.	3.00
Peerless, tall size, 4 doz.	3.60
Peerless, 5-cent size, 4 doz.	1.80
Columbian, family size	3.00
St. Charles, family size, 4 doz.	3.35
St. Charles, tall, 4 doz.	3.65
St. Charles, 5-cent size, 4 doz.	1.90
Silver Cow, 5-cent size	6 doz. 8.65
Silver Cow, family size, 4 doz.	3.00
Pet, tall, 4 doz.	3.60
Pet, 5-cent size, 6 doz.	3.60
Van Camp's, 6 doz., small	3.75
Van Camp's, 4 doz., family	3.75
Van Camp's, 4 doz., tall	3.80

## HIRES CONDENSED MILK



Silver	4.75
Hires	4.50
Queen	4.50
Premium	4.15
Blue Ribbon	4.15
Gold (Baby)	3.00
Gold, tall	4.00
Gold, family	3.25

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### CRACKERS AND CAKES.

A. Exton & Co.—	Bbls.	Bxs.
Butter Crackers	.08 1/2	.09
Oyster	.08 1/2	.09
Wine scroll	.10 1/2	.11
Cracker Dust	.08 1/2	.08 1/2
Packages free. To wholesale dealers and jobbers a		
discount will be made on lots of 5 barrels and upwards.		
J. S. Ivins' Son—	Bbls.	Bxs.
Assorted Jumbles	.08 1/2	.09
Brown Edge Water	.10	.10
Cocanut Ripple	.10	.10
Cookie Mixed	.08 1/2	.09
Fig Bars	.10	.10
Frosted Spiced Wafer	.10	.10
Fruit Cookies	.08 1/2	.09
Fruit Gem	.09	.09
Graham Wafer	.10	.10
Grandma Cookies	.08 1/2	.09
Honey Jumbles, XX	.09 1/2	.10
Iced Ginger Tablet	.08	.08
Iced Honey Jumbles	.12	.12
Iced Penn Treaty	.07 1/2	.08
Iced Velette Wafer	.07 1/2	.08
Lemon Bar	.08 1/2	.09
Lunch Biscuit	.08 1/2	.09
Lunch-on-thins	.12	.12
Man-in-the-Moon	.09	.09
Molasses Cookies	.07 1/2	.08
Penny Mixed	.08 1/2	.09
Orange Cookies	.08 1/2	.09
Oyster, Dot or Square	.07	.07 1/2
Quaker City Mixed	.08 1/2	.09
Saltines	.12	.12
Soda Biscuit XXX	.07 1/2	.08
Spiced Wafers	.08 1/2	.09
Sugar Cookies	.08 1/2	.09
Sultana Fruit	.12	.12
Toast Biscuit	.08 1/2	.09
Water Crackers, Ivins	.07 1/2	.08
Package goods—		Per doz.
Animal	.50	
Cracker Meal, large	.90	
small	.50	
Faky Oysters	.50	
Gingerettes	1.00	
Gold Medal Soda (small)	.50	
(large)	.90	
Graham Wafers	1.00	
Ivins	.50	
Lunch-on-thins	1.00	
Milk Lunch	1.00	
Our Ginger Snap	.50	
Pink Tea	1.00	
Sugar Snaps	.50	
Saltina Biscuit	1.00	
Freight paid on 3 boxes to Pennsylvania, New York,		
New Jersey, Delaware, Maryland, District of Colum-		
bia, Connecticut, Rhode Island, Massachusetts.		

### DELIKATESSEN.

#### Wein Senf, Prepared Mustard.

Stone Pots, small size, 2 doz. in case, per doz.	1.25
" " with Horse-radish, p. dz.	1.15
Stone Pots, large size, 1 doz. in case, per doz.	1.75
" " with Horse-radish, p. dz.	1.75
Wein Senf, in bbls.	
1 gallon stone jars	per jar .75
5 gallon kegs	per keg 3.50
Prepared Mustard, in bbls.	
" in 15 gallon kegs	per gal. .25-.40
" in 10 " "	" .25-.40
" in 5 " "	" .25-.40
" in 1 gallon pails	per pail .75
" in 1 " "	" .40
Prepared Special, with spoon, 2 doz. in case,	
per doz.	.95
" Sifting top, 2 doz. in case	per doz. .40
" with Horse-radish, 2 doz. in case,	
per doz.	.95

#### Imported and American Fancy Cheese.

Emmentaler Swiss Cheese, Selected tub	.26
" " " " " "	.27
Sap Sago, 2 to a lb.	case, per lb. .18, less
Roquefort Cheese, 12 in case, per lb.	.30 1/2
Parmesan, leaves about 30 lbs.	leaf, 31. cut. .30
Edam Cheese, 12 in case	case, 9.00, single, .80
" in tin	per lb. .26
" 1-lb. tins	per case 3.75
Camembert, in wood boxes	per doz. 2.75-2.85
Sap Sago, grated, ready for use, 10-oz. bottles,	
per doz.	1.45
Parmesan, grated, ready for use, large bottles,	
per doz.	1.75
Parmesan, grated, ready for use, small bottles,	
per doz.	1.75
Olmutzer Hand Cheese, 100 in box	8.25
Edelweiss, Romatour and Bier-Kase	per doz. 4.00
American Swiss, No. 1	leaf, .21 cut. .24
" Square leaves, No. 1, about	
25 lbs. each	per lb. .22
Limburger Cheese, No. 1	box, 18; .19
1/2 box, 18; less	.19
Muenster Cheese	per lb. .19
Brick Cheese, No. 1	.19
English Dairy Cheese	" .21
Pineapple (Picnic size), 6 in box	per box 3.00
(Gem size), 6 in box	.25
Royal Luncheon Cheese—	
Dinner size, 1 doz. in case	per doz. 4.50
Lunch size, 2 " "	" 3.40
Picnic size, 2 " "	" 1.35
Trial size	" 1.00
MacLaren Imperial Cheese, Club size, per doz.	1.00
" " No. 1	.40
" " Roquefort " large "	.95
" " small "	1.45
Fromage de Brie, M. C. C., 1 in box	per box 1.35
" d'Isigny " "	1.35
Wm. Tell brand, 12 in box	" 1.40
Neufchatel (Cow brand), 25 in box	" 1.00
Star Cream, or Phila., 12 in box	" .80
Miniature Cream, or Phila., 12 in box	" 1.00
Hand Cheese, 8 doz.	1.35
" 4 " "	.75
" 4 " Thuringer	.15

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Farmer Hand Cheese, 4 doz. in box	" 1.45
Schutzen Cheese, 12 in box	" 1.25
American Mountain Cheese (Alpen Kase), 30	
1-lb. packages	per lb. .18

#### Imported and American Meats and Sausages.

Westphalia Ham (marked weight)	per lb. .48
Wiener Wurstel, 16 in tin	per doz. 4.75
" " " "	8.75
Carlsbad Speck (Imported Bacon)	" .38
Imported Cervelat Sausage (Rolf's)	per lb. .48
Imported Frankfurters	per doz. 3.75
Goose Breast, imported, marked weight, per lb.	.65
Pate de fols Gras, small size	per doz. 3.00
American Holsteiner	by bbl. 12; less, per lb. .14
" Landjager, short	" .26
" long	" .28
" Mortadella, Dry	" .28
" Knackwurst, 25 in box, per box,	
\$4.75	per doz. 2.40
" Cervelat (K), 50 and 100-lb. boxes,	
.24; less	.23
" Cervelat, Blue Ribbon, 50 and 100-	
lb. boxes, .22; less	.23
" Cervelat, Crescent, 50 and 100-lb.	
boxes, .16 1/2; less	.18
" Cervelat, Tip Top, 50 and 100-lb.	
boxes, .16; less	.18
" Cervelat, E. Gothaer, 50 and 100-lb.	
boxes, .27; less	.28
" Salami (K), 50 and 100-lb. boxes,	
.20; less	.22
" Salami, Blue Ribbon, 50 and 100-lb.	
boxes, .22; less	.23
" Salami, G. A. P., 50 and 100-lb.	
boxes, .16 1/2; less	.18
" Tongue Sausage	per lb. .18
Smoked Brunschweiler Liver Sau-	
sage	per lb. .15
" Lachs Ham	per lb. .25
" Petit Delicatess Frankfurters, plain,	
per doz.	1.00
" Petit Delicatess Frankfurters, with	
Sauer Kraut	per doz. 1.00
" Lebanon Beef Bologna	per lb. .15
" Paprika Speck	per lb. .18
Mettwurst, half-round	per lb. .16
Liver Sausage (Special), truffle, goose, or sar-	
dellen	per lb. .15
Smoked Thuringer Blutwurst	per lb. .28
" Pfefferwurst	per lb. .28

#### Pickled Meats.

Lamb Tongues (Derby Brand), pint glass jars	Per doz. 4.75
" " quart glass jars	5.75
" " 10-oz. jars	8.50
Calves' Head, in round tins	per doz. 1.65
Pickled Meats, in glass	per doz. 1.00
(Tripe, Ox-Heart, Beef Salad, Pig's Feet.)	
Beef Salad, in glass	per doz. 1.00
" " pints	
" " quarts	
Lamb Tongues, in glass	per doz. 1.60

#### Holland and Scotland Herrings.

Holland—		Kegs or Pails.
Mixed, "Y. M.", 1/2 bbl.	5.50	.65-.75
Milkers, "Y. M.", 1/2 bbl.	6.50	.75-.85
Mixed, standard, bbl.		
1/2 bbl.	5.50-6.50	
Milkers, standard, bbl.		
1/2 bbl.		
Scotland—		
Mixed, large, fulls, bbl.		8.00
" " 1/2 bbl.		8.00
Milkers, " " bbl.		8.00
" " 1/2 bbl.		8.00
Marinerte Herring, imported, about 40 in pail.		1.25
Roll Herring, imported, about 25 in pail.		1.00
Spiced Herring, imported, about 40 in pail.		1.00
Norway Stockfish, dry	per lb. .15	
Maxies Herring	per pail	

#### Bismarck Herring.

Round tins, with key, pint	Per tin. .20
" " quart	.35
" " 2 quart	.55
" " 4 quart	1.10

#### Smoked Delicatessen Fish, in Season.

Roll Mops, 4 quart tin	1.10
" " 2 quart tin	.60
" " quart tin	.30
Brat-Haring, 4 quart tin	1.10
" " 2 quart tin	.60
" " quart tin	.40
English Sprats, 36 bunches	per box
Kruger's Roll- and Brat-Haring, oval tins,	per doz. 2.50

#### Russian Sardines.

Imported fish, Walkoff brand	per keg .75
" 5-lb. pails	per pail .35
" 10-lb. pails	per pail 1.05
Cut Spiced Sardines, 10-lb. pail	" .75
" 5-gal. keg	per keg 2.75
Russian Sardines, in glass jars	per doz. 2.25

#### Norway Anchovies.

Original package	per 1/2 bbl. 5.50
Repacked in 5-lb. pails	per pail .60
" 10-lb. pails	per pail 1.10
" 5-gal. kegs	per keg 2.75
" 1/2-lb. flat tins	per doz. .95
" 1/2-lb. tall tins	per doz. 1.50
" 1-lb. tall tins	per doz. 2.00

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Fancy kegs, keg	per doz. .80
" 1/2 keg	per doz. .40
" 1/4 keg	per doz. .30
" 1/8 keg	per doz. .20

#### Salt Sardellen.

Original packages, 1902	per anker 16.00
Repacked, kegs, about 8 lbs.	per keg 3.75
" pint jars	per doz. 8.00
" large tins	per doz. 3.60
" small tins	per doz. 2.40

#### Russian Caviar.

1-lb. tins	Per doz. 20.50
1/2-lb. tins	10.50
1/4-lb. tins	5.50
1/8-lb. tins	3.00

#### German Dill Pickles—Regular Size.

60-gal. casks, about 2000	per cask
50-gal. bbls., about 1200	per bbl. 9.00
15-gal. keg, about 500	per keg 1.00
10-gal. keg, about 300	" 1.00
5-gal. keg, about 150	" 1.00
10-lb. pail, about 50	per pail

#### Domestic Sourkrout—Long Cut.

60-gal. casks	per cask
48-gal. bbls.	per bbl. 6.50
10-gal. kegs	per keg 2.50
5-gal. kegs	per keg 1.50
10-lb. pails	per pail .65

#### Imported Lebkuchen.

Dampfnusse (Pfeffernusse)	per lb. 1.00
Spitzkugeln	" 1.00

#### Lebkuchen and Bread.

Small Baster Lebkuchen, 6 in pkg	per bundle .50
Baker Lebkuchen, No. 1, 6 " "	" .50
" No. 2, 6 " "	" .50
" No. 3, 6 " "	" .50
Amandines, 6-lb. 6-cans	per tin .50

#### Pickles and Onions in Vinegar.

Mixed Pickles and Chow-chow, 5-gal. keg	4.50
" " 10-gal. keg	4.50

#### Sundries.

German Egg Potatoes, original bags, 110 lbs.,	per bag 3.00
Green Korn	per lb. .10 1/2
Potato Flour	" .08
German Dried Peas	" .14
Dried Mushrooms	" .60-1.00
Juniper Berries	" .08
St. John's Bread	" .05
Bay Leaves	" .06-.08

#### COTTOLENE.

Cases, small, medium or large cans	8.10
Tierces, about 350 lbs.	.11 1/2
Half barrels, about 180 lbs.	.11 1/2
Tubs, about 65 lbs.	.11 1/2

#### CHEESE.

New York, full cream, new, fancy, 40-lb. bns.	.18 1/2
" " " " " "	.15
Picnic, full cream, new, fancy, 20-lb. boxes	.18 1/2
Swiss, domestic, new, 100 lbs.	.22

#### EGGS.

Nearby, candled and selected, 30-doz. crates	per doz. .25
Western	.24
Refrigerator	
Milken Farm	.28

#### FANCY GROCERIES.

Almond Staple Paste, 5-lb. cans	per lb. .28
Anchovies, in oil, 1/2 bottles	4.50
" " 1/2 bottles	3.75
Bouillon, Burnham, pints, 2 doz.	3.75
" " " " " "	3.00
Capers, Nonpareil, 1/2-gal. kegs	per doz. 1.50
" " " " " "	per doz. 8.25
" " " " " "	per doz. 8.40
" " " " " "	per doz. 8.00
" " " " " "	per doz. 1.00
Canton Ginger, large pots, 6-jar cases	per case 4.65
" " " " " "	per case 5.00
" " " " " "	per case 4.75
Cherries in Maraschino, glass, 1 doz. case	7.00
Clam Chowder, Burnham, 1 lb., 4 doz.	per doz. .50
" " " " " "	per doz. 1.00
Curry Powder, pints	per doz. 3.50
" " " " " "	per doz. 2.50
" " " " " "	per doz. 2.50



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers

IN

## 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

THE WELL KNOWN

## Fairbanks Lion Brand Canned Meats

ARE NOW LABELED

## Morris & Co. Supreme Brand

*Quality Better Than Ever*
**W. A. MILLAR & CO., AGENTS**

427-31 NORTH SECOND STREET, PHILADELPHIA



## What's The Dinner Table Talk About Your Butter?

Blessed is the grocer who can get one person to say at the dinner table:—"That's good butter, Mary, where did you get that?"

He even has much to be thankful for if he can get them to refrain from saying the other thing.

A grocery store is as good as its butter and no better. By that standard the stores that sell **Gurnse** are good stores because **Gurnse** butter is always superfine. A fancy dairy butter produced by us outright; that comes to you the same this month as last, the same next month as this. A perfectly uniform and always high-grade print butter.

Feature it as the only money-back butter on the market.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—40 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.**

39-41-43 S. Front St., - Philadelphia, Pa.



## Let Us Hear From You On This

**H** Because we want you to PUSH HOOTON'S COCOA, we'll make it pay you better than any other. It's easy to introduce HOOTON'S COCOA because our 10-cent can is the BIGGEST First Quality can on the market. It's also easy to KEEP IT SELLING because our half-pound can is still bigger money's worth at its price.

Write for particulars of our special deal introductory offers—they mean MORE MONEY for YOU.

**HOOTON COCOA AND CHOCOLATE CO.  
NEWARK, N. J.**
**"REMEMBER HOOTON'S, NEWARK, N. J."**



## -13-

French Peas, extra fins.....per case	16.00
" " fins....."	14.00
" " Moyon's....."	12.00
Hill's Irish Oatmeal, 14-lb. tins, 10 per case...	13.50
Huntley & Palmer's Petit Beurre Biscuit.....lb	.28
" " Dinner Biscuit....."	.38
" " Breakfast Biscuit....."	.36
Packed 7 lbs. and 5 lbs. in a can.	
Red Pepper, ring, pints.....per doz.	1.25
" " 1/2 pints....."	.60
Salt, stone jars, 4 doz.....per doz.	1.75
Extract of Beef, Morris', 4 oz.....per doz.	6.50
" " " 2 oz....."	3.55
" " Anker's, 120 vials.....per doz.	4.00
" " " 4 oz....."	7.25
" " " 16 oz....."	13.50
Theodore Marquet Mushrooms—	
First choice.....	24.00
Choice, 100 tins.....per case	20.00
Extra, 100 tins.....	27.00
Hotel, 100 tins.....	17.00
Truffles, 1/2 doz.....per tin	.25
" " 1/2 doz....."	.90
" " 1/2 doz....."	.95
" " 1/2 doz....."	1.85
Shrimps, pickled, small size.....per doz.	1.15
" " Dunbar's, 2 doz....."	2.25
Figs in Cordial, Dunbar's, 1 doz....."	5.75
" " Bishop's, 1 doz....."	6.50
Crystallized Ginger, 1-lb. tins....."	4.00
" " 1/2-lb. tins....."	3.25
Lime Juice, Rose's....."	3.60
Victor Rose Water....."	9.25
" " Peach Water....."	9.25
Pitted Olives....."	5.25
Armour's Solid Extract of Beef—	Per doz.
Size 2 jars, 1 dozen in case.....	4.45
" " 4 " " "....."	8.20
" " 8 " " "....."	15.90
" " 16 " " "....."	29.75
Armour's Fluid Beef Extract—	
Size 4 bottles, 1 dozen in case.....	4.45
" " 8 " " "....."	8.20
" " 16 " " "....."	16.00
Armour's Beef Extract and Vegetable Tablets—	
1 dozen small boxes, 12 tablets each.....	9.25
" " medium " 36 "....."	6.00
" " large " 72 "....."	10.00
Armour's French Bouillon—	
Size 4 bottles, 1 dozen in case.....	4.00
" " 16 " " "....."	14.00
Armour's Asparox—	
Size 4 bottles, 1 dozen in case.....	9.50
" " 12 " " "....."	7.20
" " 5 " " ".....per bottle	3.50
" " 2 fancy jugs.....per jug	1.50
Armour Tomato Bouillon—	
Size 4 bottles, 1 dozen in case.....	2.50
" " 12 " " "....."	7.20
" " 5 " " ".....per bottle	3.50
" " 2 fancy jugs.....per jug	1.50

## FLOUR.

	Per bbl.
King Midas.....	7.05
Gold Medal.....	6.70
Millbourne.....	6.60
On Top.....	6.90
Ceresota.....	6.60
Pillsbury's Best.....	6.60
Taylor's Fancy.....	6.25
Semper Idem.....	6.00
Pride of the West.....	6.10
Sunbeam.....	5.85
Quaker City.....	6.60
Purina Whole Wheat, 9 <sup>lb</sup> . sacks..	6.50
"                    "                    8-lbs.....	7.00
Purina Whole Wheat Flour—	
32-6s, per barrel.....	7.00
16-12s, "                    ".....	6.75
8-24s, "                    ".....	6.65
4-48s, "                    ".....	6.55
Half barrels, 1/2-barrel price plus 10 cents.	
Purina Graham Flour—	
32-6s, per barrel.....	7.20
16-12s, "                    ".....	6.95
8-24s, "                    ".....	6.85
4-48s, "                    ".....	6.75
Mother's Old-fashioned Graham Flour, 20 5-lb. packages.....	
	3.00

## Self-Raising Flour.

Franklin, 30 packages.....	3.75
Hecker's Superlative, 32 packages.....	3.12

## Pancake Flour.

Aunt Jemima, 36 packages.....	3.00
Old Homestead, Flapjack, 32 packages.....	2.67

## Buckwheat Flour.

Hecker's, 36 packages.....	2.88
" " 32 packages.....	4.16
Fancy, 100-lb. sacks.....per 100 lbs.	3.85

## FARINACEOUS GOODS.

Corn Meal—	
Western, granulated, yellow, 100 lbs.....	1.90
" " white, 100 lbs.....	2.10
" " table, yellow, 100 lbs.....	1.75
" " white, 100 lbs.....	1.95
Unbolted, white, Old Virginia, 125 lbs.....	2.25
Mother's, white, 24 packages.....	1.80
" " yellow, 24 packages.....	1.80

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Farina—	
Hecker's, 24 1s.....per case	1.56
Hecker's (ream (silver spoon) 36 cartons ...	4.50
Schumacker's Farina.....	1.40
Beans—	Per bushel.
California Lima, about 80 lbs.....per lb.	.05 1/2
Marrows, fancy, N. Y. State, grain bags.....	3.35
Michigan Pea, bags 160 lbs.....	2.65
Red Kidneys.....	3.20
Peas—	
Green.....	2.40
Scotch.....	2.60
Split, yellow.....	2.35
" green.....	
Lentils—	Per lb.
oooooo, 110-lb. bags.....	.03
Less quantity.....	.03 1/2
Shaker Corn—	
Fancy, barrels.....	
Less quantity.....	
Hominy—	
Lea's Breakfast, 10 packages.....per case	1.60
" Pearl, 100 lbs.....per bag	1.10
Schumacher's Breakfast, 10 pkgs. to case...	1.45
Western Pearl, 100-lb. bags.....	1.95
" Grits, 100-lb. bags.....	1.95
Mother's, Grits, 36 packages.....	2.35
" Pearl, coarse, 36 packages.....	2.35
Barley—	
OO.....	
No. 3, 100 lb. bags.....	2.65
Noodles—	Per case.
Smith's, 30 10-c. packages.....	2.00
" assorted, 5 and 10-c.....	2.00
Golden Egg, 5 and 10-c.....	1.80
" 5-c.....	1.80
" 10-c.....	1.80
Oatmeal—	
B, 200 lbs.....per bbl.	6.25
B, less than bbl.....per lb.	.04
Mother's, steel cut, 24 packages.....	2.65
Oaten Goods—	Per case.
Mother's Crushed Oats, 18 packages.....	1.47 1/2
" 20 packages, large.....	3.90
Quaker Oats, 18s.....	1.45
Quaker Oats, 20s Family (with China).....	4.00
Quaker Oats, 36s Tins.....	4.25
Rolls Oats—	
Avena, 180 lbs.....per bbl.	5.25
" 90 lbs.....per keg	2.75
" 90 lbs.....per sack	2.45
Standard, 180-lb. bbls.....	5.10
" 90-lb. bags, fresh.....	2.65
Mother's, compressed, 18 tins.....	2.12 1/2
Sago.....	
Colburn's, 36 1-s.....per lb.	.06 1/2
Fine.....	.04
Taploca—	
Instantaneous, 50 1s.....	.07 1/2
Colburn's Hasty, 36 packages.....	.06 1/2
Minute, 1/2 gross.....per box	2.75
Flake, about 125 lbs.....per lb.	.04 1/2
Pearl, 150 lbs.....	.03 1/2
" less quantity....."	.04 1/2

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 2s.....per case	4.50
Egg-O-See, 36 packages.....	2.50
Corn Flakes, 36 packages.....	2.50
Maple Flake, 36 packages.....	4.05
5-case lots.....	3.85
Postum Cereal—	
1 doz. 10-oz. and 1/2 doz. 20-oz. packages.....	2.50
1 doz. 20-oz. packages.....	2.25
2 doz. 10-oz. packages.....	2.70
3 doz. 20-oz. packages.....	6.75
Grape Nuts—	
2 doz. 1-lb. packages.....	2.70
3 doz. 1-lb. packages.....	4.05
Post Toasties—	
2 doz. family size.....	2.80
3 doz. popular size.....	2.80
Shredded Whole Wheat, 36 packages.....	3.60
Mother's Corn Flakes, 36 packages.....	2.55
" Wheat Hearts, 18 packages.....	1.90
Cream Wheat, 36 packages.....	4.50
Wheatlet, 30 packages.....	3.75
Wheatena, 36 packages.....	4.50
Grape Nuts, 24 packages.....	2.70
Triscuit, 30 packages.....	2.50
Vitos, 36 2-lb. packages.....	4.25
Kellogg's Toasted Corn Flakes, 36 packages.....	2.80
Quaker Oats Co., The—	Per case.
Apitzo Biscuit, 24s.....	3.00
Avena, 18 packages.....	1.45
Banner Oats, 20 packages.....	4.00
Quaker Breakfast Biscuit, 24s.....	1.85
Old Fashioned Scotch Brand Oat Meal, 24s.....	2.60
Silver Brand Farina, with spoon, 24s.....	2.80
Saxon Wheat Food, 24s.....	3.00
Parched Farinose, 24s.....	2.70
Quaker Cracked Wheat, 24s.....	2.40
Quaker Oats, round, 36s.....	4.25
Quaker Whole Wheat Flour, 10s.....	1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 24s.....	1.85
Scotch Brand Pearl Barley, 24s.....	1.40
Pettijohn's Breakfast Food, 18s.....	1.85
Quaker Puffed Wheat, 36s.....	2.85
Quaker Puffed Rice, 36s.....	4.25

## GELATINE AND PREPARED DESSERTS.

Knox's Crystal.....	Per doz.	1.22
" Acidulated.....		1.22
Cox's, large.....		1.65
" small.....		.97 1/2
Plymouth Rock, pink or white.....		1.25
Nelson's.....		1.50

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Bromangelon, assorted, 3 doz.....	.90
Jell-O, assorted flavors, 2 doz.....	.90
Jell-O Ice Cream Powder, 2 doz.....	1.00
Jellycon, assorted flavors, 3 1/2 doz.....	.87 1/2
Chalmer's.....	.95
Mother's, small, 1 doz.....	.45
" large, 1 doz.....	.90
Cooper's.....	.85
Tryphosa.....	.95
Gelatine, McKinley's.....	.85
Westmore's, double refined, 36 10-c. packages.....	.80
Pudding, assorted, 2 doz.....per case	1.70
Minute Gelatine, plain.....per gross	12.75
Minute Gelatine, plain.....per doz.	1.10
Minute Gelatine, flavored.....per gross	10.80
Minute Gelatine, flavored.....per doz.	.90
Seven flavors, packed solid or assorted.	

## MACARONI.

## Imported Best Bordeaux.

Long, 25 1s.....	Per lb.	.09 1/2
Short, 25 1s.....		.09 1/2
Cubes or Elbows, 24 1s.....		.09 1/2
Spaghetti, 25 1s.....		.09 1/2
Vermicelli, 25 1s.....		.09 1/2
Alphabet, 25 1s.....		.09 1/2

## Domestic.

Fancy, long, 25 1s.....	.07 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghetti, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2
Woodcock, long, 24 pkg.....	.10 1/2

## Choice Grades.

Macaroni, short, 25 1s.....	.07
" 50 1/2 lb. pkgs.....	.04
Cubes or Elbows, 24 1s.....	.07
Spaghetti, 25 1s.....	.07
Vermicelli, 25 1s.....	.07

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—	
Dime cartons, 2 doz. in case.....per doz.	.90
Tins, Keyed (Jewel), 2 doz. in case.....	.90
Large cartons or tins, 2 doz. in case.....	2.00
Dime Tumblers, 2 doz. in case.....	.90
Bulk, 15 lbs.....per lb.	.15

## Thredded Fish.

Thistle, 24 packages.....	.65
Swansdown, 2 doz.....per doz.	
Osprey, 2 doz.....	

## New Mackerel.

	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	35.00	18.10	9.25	2.00	
Ex. Norway, No. 2.....230-260	25.00	13.10	6.65	1.50	
Ex. Norway, No. 3.....320-360	21.00	11.10	5.75	1.30	
Ex. Norway, No. 4.....420-460					
Summer					
Ex. Bloaters, XX.....100-110	35.00	18.10	9.25	2.00	
Fancy Shore, No. 1.....130-150	28.00	14.60	7.50	1.65	
Ex. Shore, No. 1.....130-150	26.00	13.10	6.65	1.50	
Shore, No. 1.....130-150	24.00	12.60	6.50	1.40	
Extra Irish, No. 1.....300-350	16.50	8.85	4.58	1.10	
Medium Irish, No. 2.....350-400	16.00	8.60	4.50	1.05	
Irish, No. 4.....400-450	16.00	8.60	4.50	1.05	
Small Irish.....475-525	15.00	8.10	4.25	1.00	
New Medium Shore.....100-120					
New Large Shore.....110-130					
Large, No. 2.....210-220					
Cape Shore.....110-120	17.00	9.10	4.35	1.10	
Holland.....400-450					

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1.....	7.00	4.10			
Lab. Split, Lg. No. 2.....	6.00	3.60			
Shore, Round, Large.....					
Shore, Round, Med.....					
Ocean Fish.....	5.00	3.10			
Shad, No. 1, Mess.....	11.00	6.20	3.25	.75	
Shad, No. 2, Mess.....					
Haddock, Pickled.....					
Red Salmon.....					

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.....	.07
Our Choice, 40 lbs.....	.06
Gilt Edge, 40 lbs.....	.06
Favorite Middies, 60 lbs.....	.12

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## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.....	.06 1/2
Snow White, 1-lb. bricks, 20 lbs.....	.07
Favorite Cod, 2-lb. bricks, 40 lbs.....	.07 1/2

## Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz. in case.....	1.50
" small size, 2 doz. in case.....	.90
Small Tumblers, 2 doz. in case.....	.90
Large Jars, sealed, 2 doz. in case.....	1.50

## Loose Codfish.

Extra Large Georges Cod.....	.08
Large Bank.....	.07 1/2
Medium Bank.....	.06 1/2
Pollock.....	
Hake.....	
In original cases, 450 lbs., 1/2 c. less.	

## Smoked Fish.

New Extra Scaled Herring.....per box	.16
Boneless Herring, fancy 10-lb. boxes.....per lb.	.13
Smoked Salmon, whole fish.....	.27
Cromarty Bloaters, 500.....per box	1.15
" 1000.....	2.20

## FRESH FISH.

	Per lb.
Halibut.....	.12
Salmon, fresh.....	.25
Codfish.....	.07
Large Hake.....	.06
Haddock.....	.05
Spanish Mackerel.....	.15
Smelts.....	.08
White Cat Fish.....	.12
Red Catfish.....	.10
Fresh Herring.....a piece	.01
Snappers.....	.10
Ells.....	.12
Green Sea Bass.....	.12
White Perch.....	.12
Spotted Trout.....	.15
Shad, Buck.....each	.25
Shad Roe.....each	.40
Rock Fish.....	.15
Black Bass.....	.15
Croakers.....	.04
Lobsters.....	.20
Steak Fish 1/2 cent per lb. additional	

## OYSTERS.

Cove, Primes.....per M.	-10.00
Cove, Culls.....	-6.00
Blue Points.....	-5.00
Blue Points.....per bbl.	-6.50
Absecon, Primes.....per M.	-9.00
Absecon, Culls.....	-4.50
Rockaways.....per bbl.	-5.50

## CLAMS.

Clams.....per M.	7.00 - 9.00
Necks.....	6.00 -

## DRIED FRUITS.

	Per box
Raisins—	
Extra Dessert Clusters, 22-lb. boxes.....	2.95
Connoisseur Clusters, 22-lb. boxes.....	2.05



## HOUSEWIVES OF TWO GENERATIONS

Soaps may come and soaps may go, but **Babbitt's Best** will go on forever.

At least it seems so. It's one of the oldest laundry soaps on the market, and every year has seen more sold than the year before.

Why? Because **Babbitt's Best** soap is unequalled as a cleaner and housewives of two generations know that.

There is no safer soap to sell and no *good* soap more profitable.

MADE BY

**B. T. BABBITT**  
NEW YORK

## RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

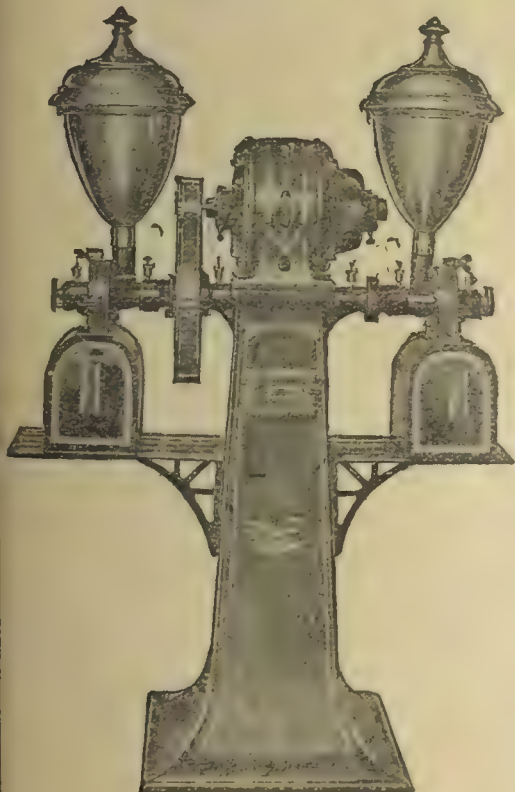
Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

## Tea and Coffee Bins



## Electric Coffee Mills

**Q** You know one or two kinds and you know nothing about the others. *We know all of them—we've handled them in fitting up grocery stores all over the country. Some are better than others and we know why. Use our brains and experience. Let us show you how to get what you want at the right price. Knowledge like ours saves money.* Write for our catalogue.

**J. A. FLESCH & SON**

SPECIAL AGENTS FOR HENRY TROEMNER

Suite 1945—115 Adams Street, CHICAGO

Designers of Modern Fixtures for Grocery Stores

## Millbourne Flour

GOOD OLD MILLBOURNE

Good for 150 Years

**GOOD TO=DAY**

Millbourne Mills, 63d & Market Sts., Phila., Pa.



## -17-

Seeded Raisins—	
Owl, extra fancy, 36 is.....	.07½
Fancy, 36 is.....	.07½
Blue Pennant, 36 is.....	.05¾
Parrot, 36 is.....	.06½
Souvenir, 36 is.....	.07¾
Glen Rosa, 36 is.....	.06¾
Blue Ribbon, 36 is.....	.06¾
California Seedless Raisins—	
Gold Cord, bleached, 36 is.....	.10
Not-A-Seed, 36 is.....	.07½
Griffin, 50 is.....	.06¾
Gray's, 36 is.....	.05½
Loose Muscatels, 3 crown, 50-lb. boxes.....	.04¾
Sultanas, 50-lb. boxes.....	.05
Thompson's, 50-lb. boxes.....	.05
Prunes—	
Fancy Santa Clara, 20-30.....	.14
" " 30-40.....	.09¾
" " 40-50.....	.08¾
" " 50-60.....	.07½
" " 60-70.....	.06¾
Ruby, 30-40.....	.09¾
" 40-50.....	.09¾
" 50-60.....	.08¾
Oregon, 40-50.....	.07¾
" 50-60.....	.07¾
Silver.....	.11½
Currents—	
Fancy, re-cleaned, new, 40 is.....	.08¾
Extra choice, re-cleaned, new, 40 is.....	.07¾
Fancy, re-cleaned, 30 lbs. loose.....	.08
Citron—Extra, fancy, new (all whole pieces), 10-lb. hinge lid boxes.....	.13¾
Lemon Peel, fancy, 10-lb. hinge lid boxes.....	.12¾
Orange Peel—	
Fancy 10 lb., hinge lid boxes.....	.12¾
Dates—	
Fard, fancy, new, boxes about 14 lbs.....	.11½
Hallowe'en, very fcy, new (Gldn) abt. 70 lb. Orient, new, pitted, 30 packs.....per pack	.05 .06
Figs—	
Fancy, new, Cal., 10-12.....per box	.77½
Extra fancy new Smyrna layers, 5 crown, boxes about 12 lbs.....per lb.	.12¾
Fancy new Smyrna layers, 5 crown, boxes about 12 lbs.....per lb.	.12¾
5 or 10 box lots.....	.12
Apricots—	
Blenheim, extra fancy large, very bright Santa Claras, 25 lb. boxes.....	.15¾ .15¾
5 or 10 box lots.....	.14
Fancy Royals, new, 25 lb. boxes.....	.13½
Extra choice Royals, new, 25 lb. boxes.....	.13½
5 box lots.....	.13½
Choice Royals, new, 25 lb. boxes.....	.12¾
5 or 10 box lots.....	.12¾
Moorspark Slabs, fancy, very bright, 50 lb....	.12¾
Cherries—	
Extra fancy California, pitted, 25 lb. boxes..	.21
Pennsylvania, pitted, 25 lb. boxes.....	.19
Nectarines—	
Fancy, white, 25 lbs.....	.09¾
5 or 10-box lots.....	.09¾
Peaches—	
Fancy Muir, 25 lbs.....	.09¾
Extra choice Muir, 25 lbs.....	.09
Choice Muir, 25 lbs.....	.07½
Good, 25 lbs.....	.06
Extra choice Yellow, 50 lbs.....	.07¾
Whole, 50 lbs.....	.05½
Fancy, pared, 25 lbs.....	.18¾

## FOREIGN AND DOMESTIC GREEN FRUITS.

Jamaica Bananas—	
Selected, 10 hands, packed 1 in barrel.....	2.00
" 9 " 1 ".....	1.75
" 9 " 2 in crate.....	1.65
" 8 " 1 in barrel.....	1.25
" 8 " 2 in crate.....	1.15
" 7 " 2 ".....	1.10
" 7 " 3 ".....	.95
" 7 " 3 ".....	.85
Cocoanuts—	
Porto Rico, extra fancy, 80 size.....	3.75
Jamaica, extra fancy, 100 size.....	3.50
Florida Oranges—	
Fancy Brights, 126-150.....	3.00
" 176-200.....	3.25
" 216-250.....	2.75
" 288-300.....	2.75
Golden Russets, 126-150.....	3.00
" 176-200.....	3.00
" 216-250.....	2.75
" 288-300.....	2.75
Florida Grape Fruit—	
Fancy Brights, 36-46-96.....	3.00
" 54-64-80.....	4.00
Russets, 36-46-96.....	3.00
" 54-64-80.....	4.00
Messina Lemons—	
Extra fancy, 300 size.....	3.25
" 360 size.....	3.50
Choice, 300 size.....	3.25
" 360 size.....	3.25
California Lemons—	
Extra fancy, 300 size.....	3.75
" 360 size.....	3.75
Choice, 300 size.....	3.25
" 360 size.....	3.25
Pineapples—	
Fancy, 18-24.....	3.75
Fancy, 30 size.....	3.75
Fancy, 36-42 size.....	3.00
California Oranges—	
Extra fancy Navels, 96-112.....	2.50
Extra fancy Navels, 126-150.....	2.75
Extra fancy Navels, 176-216.....	3.00
Extra fancy Navels, 250, 288-324.....	3.25

## HORSE RADISH.

Tumblers, 10-c. size, a doz.....per doz.	.41
Tumblers, 8-c. size, a doz.....	.45
Tumblers, 10-c. Lord's Prayer, a doz.....	.85
Tumblers, 10-c. out glass, 10-c., a doz.....	.85

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## INK.

Arnold's, black, 30.....per bottle	.48
Continental, red, 1 doz.....	.30
" black, 3 doz.....	.25
Royal, black, 3 doz.....	.25
Superior, black, 3 doz.....	.23
Stafford, Commercial, 30.....per bottle	.60

## LAMP GOODS.

Per case of 6 doz.			
Lamp Chimneys—	No. 0.	No. 1.	No. 2.
Macbeth Pearl Top.....	4.00	4.50	5.10
Acme, Victor Top.....	3.60	4.20	4.80
Pure Flint, Lustrous Top.....	3.70	3.30	3.90
Crystal, Crimp Top.....	3.70	3.30	3.90
No. 0, Tubular Lantern Globes.....5 doz.			2.75
Cold Blast.....5 doz.			3.75
Jumbo Chimneys, plain.....per doz.			.75
do., 107.....			.90
No charge for packages.			
Banner Burners.....			
No charge for packages.			
Oil Cans—			
Per case.			
1-gal., glass.....			2.25
1-gal., galvanized, Pearl.....			1.90
5-gal., Lennox, spout.....			5.30
5-gal., spigot.....			6.50
5-gal., Columbia.....			7.00
5-gal., Banner.....			8.00
5-gal., Climax, pump.....			10.00
5-gal., Home Rule, pump.....			12.00
Lanterns—			
No. 0, Standard.....			4.50
No. 0, Dash.....			6.50
Cold Blast.....			8.00

## LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb.....	1.50
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## LYE AND POTASH.

Per case.	
Banner Lye, 4 doz.....	3.75
Babbitt's Lye, 4 doz.....	3.25
Lewis' Lye.....	3.25
Red Seal, 4 doz.....	1.90
" 4 doz.....	4.00

## MATCHES.

Per case	
Double Dip Brands—	
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots..	3.35
Black Diamond, Dia. 5 size, 100 bxs., 4 cs....	3.00
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.....	4.25
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots	3.75
Crescent, Dia. 5 size, 144 bxs., 4 cs. lots.....	3.75
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots..	3.50
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots....	.95
" " 2½ gr. cs., 8 cs. lots.....	2.35
" " 5 gr. cs., 4 cs. lots.....	4.70
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs....	.85
" " 3 gr. cs., 7 cs. lots.....	2.55
" " 5 " " ".....	4.25
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.....	2.50
Parlor Brands—	
Search Light, Dia. 5 size, 4 cs. lots.....	4.25
" Dia. 1 size, 2½ gr. cs., 8 cs. lots.....	2.40
" " 3 gr. cs., 7 cs. lots.....	2.85
" " 5 gr. cs., 4 cs. lots.....	4.75
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots	3.50
Chips, Dia. 8 size, 50/3 bx. pkgs., 10 cs. lots..	1.65
" 100/3 bx. pkgs., 5 cs. lots.....	3.30
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.....	.93
" " 3 gr. cs., 7 cs. lots.....	2.70
" " 5 " " ".....	4.50
Doric, Dia. 1 size, 1 gr. cases.....	.90
" " " ".....	4.50
Big Buffalo, Dia. B size, 144 bxs.....	3.85
Little Stars, Dia. L S. size, 10 gr. cs., 2 cs. lots	3.80
Vulcan, Dia. 5 size, 144 bxs.....	4.20
Safety Matches—	
Three Noes, Dia. 1 size, 5 gr. cs., 4 cs. lots..	4.50
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.....	3.75
" 6 " " ".....	2.00
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.....	2.25
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.....	2.50
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs....	1.90
" " 10 " " ".....	3.80
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.....	2.25
Vulcan, No. 2, 50 gr. to case.....	25.00
" less than 50 gr.....per gr.	.55

## MINCE MEAT.

Per case.	
Atmore & Son—	
Extra Family, Seedless—	
No. 5, 6 glass jars.....	4.30
No. 3, 6 glass jars.....	3.20
No. 18, 37 and 68, wooden pails.....per lb.	.13
Barrels, halves, quarters and kits.....	.12¾
Family, Seedless—	
No. 5, 6 wooden pails.....	3.61
No. 10, 6 wooden pails.....	3.50
Celebrated, Seedless—	
Bbls., ½ and ⅓.....per lb.	.08¾
Wooden pails, 18, 37 and 68 lbs.....	.09¾
Wooden kits, Nos. 20-35.....	.09
Wooden kits, Nos. 20-35.....	.08
Keystone—	
Bbls., ½ and ⅓.....	.07¾
Wooden pails, 18, 37 and 68 lbs.....	.08¾
Condensed cartons, 3 doz. to case.....gross	11.00
Condensed cartons, 6½ doz. to case.....gross	11.00
Barrels, ½, ⅓.....per lb.	.10
Wooden kits, Nos. 20-35.....	.08
Wooden kits, Nos. 25-40.....	.10¾

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Schimmel's—	
Bbls., ½ bbls. and 30-lb. kits.....	.07¾
18 and 37-lb. kanakins.....	.07¾
10-lb. kanakins, 6 to crate.....per doz.	10.30
5-lb. " 6 to crate.....	5.75
5-lb. glass jars, 6 to crate.....	6.15
Campbell's, 30-lb. pails.....	.08
Mrs. Wells', bbls., ½ bbls. and 30-lb. kits.....	.06
New Year, bbls., kegs and 30-lb. kits.....	.05
Crescent, bbls., ½ bbls. and 30-lb. kits.....	.04¾
National, bbls., ½ bbls. and 30-lb. kits.....	.07
Southwark, bbls., ½ bbls. and 30-lb. pails.....	.04¾
Brick's Nonpareil Brand—	
Bbls. 440 lbs., ½ bbls. 250 lbs. ¼ bbls. 125	
lbs., ¼ bbls. 65 lbs.....	.09
Tubs, 70 lbs., 35 lbs., 18 lbs.....	.09
Charge for packages as follows: 70 lbs., 60c.; 35 lbs., 40c.; 18 lbs., 25c. Returnable if in good order.	
Tins, 5 lb., ½ doz. in crate.....Per crate	
Brick's Old Homestead—	
Bbls., 28 lb. pails, etc.....	.07½
35, 28 and 18 lb. tubs.....	.08
Packages not returnable.	
None Such—New Eng. Cond.....	Per case
12 oz. pkgs., per ¼ gr.....	2.90
12 " " ½ ".....	5.75

## OILS.

Per gal.	
Stove Gasoline.....	.15¾
Headlight, 150 test.....	.11

## OLIVES.

Per doz.	
Extra Queen—	
Imported, No. 10, 2 doz.....	2.70
" " 19, 1 ".....	4.50
" " 32, 1 ".....	6.80
" " 16, 2 ".....	2.40
" " 8, 3 ".....	.90
Cyldr., imported, No. 10, 2 doz.....	1.45
Fancy, No. 16, 1 doz.....	2.30
" " 14, 2 ".....	2.20
Special, No. 14, 2 doz.....	1.50
Stuffed—	
Ring, 3 doz.....	.90
Fancy, No. 14, panel bottle, 2 doz.....	2.25
" " 10, " 2 ".....	1.40
Olives in bulk—	
1 gal. pails. 2 gal. pails. 5 gal. kegs	
X.....	1.35 2.65 5.65
XX.....	1.45 2.85 6.15
XXX.....	1.75 3.35 7.00
XXXX.....	2.00 3.85 8.00
XXXXX.....	2.40 4.20 10.25
Mammoth.....	2.70 5.15 11.60
Kegs, large, 1 gallon.....	1.60

## PURE OLIVE OIL.

Special importation, large, 1 doz. case.....	7.00
" " medium, 2 doz. case.....	8.00
" " small, 2 doz. case.....	5.00
Trois Croix, French, 8-½ gal. cans, case.....	12.00
" " glass, small, 2 doz. case	
" " med., " ".....	
Table and Cooking Oil—	
Cottonseed, large, 1 doz.....	1.90
" medium, 2 doz.....	.95
" small, 2 doz.....	.48
Wesson's Cooking, 30—No. 2.....Per case	7.00

## AMERICAN OIL.

Per doz.	
Stohrer's, No. 3, 2 doz.....	.55
" No. 16, 2 doz.....	.90
" No. 30, 1 doz.....	1.85
Keystone, bottles, 2 doz.....	.90

## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.....per doz.	4.75
" " quarts.....	5.75
" " 10-oz. jars.....	2.50
" " 10-lb. pails.....per pail	2.50
Tripes, 10-lb. pails.....	.90
" 5-gal. kegs.....per keg	2.00
Pigs' Feet, 10-lb. pails.....per pail	1.00
" 5-gal. kegs.....per keg	2.10
Pickled Beef Salad, in glass.....per doz.	2.10
" " Tripes, in glass.....	1.10
" " Ox Heart, in glass.....	1.10
" " Pigs' Feet, in glass.....	1.10
Russian Sardines.....per keg	.75
" " 1-lb. pails.....per pail	.50
" " 10-lb. pails.....	1.00

## POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.....	.18¾
Loose, bbls., 30 lbs.....	.18
½-lb. packages, 12-lb. boxes.....	.20

## PEANUT BUTTER.

Per doz.	
McLaren's—	
Small, 2 doz.....	.90
Medium, 2 doz.....	1.50
Large, 1 doz.....	2.75
Peanutene, No. 3 jars, 2 doz.....	1.15
" No. 4 jars, 3 doz.....	.90¾
Beardley's—	
Small jars, 2 doz.....	.90
Medium jars, 2 doz.....	1.25
Large jars, 1 doz.....	2.25

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## PICKLES.

45 gals., 1200s.....	9.25
45 gals., 2500s, Williams Bros., fancy.....	2.25
10 gals., 300s.....	2.65
10 gals., 450s.....	2.65
10 gals., 600s.....	2.65
16 gals., 600s.....	4.50
16 gals., 600s.....	4.50
45 gals., 1400s.....	10.25
C. & B., Chow or Gherkins, pints.....	3.50
" " half-pints.....	2.40
Celery Sauce, Yorkshire, 2 doz.....per doz.	1.00
Chow, " " pints, 2 doz.....	2.00
Gherkins, sour, " " " ".....	1.00
Mixed, " " " ".....	1.00
Assorted, " " " ".....	1.00
Gherkins, sweet, " " " ".....	1.25
White Onions, " " " ".....	1.40
Sweet Pickles, 500s to 600s, 5 gal.....per keg	2.75
" " 1,000s, 5 gal.....	3.40
" " 2,000s, 5 gal.....	5.25
Chow-Chow, No. 1, 5-gal. kegs.....	1.95
" No. 2, 5 gal.....	1.75
Chow and Mixed Pickles, 5 gal.....per pail	1.00
Williams Bros.—	
No. 8, Sour Gherkins, 2 doz.....	.85
No. 8, Sweet Gherkins, 2 doz.....	.85
No. 8, Sour Mixed, 2 doz.....	.85
No. 8, Sour, assorted, 2 doz.....	.85
No. 8, Chow-Chow, 2 doz.....	.85
No. 8, Onions, 2 doz.....	.87½

## VINEGAR.

Per gal.	
Pure ex. cider, 45 grain.....	.15½
" " 40 ".....	.14½
Distilled, 45 grain.....	.09
" 40 ".....	.08¾
Fermented, 45 grain.....	.09¾
" 40 ".....	.08¾
Lutz & Schramm pure cider.....	.21
" " distilled white.....	.13
" " pickling white.....	.20

## PROVISIONS.

Hams, skinback, 18-20 lbs.....	.19¾
" " 14-16 lbs.....	.18½
" " 10-12 lbs.....	.19
Picnics, 6-8 lbs.....	.14¾
Dried Beef, sets, city smoked.....	.18
" " tenders and knucks.....	.18



Positively  
The Best  
Wagon  
Ever Built  
For the  
Grocery  
Trade

Strong,  
Easy-  
Running,  
Finest  
Steel Tires,  
Wheels  
Second-  
Growth  
Hickory



This wagon is exceedingly handsome and almost everlasting. There are more "J. M." wagons in use in Philadelphia than all other makes combined. We have a number of them ready for your name and colors.

Tell us your ideas of a wagon, we will send you a catalogue in which you will find something very much like it. If it isn't there, we will build it for you.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

In buying Coffee it is important to know that you get what you buy.

We give you a positive guarantee that each and every order must be exactly like the sample shown.

Our guarantee is backed by our reputation secured through nearly one hundred years of honest business dealings.

Samuel Wilde's Sons Co., Eleven  
Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## Are you making any "Exton" effort?

Do you realize how easy it is to sell goods that are best known and known as the best? Exton Crackers are this kind. They please in every instance, and a satisfied customer is the best advertisement you can have. Crisp with a crispness that remains. The flavor unexcelled.

And excellence unapproached. Ask your jobber. The name EXTON is easy to remember, and your profit will be satisfactory.



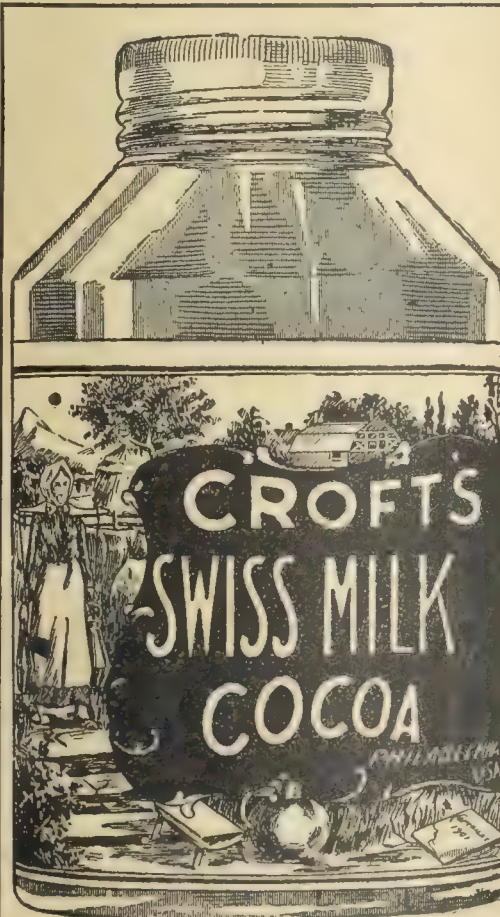
**A. EXTON & CO.,** - **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## Bought Simply. Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

**Croft's Swiss Milk Cocoa**, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

**CROFT & ALLEN CO.** PHILADELPHIA  
Pennsylvania . .



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Dressed Sheep and Lambs—		
Lamb, western, good.....	.17	-.18
"    culls .....		-.17
Sheep, choice.....	.15	-.16
"    medium .....	.14	-.15

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues.....each	-.75	
Cow Tongues.....	.50	-.70
Calf Heads, scalded .....	.50	-.75
Sweetbreads, veal.....per pair	.40	-.50
"    beef.....per doz.	-1.00	
Calf Livers.....per lb.	.30	-.25
Beef Kidneys.....per doz.	-1.00	
Beef Livers.....	-.06	
Ox Tails.....per doz.	.50	-.65
Hearts, beef.....per lb.	.03	-.05
Rolls, beef.....		
Tenderloin, beef, western .....		
Fresh Pork, loins, city.....	.17	-.19
"    western .....	.17	-.19

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.

Turkeys—		Per lb.
Western, young hens, 8 to 10 lbs.....	.24	-.27
"    young toms, 15 to 17 lbs.....	.24	-.27
Old hens and toms .....	.24	-.27
Common to good .....	.20	-.22
Broilers—		
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.32	-.38
Philadelphia, fresh killed, 3½ to 4 lbs. to pair.....	.30	-.35
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy.....	.30	-.35
Western, 4 to 4½ lbs. to pair, fancy.....	.22	-.24
"    3 to 3½ lbs. to pair, fancy.....	.22	-.25
"    fair to good .....	.18	-.20
Fowls—		
Western, fancy .....	.20	-.21
Heavy Roasters, 4 to 5 lbs.....	.20	-.22
Fair to good.....	.18	-.20
Old cocks.....	.14½	-.15½
Squabs—		
Prime, large, fancy .....	4.50-5.50	
Mixed.....	3.00-4.00	
Dark .....	1.75-2.50	

## LIVE POULTRY.

Spring Chickens, nearby, 1½ to 2 lbs.....	.28	-.30
Large Springers .....	.22	-.24
Fowls .....	.21	-.22
Roasters .....	.14	-.15
Ducks .....	.19	-.20

## SAUER KRAUT.

Barrels, 45 gals., Oakdale.....	6.75	
Half barrels.....		
Kegs, 14 gals.....	2.70	
3 lb. tins, cases, 2 doz. each.....per doz.	.85	

## PLUM PUDDING.

Richardson & Robins—		Per doz.
Individual size, ½ lb.....	.95	
Round conical, with key, No. 1, 1 doz.....	3.30	
"    "    No. 2, 1 doz.....	4.10	
"    "    No. 3, ½ doz.....	6.30	
"    "    No. 4, ½ doz.....	8.15	
P. P. Sauce, No. 1, 2 doz.....	1.50	
Altmore's Genuine English, seedless—		Per case
Individual, 2 doz.....	3.10	
No. 1, cans, 1 doz.....	3.30	
No. 2, cans, 1 doz.....	4.10	
No. 3, cans, ½ doz.....	3.35	
No. 4, cans, ½ doz.....	4.00	

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—		Per doz.
No. 32, jars.....	.97½	
No. 4½, toy pails.....	2.55	
American, pure apple, tumblers, assorted slices.....	.88	
Schimmel's, No. 10, tumblers.....	.83	
National, No. 10, tumblers.....	.72½	
"    No. 6, tumblers.....	.42	
Preserves—		Per lb.
Schimmel's, pure, 30-lb. pails.....	.13½	
National, 30-lb. pails.....	.09	
Southwark, 30-lb. pails.....	.06	
"    4½-lb. toy pails, ½ doz.....	4.15	
Fruit Butters—		Per doz.
Apple, No. 32, jars.....	.98	
"    Southwark, No. 3, tins.....	1.00	
"    No. 5, toy pails.....	3.70	
"    30-lb. pails.....per pail	1.08	
"    30 lb. crocks.....per lb.	.07½	
"    Schimmel's, 30-lb. pails.....	.06	
Prune, 30-lb. pails.....	.07½	
Peach, 30-lb. pails.....	.07	
Jams—		
Schimmel's, pure, jars, 2 doz.....	1.70	
Southwark, assorted, jars, 2 doz.....	.93	
Orange Marmalade—		
Hartley's, imported.....	1.80	
Schimmel's, pure.....	1.65	
Warrock's Guava Jelly—		
1-lb. tumblers.....	4.00	
¾-lb. ".....	3.25	

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DRUGS.  
Family Medicines.

Guaranteed Full U. S. P. Strength.

	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.83	1.25
Sweet Oil.....	.45	.73	.....
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....	.45	.85	1.95
Spirits Painters' Commercial...	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerine.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....	.45	.85	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.....	.85	.....
Balsam de Malta.....	.45	.85	1.95
Bateman Drops, rd bots.....	.45	.85	1.95
Godfrey's Cordial, rd bots.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95
Laudanum, roc. size.....	per doz.		.88
"    25c. size.....	"    "		1.95
5 per cent. discount in gross lots assorted.....			
Alum.....	per lb.		.03
Borax, powdered, bulk.....	per lb.		.07
"    lump, bulk.....	"    "		.06
Butter Color, W. & R.....	per doz.		2.00
Bluestone, bulk.....	per lb.		.08
Copperas.....	"    "		.01½
Camphor, gum, 1-oz. blocks.....	"    "		.95
"    flakes, 250-lb. bbls.....	"    "		.02½
"    less quantity.....	"    "		.03½
"    Tar Balls, 250-lb. bbls.....	"    "		.02½
"    less quantity.....	"    "		.03½
Castoria, Fletcher's.....	per doz.		2.80
"    Pitcher's.....	"    "		.75
Carbonate of Ammonia.....	per lb.		.11
Epsom Salts.....	"    "		.08
Glauber Salts.....	"    "		.01½
Glue, ordinary.....	"    "		.09½
"    white.....	"    "		.20
Gum Arabic.....	"    "		.50
Haarlem Oil.....	per doz.		.30
Husband's Magnesia.....	"    "		2.85
Jamaica Ginger, Hires', flasks.....	"    "		.90
Lecithine, P. & S., 5c. stick, imported, per doz.	"    "		.36
"    M. & R., 5-lb. boxes.....	per lb.		.23
"    lozenges, 5-lb. boxes.....	"    "		.27
"    40, 60, 80, 125, 160, 5-lb. boxes.....	"    "		.24
"    root.....	"    "		.21
Patty, 25-lb. cans.....	per 100 lbs.		1.60
"    50-lb. cans.....	"    "		1.55
Petroleum Jelly, screw top, 5c. size ..	per doz.		.35
"    10c. size ..	"    "		.75
Paris Green, 100-125-lb. kegs.....	per lb.		.24½
"    ¼-lb. packages.....	"    "		.29
"    ½-lb. packages.....	"    "		.28
"    1-lb. packages.....	"    "		.27
Rosin.....	"    "		.04
Roach Powder, Omega, 4-oz. cans.....	"    "		.80
"    per gross.....	"    "		9.00
Roachsalt, roc. size.....	per doz.		.80
Saltpetre, crystal, about 350-lb. bbls.....	per lb.		.06½
"    granulated, about 100-lb. kegs.....	"    "		.06½
Sulphur, flour, 175-lb. bbls.....	per 100 lbs.		2.55
"    100-lb. bags.....	"    "		2.35
"    less quantity.....	per lb.		.03½
Venetian Red.....	"    "		.01
Whiting.....	"    "		.02
Goff's—	"    "		Per doz.
Cough Syrup, 25c. size.....	"    "		1.75
Herb Bitters, 25c. size.....	"    "		1.75
Oil Liniment, 25c. size.....	"    "		1.75
Sarsaparilla, 50c. size.....	"    "		3.50
Worm Syrup, 25c. size.....	"    "		1.20
Horse and Cattle Powder, 15c. size.....	"    "		1.20
Dyspepsia Tablets, roc. size.....	"    "		.75
Iron Glue, McCormick & Co.—			
No. 5.....	"    "		.40
No. 10.....	"    "		.75
Tube V.....	"    "		.75
McCormick & Co., Bee Brand—			
Insect Powder.....	"    "		.85
Root Beer.....	"    "		.80
Talcum Powder.....	"    "		.75
Triangular Quinine.....	"    "		.80
Quinine Capsules.....	"    "		.80

## Druggists' Sundries.

Acid Phosphate, Horford's.....per doz.	4.15
Bath Brick, box 25 bricks.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.25
Tar, pints.....per doz.	.75
"    quarts.....	1.00
"    gallons.....each	.30
"    ½ bbls.....	3.50
"    bbls.....	6.00
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....per case	3.75
U. S. Nerve and Bone Liniment, 25c. size.....	2.00
McCord's Magic Medicine, 25c. size.....	2.00
"    50c. size.....	4.00
McCormick's Tasteless Chili Tonic, 25c. size.....	2.00
"    50c. size.....	4.00
McCormick's Watermelon Syrup, 50c. size.....	4.00
Reliable Brand Headache Powders, roc. size.....	.75

## Extracts and Essences.

McCormick & Co., Bee Brand—		Per doz.
Vanilla, Rose, Pistachio, No. 2 size.....	.90	
"    No. 3 size.....	2.00	
"    No. 4 size.....	2.25	
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size.....	.85	
"    No. 3 size.....	1.75	
"    No. 4 size.....	2.00	
Lemon, No. 2 size.....	.90	
Orange, No. 2 size.....	.90	

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## Sauer's Flavoring Extracts—

No. 1, Lemon and Vanilla.....	.45
No. 2, Vanilla and Rose.....	.90
No. 3, Lemon and assorted.....	.85
No. 4, ".....	2.00
No. 4, Vanilla.....	2.25
Assorted cases, Nos. 1 and 2.....	10.80
"    Nos. 1, 2 and 4.....	11.80
Bulk.....	
XXX Vanilla.....1.50 3.00 6.00 12.00	
XX Vanilla.....1.25 2.50 5.00 10.00	
X Vanilla.....1.00 2.00 4.00 8.00	
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery.....	1.00 1.60 3.00 6.00
Peach, Rose, Apricot, Violet.....	1.50 2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistache, Nutmeg, Mace, Cherry, Strawberry, Fruit.....	1.25 2.25 4.00 7.50
Tea.....	7.00
Kitchen Queen—	
Extract Vanilla, No. 25.....per doz.	2.00
"    No. 2X.....	.80
"    No. X.....	.45
Extract Lemon, No. 25.....	1.75
"    No. 2X.....	.80
"    No. X.....	.45
Ingersoll's Flavoring Extracts—	
High Grade Vanilla.....	1.75
"    Lemon.....	1.75
Select Vanilla.....	.85
"    Lemon.....	.85
"    assorted.....	.85
"    small size.....	.45

## Liquid Rennet and Tablets.

Blair's Liquid Rennet.....per doz.	1.10
"    Rennet Tablets, 3 doz.....	.75
Shian & Kirk's Liquid Rennet.....	1.30
Hanson's Junket Tablets, 3 doz.....	.80

## CIDER.

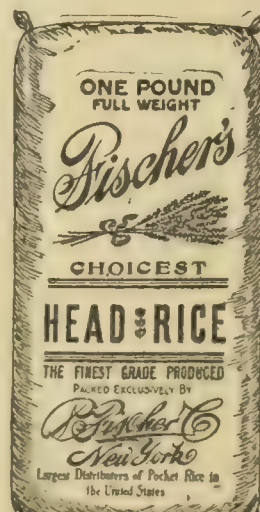
Corson's—	
Barrels.....per gal.	.16
½ barrels, 28 gals.....per bbl.	5.00
Kegs, 14 gals.....	3.00
Bottled Cider—	
Duffy's 1842 Apple Juice, 1 doz. qts.....	3.50
"    2 doz. pts.....	4.00
Anchor brand Golden Russet, 1 doz. qts.....	3.75
"    2 doz. pts.....	4.25
Mott's brand Golden Russet, 1 doz. qts.....	3.75
"    2 doz. pts.....	4.25
Adams', counter jars, 100 5c. packages.....	2.75
"    boxes, 20 packages.....	.55
Gee Whizz, 72 packs.....	.47
Fleer's Chiclets, 3 lbs., bulk.....	1.25
Spearmint, 20 packs, 100 pieces.....	.35

## CHEWING GUM.

Adams', counter jars, 100 5c. packages.....	2.75
"    boxes, 20 packages.....	.55
Gee Whizz, 72 packs.....	.47
Fleer's Chiclets, 3 lbs., bulk.....	1.25
Spearmint, 20 packs, 100 pieces.....	.35

## RICE.

Extra Fancy Head, XXXX, 100-lb. bags.....	.07½
Fancy Head, 100-lb. bags.....	.06½
Extra choice, 100-lb. bags.....	.05½
Prime, 100-lb. bags.....	.05½
Japan style, fancy, 100-lb. bags.....	.04½
"    choice, 100-lb. bags.....	.03½
Java, fancy, polished, 100-lb. bags.....	.05
B. Fischer & Co.—	



Fischer's, choicest head, 1, 2½ and 3-lb. bags.....	.07½
Queen Quality, fancy head, 1, 3 and 5-lb. bags.....	.06½
Imperial, fanciest Japan, 1, 3 and 5-lb. bags.....	.04½
Coronet, selected head, 1 and 3-lb. bags.....	.05½
Cracked, head, 1-lb. bags.....	.04
Strictly pure uncoated, head, 1 and 3-lb. bags.....	.06½
Naja, strictly pure uncoated, 1-lb. bags.....	.05

-24-

East India, head, 1-lb. bags.....	.07½
XXXX, fanciest head, 100-lb. bags.....	.07
Extra fancy head, 100 lb. bags.....	.06½
Fancy head, 100-lb. bags.....	.06
Choice head, 100-lb. bags.....	.05½
Head 100-lb. bags.....	.05
Fancy Java, head, 100-lb. bags.....	.05½
Extra fanciest Patna, 100-lb. bags.....	.07
Siam, Patna style, 100-lb. bags.....	.06
Choice screenings, 100-lb. bags.....	.03½
No. 2 screenings, 100-lb. bags.....	.02½
Extra fanciest Japan, 100-lb. bags.....	.03½
Fancy Japan, 100-lb. bags.....	.03½
Ordinary Japan, 100-lb. bags.....	.03

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Bbls., contain 280 lbs.....	2.50
"    60 5-lb. bags.....	4.00
"    22 14-lb. bags.....	3.75
"    30 10-lb. bags.....	3.75
"    115 2½-lb. bags.....	4.00
Quick Freezing Ice Cream Salt, 50 6s to the barrel, 10 cent size bags list.....	3.00
Irish Linen, 250-lb. bbls.....	2.50
"    56-lb. bags.....	.65
"    28-lb. bags.....	.35
Mermald, quick-dissolving bathing salt, 30 10-lb. bags, in bbls.....per bbl.	3.00
Pretzel, 280-lb. bbls.....	2.40
"    180-lb. sacks.....	1.55
Cheese, 280-lb. bbls.....	2.40
Packing, 70-lb. cotton bags.....	.40
"    140-lb. cotton bags.....	.75
Ivory, dime size, 36 wooden boxes to case.....	2.20
New Ivory, 24 large cartons to case.....	1.50
Less than 5 bbls. the list net; 5 to 9 bbls., 5 per cent. discount; 10 bbls. or more, 7½ per cent. discount may be allowed.	

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"    small, 2 doz.....	2.75
"    picnic, 2 doz.....	.95
Schimmel's, small, 2 doz.....	.90
My Wife's, large, 1 doz.....	2.30
"    small, 2 doz.....	1.50
Snider's, No. 8, 2 doz.....	1.40</





For the Retail Grocer

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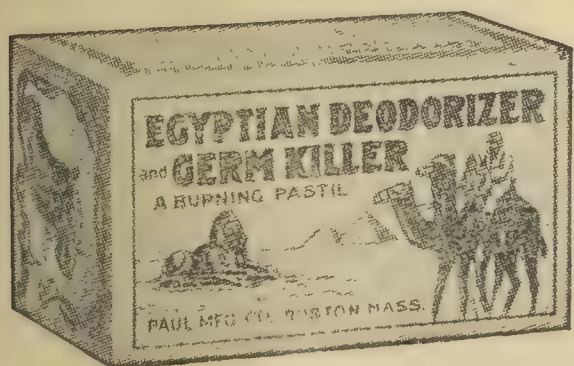
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Philadelphia, Pa.

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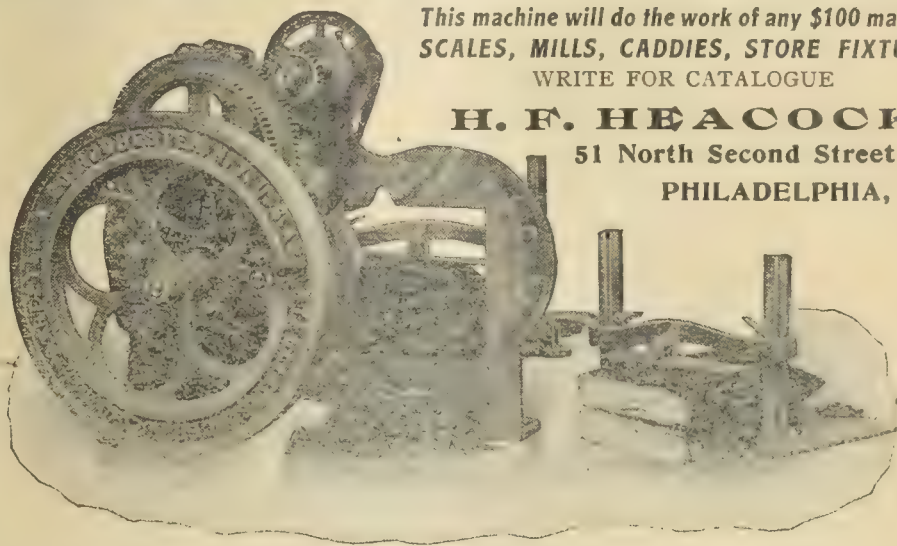
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United States Department of Agriculture

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Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, April 25, 1910.

No. 17.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

#### TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

#### NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

#### PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

#### PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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## Oleo Fight Begins Before House Agricultural Committee

**Oleo Interests Present Reasons Why Oleo Tax Should Be Reduced. Dr. Wiley Says Oleo Is Wholesome and Nutritious. Representative Burleson, Father of Bill, Says Ten-cent Tax Law Has Failed at Every Point. Farmers' Interests Lie With Oleo.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,  
April 22, 1910.

The long-expected conflict over the proposed reduction in the tax on colored oleomargarine from 10 cents to 2 began here on Thursday before the House Committee on Agriculture. The oleo side of the argument was presented first. There were several representatives of the Pennsylvania butter interests present, notably Dairy and Food Commissioner James Foust, ex-Commissioner B. H. Warren, Edward Walter and Thomas Sharpless, of the Pennsylvania Pure Butter Protective Association.

In charge of the oleo side is Representative Burleson, of Texas, who introduced the "Burleson" bill which reduces the tax. The care with which the campaign was presented, however, indicates that it was really laid out by the lawyers for the oleo interests.

The speechmaking was opened by Mr. Burleson. He described the provisions of his bill and the relative merits of oleo as compared with butter. Mr. Burleson said that the advocates of the present law urged that oleo was unwholesome and unpalatable. Both of these charges, the speaker declared, were untrue, and he cited various authorities, including the courts, to the contrary. Second, he said, it was charged that the production of oleo was for a fraudulent purpose—to imitate butter—and it brought this product into competition with butter.

Mr. Burleson had collected statistics from branches of the Government to show that only 6.2 per cent. of the farms are engaged in the butter business, and the remaining number were directly interested in beef and cotton, which two products are relied on to produce oleo, in other words, 93.8 per cent. of the farmers are con-

sumers of butter and producers of a product that competes with butter. This, he believes, was conclusive proof that the farmers are not behind a bill, which aims to prohibit the manufacture of oleo. Supporting his plea with these statistics, he appealed to Congressmen to stand up for their constituents.

Describing the effect of the present law, he pointed out that the number of the creameries have diminished and that already it is universally believed that a butter trust exists. In opposition to butter itself, he declared that butter is a product that carries diseases far quicker than oleo, maintaining that oleo is a far safer commodity than butter.

The second part of his speech concerned the effects of the present law and its practical operation. During the eight years which it has remained in force it has cost the Government about \$20,000,000 to enforce, and as a revenue producer it has been an absolute failure. The present Burleson bill, he said, is practically the minority report offered when the present law was reported for passage by Congress.

Besides being a failure as a revenue producer, he said, it has not stopped the frauds whereby oleo is substituted for butter, but it is shown that these frauds have increased 100 per cent. This being so, he maintained that the present law has failed to accomplish the two things for which it was designed, and therefore should be repealed.

He stated that the census in 1902 shows, the year before the passage of the present law, 126,000,000 pounds of colored and uncolored oleo was manufactured; in 1903, the year after the law became effective, only 72,000,000 pounds were produced, and in 1909 this had increased to 92,000,000. The increase in the manufacture of oleo under the present

law is directly attributable to the increased cost of butter.

Mr. Burleson then outlined the programme he intended the witnesses to follow in offering their testimony before the committee. First, he said, would be discussed the wholesomeness of oleo, as proven chemically and practically, then the demand for oleo. Following in order would be introduced testimony to prove that the present tax reduces the consumption of oleo to the benefit of butter; the impurities of butter; the reason for using color in butter; the administration features of the present law and the proposed measure; the combination of creameries and its effects, and finally, the inequalities and injustices of the present law.

The chief witness for the wholesomeness of oleo was Dr. H. W. Wiley, chief Government chemist. Dr. Wiley testified that the Bureau of Chemistry in the Department of Agriculture had found in the course of its researches that oleomargarine was a wholesome and nutritious product and that its use was unobjectionable. Dr. Wiley went on to speak of the poisonous germs found in many grades of butter, including various diseases which are thus propagated in the human race. He thought that oleo was likely to be freer from these germs, while he had found that it was composed of substantially the same constituents as butter. It was better than the poorer grades of butter.

Under cross-examination by W. J. Flanders, president of the National Dairy Union, Dr. Wiley admitted that the same germs that were present in butter were also present in oleo to the extent that the oleo was composed of an ingredient of milk or cream or of butter itself.

Another witness to the same effect was chemist Crampton, of the Internal Revenue Department. He said that in his work for the Internal Revenue Bureau he had analyzed many samples of oleo, both colored and uncolored. He regarded oleo as a wholesome, nutritious product, and thought that while it was not as palatable as good butter, it probably was equally nutritious and was on a par with it in other respects. He did not think that it was as attractive to the consumer, because

of its lack of the natural flavoring matters.

He did not know whether the color used in oleo hurt it or rendered it unwholesome, as he had not made tests for the purpose of ascertaining the facts on that point. Probably the oleo was less digestible than butter. Mr. Crampton noted some interesting points with respect to the question of evasions of the present law, due to the imposition of too heavy a tax upon colored oleo, indicating that under existing conditions evasions were more likely to be serious than they would be under other conditions.

The hearing was attended by representatives of large oleo manufacturers, as well as the Southern cotton oil interests. Next will be heard the butter side.

On Thursday a sharp wrangle between the dairy interests and those representing the oleomargarine and cottonseed oil people was the culmination of the oleomargarine hearings, and as a result of the conflict it was resolved to change the plan of the hearings and to start again on April 29th for a two days' hearing, at which the oleo people should continue their testimony, whereupon the butter men should have three days to offer testimony in rebuttal. The cottonseed and oleo interests who are behind the present movement to change the tax, are to have final day for rebuttal.

HOLT.

### U. S. Department of Agriculture Moves to Teach Consumers How to Buy Foods.

**Finds that Meat and Poultry Constitute Sixteen Per Cent. of Average Family's Food, Dairy Products Eighteen Per Cent., Cereals Thirty-one Per Cent. and Vegetables and Fruits Twenty-five Per Cent. Issues Instruction Books in All These Lines.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,  
April 22, 1910.

In a letter issued during the week the Department of Agriculture contends that the foods used to give variety to the diet in the home vary with time, place and circumstances, but the staple foods the country over are cereal grains and their products, meat, dairy products, eggs, and the



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the **Employment Bureau**. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

## The Grocery World and General Merchant Employment Bureau

927 Arch Street, Philadelphia, Pa.



more usual vegetables and fruits. According to the results of a large number of carefully conducted studies in American homes, it asserts that meat and poultry supply 16 per cent. of the total food material in the average American dietary; dairy products 18 per cent. of the total food; cereals and their products 31 per cent. of the total food material, and vegetables and fruits 25 per cent. of the total food. These figures indicate clearly the relation which the principal agricultural products must of necessity bear to home problems. It is evident, the Department contends, that utilization of these staple foods to the best advantage is of great importance to every housekeeper.

Bread, meat and vegetables form a large part of the food of the nation, and their purchase, care and preparation for the table have therefore been made the themes of Farmers' Bulletin 256 (Preparation of Vegetables for the Table), 375 (Care of Food in the Home), 389 (Bread and Bread Making), and 391 (Economical Use of Meat in the Home).

These bulletins are not "cookery books," although a large number of recipes for cooking vegetables and meats and mixing and baking bread are found between their covers. The Department's object is to distribute them among consumers just as widely as possible, in order to lead to a more intelligent buying of food products.

#### **Elgin Butter Board Method Under Government Investigation.**

Relations between the Butter Boards of Chicago and Elgin, Ill., were the subject of informal inquiry at Chicago during the week by O. E. Harrison, a special investigator from the office of Attorney-General Wickersham. Mr. Harrison's visit is said to be preliminary to an investigation by Federal authorities into conditions governing the fixing of the price of butter weekly at Elgin. Chicago dealers declare that the Elgin Board arbitrarily fixes the price too high.

Charleston cabbage ranges from \$2 to \$2.25, and shows a fair demand. Old cabbage ranges from \$3 to \$3.50 per barrel, which is high.

Contributed.

## **How Tea Business is Done in England**

**Where They Sell Four Times as Much Tea as We Do. Over Three Hundred Tea Jobbers in London Alone. Wholesale and Retail Prices Compared. English Grocer's Profit Somewhat Less than American Grocer's. English Way of Making Tea.**

I understand that tea is the product which pays the retail grocer of the United States his best profit, yet the sales of tea in the United States are small compared with the sales in England. Some information as to how the tea business is conducted in England should therefore be useful.

The people of Great Britain are very large and steady consumers of tea. In London, in each city square one will find one or more retail tea houses, where this beverage is dispensed with other light refreshments. In the less pretentious sections of the city a cup of tea with a roll of bread and fresh butter are served at 8 to 10 cents, and in the more pretentious neighborhoods this charge is doubled and quadrupled.

The total imports of tea into the United Kingdom increased considerably in 1909, amounting in value to \$56,726,873, as compared with \$52,223,030 in 1908. The value of the tea exports to the United States in 1909 was \$16,553,032, as compared with \$16,660,322 in 1907.

Over 300 wholesale tea merchants are doing business in the city of London alone. This does not include the dealers that are listed as tea brokers, but does include the packers of tea from bulk into small packages. Among the wholesale dealers visited prices were nearly alike on given brands. The average of these prices for the London market, in bulk, was, per pound, as follows: Ceylon Pekoe, 14 to 18 cents; Ceylon Orange Pekoe, 14 to 24 cents; Assam Pekoe, 14 to 36 cents; Assam Orange Pekoe, 16 to 48 cents; Darjeeling Pekoe and Orange Pekoe blend, 24 to 60 cents. The prices on these same grades, delivered in New York, are for Ceylon Pekoe, 15½ to 19 cents; for Ceylon Orange Pekoe, 16½ to 24 cents; for Assam Pekoe, 15 to 48 cents; for Assam Orange Pekoe, 16½ to 60 cents; for Darjeeling Pekoe and Orange Pekoe, 20 to 73 cents.

The sale of package tea in England is very large, much of it being sold by various schemes. Various packages are used, the most popular being a lacquered tin. Stone jars and paper boxes are also used, the latter being lined with parchment paper. Package tea ranges from 36 cents up to 73 cents wholesale, the latter being for a brand called "Her Majesty's Special Blend."

To ascertain the retail prices ten of the largest retail tea firms were visited. Those in the West End obtained apparently far better prices for their goods than those in the less aristocratic sections of the city. All the prices given are per pound for one pound or more, fractions of a pound costing relatively more money. The following named blends were offered at the different places:—

Good India tea, 36 cents; Indo-Ceylon, 40 cents; Excellent Congo, 48 cents; Fine Congo, rich full flavor, 56 cents; Souchong and Darjeeling, 60 cents; Choice Souchong, 85 cents; Pure Ceylon teas, under the names strong, fine, superior or choice, 42 to 85 cents; Pure India teas, 48 to 96 cents; Finest Darjeeling Orange Pekoe, 96 cents to \$1.22; Pure China teas, 52 to 85 cents; Finest Lapsing Souchong, 73 to 96 cents; black teas, green teas and fancy teas, 48 to 85 cents; Finest Formosa Oolong, 96 cents; Finest Scented Taper, 73 cents; Finest Moyune Hyson, 96 cents; Finest Moyune Gunpowder, 96 cents.

These prices all show a good profit to the retailer, though probably somewhat less than the average percentage of profit in the United States.

In the English way of making tea no old leaves from previous brewing remain in the teapot; and the teapot should be rinsed with boiling water so that it is warm when the leaves are placed therein. The greatest care must be taken that the water actually boils, and it should be poured upon the tea immediately after it

really does boil. Water boiled for some time will never draw tea properly. The infusion should stand no longer than five minutes.

HENRY STUDNIEZKA.

London, Eng., April 16, 1910.

#### **Greek Currant Crop to be Partly Destroyed.**

Mail advices received from New York state that the currant crop of Greece is to be cut, by the enforcement of a new law compelling destruction of vines. The efforts that have been making for a number of years by the Greek government to put the currant business, one of the chief industries of the country, on a paying basis has finally culminated in a law which, according to advices received by importers, compels the destruction of 25 per cent. of the producing capacity of the vineyards and prohibits the growers from doing any replanting for a specified period, the duration of which is not made clear by the versions of the bill that have been sent to the United States. A cable from Greece contained the information that the bill providing for the uprooting of 25 per cent. of the currant vines had passed. Under its provisions there will be uprooted and destroyed 25 per cent. of the existing currant vines, with prohibition against replanting, and this will naturally reduce the crop by about 25 per cent. and thereby give for export from Greece a quantity not in excess of the actual consumptive requirements of the world.

#### **National Credit Men's Association's Way of Getting Back Unearned Discounts.**

**Issues a Sticker to be Attached to Receipts or Letters. Doubtful Whether the Plan Would Succeed as Well as Returning Short Checks.**

Readers of this journal will remember some recent comment regarding the practice of some retail merchants of subtracting discounts from their checks to jobbers or manufacturers after the discount term had expired and when all right to the discount had expired. The National Credit Men's Association has sent to the "Grocery World and General Merchant" office a copy of a small sticker which bears the wording appearing below, and which is



supposed to be attached to receipts or letters.

An exact reproduction of the sticker is as follows:—

DISCOUNT FOR CASH is a Premium for PROMPT PAYMENT within the time and upon the terms as agreed, and when NOT EARNED should not be claimed.

Please add to your next remittance \$ .....

ISSUED AT THE INSTANCE OF  
NATIONAL ASSOCIATION OF CREDIT MEN

This is evidently intended to cover the discount which has been improperly deducted from a previous bill, the check for which is supposed to have been accepted by the jobber. Most jobbers have found it more effective not to accept the check at all but to return it and insist upon a new one for the full amount.

Contributed.

#### Some Views on Canned Tomatoes and the Food Law.

Strasbaugh, Silver & Co. Think Slushy and Watery Packing is a Thing of the Past and Canned Tomato Industry is About to be Restored.

We find the following paragraph in a letter from Senator Heyburn, author of the pure food law, to Senator Du Pont in replying to a letter to the president of the Tri-State Packers' Association: "If the label upon a can or package states that it contains a given quantity of tomatoes, and upon trial it is shown that this statement is untrue, then the party would be liable under the existing law, or if the package label states that the can contains tomatoes without disclosing the fact that it contains other substance, it will be under the ban of the existing law." If this is the interpretation of the author of the pure food law, it looks like the elimination of adulterated canned tomatoes is in sight, and though the tomato in itself is 95 per cent. water it will hardly be any more difficult for the chemist to decide when a can of tomatoes is adulterated than the experienced buyer.

Hereafter it will be dangerous to label tomatoes and water simply "Tomatoes." At the same time it will, in all probability, be entirely unnecessary to label pure tomatoes, properly processed, other than "Tomatoes."

The chances are those labeled "Tomatoes and Water," which are commonly known as seconds, will sell at very much lower price than a can labeled "Pure Tomatoes," which has been advocated for some time, for from the fact that seconds and off-standards have been frequently marketed within 5 cents per dozen of the price of standards, this condition has led to a bearing influence on the price of standards, and the packer who has endeavored to pack the best quality has been the loser. By labeling as per contents the consumer's confidence will be regained, and those who prefer to give the consumer "Tomatoes" and not "Tomatoes and Water" will be likewise benefited, no matter whether they be packer, jobber, distributor or retailer. This will also relieve the packer and distributor from packing adulterated goods simply because his competitor packs or distributes goods of this quality at a price that cannot be met by the best quality distributor.

The elimination of slush packing and the proper labeling of tomatoes will no doubt go farther towards reinstating this all-important industry than any other combination of effort. It seems strange that we have had the pure food law and so long suffered on account of this condition and this interpretation has not been realized at an earlier date. The can that contains 50 and 100 per cent. more tomatoes of nutritive value, pure, unadulterated, can be produced and sold to the consumer for 1 to 2 cents per can more than the adulterated second and off-standard, which is cheapened by adulteration, but does not benefit the consumer in a like proportion. If the packer obtains 5 to 10 cents per dozen more, he can easily pack a can of pure tomatoes which would only affect the retail price 1 cent per can, or 12 cents per dozen. The usual fair standard is retailed at 6 to 8 cents per can and the extra standard, full value, 9 to 10 cents per can, the latter affording the consumer double value for the extra outlay. The packing of slush tomatoes curtails consumption and increases the pack.

STRASBAUGH, SILVER & CO.  
Aberdeen, Md.,

April 21, 1910.



## How to Increase Sales

After a customer has asked for "all she can think of," think for her by mentioning

**Duff's  
Molasses**

and you can add it to nine orders out of ten, because almost every woman knows the purest and best molasses is

**Duff's  
Molasses**

You can always depend on it as the best selling and the surest to please your customers.





# WITH THE EDITOR

At a meeting of "advanced" agriculturists at Bryn Mawr College, near Philadelphia, last week, one of the speakers emphasized the fine profit to be made by raising vegetables and advised the farmers as follows:—

**Be Consistent,  
Mr. Farmer.**

Sell direct to the consumer. In this way you will increase your own profits, lessen the price for the housewife and give her the benefit of vegetables straight from the farm.

Very well, Mr. Farmer, sell direct to the consumer if you like. That is your undoubted right and privilege. But after you have filled up consumers with all the produce they can buy, don't come to the retailer and expect him—with his market gone—to take your surplus off your hands.

That is exactly what has repeatedly happened, and it strikes the high C of human swinishness.

The National Dairy Union is presenting through the trade papers of the country considerable matter regarding the butter men's fight against the plan to reduce the tax on oleomargarine. Some correspondence the Union has sent the "Grocery World and General Merchant" appears in another column. In the writer's judgment much stronger arguments must be framed if this campaign against great odds is to succeed.

The National Dairy Union says with great triumph substantially this: that the oleomargarine manufacturers are talking loudly about the proposed tax reduction being for the poor man's benefit, while it is in fact directly against his interests. He can get uncolored oleomargarine now, says the Union, under  $\frac{1}{4}$  cent per pound tax, while the proposed bill proposes to increase the tax on uncolored oleomargarine to 2 cents. Therefore the oleo men are intending to increase the cost of the poor man's oleo  $1\frac{3}{4}$  cents per pound.

This sounds plausible enough to people who know nothing about it, but to one informed it

is childish. The present Federal tax on colored oleo is 10 cents a pound and on uncolored oleo  $\frac{1}{4}$  cent per pound. The present plan is to remove the distinction between colored and uncolored oleo and tax them both 2 cents per pound. The poor man doesn't use uncolored oleo on his bread, which the National Dairy Union knows perfectly well, so that the oleo plan would mean a saving to him of 8 cents per pound on the colored oleo which he does use if he uses any.

The National Dairy Union should realize, if it doesn't now, that it and the butter interests it represents are facing the fight of their lives. It is folly for them to waste time chasing butterflies; they should attack the strong meat of the question. Is oleomargarine a digestible and nutritious food? Is there a legitimate demand for it? Can it be sold on its merits under such restrictions as eliminate the reasonable probability of fraud? If so, what restrictions will accomplish this result? Would the legitimate sale of oleo under these restrictions be apt to reduce the price of butter? These are the questions that people are interested in. What has the National Dairy Union to say about them?

Elsewhere in this issue appears an item reporting the passage of a new law in Greece, compelling all producers of currants to destroy 25 per cent. of their vines. This in order to curtail the production and enhance the price. The same plan has been tried with Brazil coffee and other food crops.

It seems quite obvious that when the yield of a product that grows becomes too great—so great, in fact, that producers are deriving no revenue from their labor and investment—the logical course is to reduce the production, even if it becomes necessary to actually destroy the vines. There is probably no answer to that, and yet it requires courage and some hardness of heart to

throw back upon the Almighty the gifts he has provided. There is the fear of future famine, when the thought of vines destroyed would inevitably rise to scourge, and there is always the sentimental feeling in a certain type of mind that what God has made should be allowed to live.

Nevertheless, as suggested, is it not better that plants should die than that an industry should?

Surely opinions radically differ as to which is more desirable—to get customers' orders by telephone or to induce them if possible to visit the store. The writer has heard grocers extol the telephone as the greatest soliciting medium in existence, and assert that the use of it was greatly to be preferred to any plan which comprehended the getting of customers on the premises. Others on the contrary inveigh against the telephone and in some cases even refuse to install it on the ground that it largely confines business to actual wants.

An interesting exemplification of the latter view comes into the "Grocery World and General Merchant" office in the shape of an extract from an advertisement recently used by L. Lehman & Co., retail grocers of Trenton, N. J. Without attempting to reproduce the style, the matter is as follows:—

## COME ON OUT.

Do you know that the most important and the most interesting store is the modern food store? LEHMAN says it must be clean. LEHMAN says it must have variety. LEHMAN says it must have low prices. LEHMAN says that the health and happiness and prosperity of boys and girls and men and women of these United States depend on the interest you women take in the Food Store. *Come Out.* Every magazine, every live newspaper, every brainy writer says, "Come out." Select your goods. Deal at the stores where cleanliness is not only "next to Godliness," but is Godliness itself.

Below the above Lehman & Co.'s advertising manager has written "Soliciting is a very expensive and a most undesirable method of getting business." From which it may be inferred

that here is one grocer who decides for getting people to the store as against soliciting them in their homes even by personal solicitors.

Following the receipt of the above the question was submitted, for such matter of trade interest as it might elicit, to a veteran merchant, who in the course of thirty years in business has probably tried about everything in the way of going after customers. His reply in substance was this, and its logical truth cannot be doubted: that any customer, man or woman, though particularly a woman, will buy more if she has the goods before her than if she had not. If this is so, there is probably nothing more to say on the subject.

Concerning the bill recently introduced in the National House of Representatives, virtually compelling all dealers in food

**An Exploded  
Clue.**

products to sell all buyers on equal terms, it will be remembered that Congressman J. Hampton Moore, who introduced the bill, wrote the "Grocery World and General Merchant" that it was fathered by certain Washington people who were interested in reducing the cost of living. Apropos of this statement an anonymous correspondent of this journal writes from Washington as follows: "These parties I know to a moral certainty are the 'Departmental Co-operative Council,' which is an outgrowth of the 'Departmental Co-operative Guild.' This was located for fifteen months at the corner of G and Ninth street, N. W., this city, where it lost in fifteen months \$20,000 and went into the hands of a receiver about a year ago. The president of the Co-operative Council is one McKenjir, a Government clerk at 25 T street, N. W. The secretary is a Mr. Smith, No. 713 Eleventh street, N. W."

Following the receipt of this the "Grocery World and General Merchant" made a rather careful investigation of the matter, but



everybody connected with this association that could be found declined to discuss the matter in any way whatever.

Whoever the father of the bill referred to may be, it seems to be as clear as any future event can be that the measure has already entered upon its long and peaceful sleep.

#### Pennsylvania News Items.

James Foust, Pennsylvania Dairy and Food Commissioner, has ordered H. P. Cassidy, special agent, to begin suits in Philadelphia against six commercial houses for the sale of adulterated butter. The butter sampled is said to have contained a large percentage of water and foreign fats, some of the butter showing as high as 30 per cent. of water. It is understood that the quantity of butter adulterated with water is just now unusually large. Under the existent food laws this is clearly illegal.

Florida squash ranges from \$1.25 to \$1.50 per crate and the demand is light.

## A Good Move—Help it Along

There is a movement at present proceeding slowly over the country to which I heartily subscribe, and to which every business man should also.

It is a movement among the States to pass laws making it a criminal offence to give a check when there is not sufficient funds in bank to meet it. How many thousand checks are given under this condition only business men know. They are so many that every bank and trust company in business has a rubber stamp reading "not sufficient." In actual practice this is condensed to "n. s." and everybody who handles checks knows perfectly well what it means.

The pioneers in this movement are two Southern States—South Carolina and Virginia. Both have just passed laws whose provisions are substantially the same. The South Carolina law is short

and worth reproducing. Here it is:—

Section 1. Be it enacted by the General Assembly of the State of South Carolina, Any person who shall hereafter draw and utter any check, draft, or order upon a bank, banking house, person, firm or corporation with which or whom he has not, at the time, sufficient funds to meet the same, and shall thereby obtain from another money, or other thing of value, or induce such person to surrender or postpone any remedy he may have against such drawer, shall be guilty of a misdemeanor, and upon conviction shall be punished by fine or imprisonment in the discretion of the court; the offense to be within the jurisdiction of the magistrate's court if the value of the property obtained be less than twenty dollars, and be punished by a fine not exceeding one hundred dollars, or imprisonment not exceeding thirty days: Provided, That if such person shall deposit with the drawee of such paper within thirty days thereafter funds sufficient to meet the same, with all costs and interests which may have accrued, the prosecution under this Act shall be discontinued.

I suppose it is generally known that it is not criminal to-day to induce a man to cash a check which is worthless because there

is not enough money in bank to meet it. As a matter of fact, it is practically impossible to convict a man who passes a check when he has no funds in bank at all. If it can be proven that he intended to defraud, conviction is possible, but proving a man's intent is a rare task. In the case of a man who has some funds in bank but not enough, the law leniently declares that he may have intended to increase his deposit before the check reached his bank. So that while he can be sued civilly for the amount—usually a thankless undertaking—he goes scot free from the only proceeding which would have the slightest weight with him.

Merchants' associations everywhere should take this movement up. Time and time again clients have brought checks to me which they have cashed for customers or strangers and which have come back significantly marked "n. s." In every case, bar none, it has been necessary to give these clients this stereotyped advice: "You cannot arrest a man for giving a check which is not sufficiently covered in bank, even

## SPECIALTIES "WORTH WHILE"

**HOTEL ASTOR COFFEE**  
THE TALK OF NEW YORK

**QUEEN QUALITY COFFEE**  
A SURE REPEATER

**FISCHER'S N. Y. COFFEES**  
STANDARDS OF QUALITY

**CINGALA CEYLON TEA**  
"BETTER FOR LESS"

**SPECIAL TRADES BULK TEAS**  
TRADE MARK BRANDS

**BUY NOW SPICES IN TINS**  
ASK WHY!

**RICE—ONE POUND BAGS**  
"THE ONLY WAY"

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us



if he has induced you to cash it in full."

Mostly the money advanced in this way has been lost—poured into the open hole in the ground which loose laws have left uncovered.

E. J. B.

#### Missouri Witness Says Meat Packers Fake Bids.

The high price of meat is due partly to fictitious competition in bidding for cattle between buyers regularly employed by Armour and other large packers, and buyers employed by the National Packing Co., which is controlled by those interests, according to testimony given last Tuesday at St. Louis, Mo., by A. N. Benn, vice-president of the St. Louis Dressed Beef and Provision Co., in the investigation of the packing companies by Attorney-General Major, of Missouri. To this "competition" between concerns, ostensibly rivals, but really under the same control, the witness specifically attributed the recent price of \$11.15 for hogs. Benn stated that buyers, ostensibly representing the National Co., but in fact representing the individual packers, frequently bid against the buyers directly employed by these firms, and thus forced up the price of meat. The benefit of this policy which raised the cost price of raw material for the meat companies was explained by the investigators as producing an illusion of competition in the eyes of the public.

#### New Patents and Trade-marks in the Grocery Line.

Washington, D. C., April 12, 1910.  
Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—  
954,444. Lard cutter. John D. Leen, Bangor, Me.  
954,498. Ice cream disher. Herman Bieder, Ashtabula, Ohio.  
954,502. Tea or coffee pot. George E. Curtiss, New Britain, Conn.  
954,535. Packaging and preserving meal. Leonard Moore, Dayton, Ohio.  
954,582. Percolator. Ernest S. Peck, Cleveland, Ohio.  
954,608. Butter pat making device. Frank W. Billings, Kansas City, Mo.  
954,834. Folding display case. Davis Weinstock, New York City.  
954,937. Dough brake. John H. Day and Paul S. Ward, Cincinnati, Ohio.

#### TRADE MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 46,486. "Lincoln Cabin" for blended roasted coffee. Edwin J. Gillies & Co. of Kentucky, Louisville, Ky.  
Ser. No. 47,311. "Nectar" for coffee, tea, etc. St. Louis Coffee and Spice Mills, St. Louis, Mo.  
Ser. No. 47,802. "Covanco" for a flavoring extract. Seminole Chemical Co., St. Louis, Mo.

## The New York Letter

**Australian Lamb and Mutton Now Selling in New York City. Can Be Sold 3 Cents to 4 Cents Lower Than Our Own Meats After Paying Freight and Duty. Food Prices Gradually Declining. Wormy Fig Question Still Vexing Importers. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, April 21, 1910.

Several wholesale market houses have recently found it profitable to import lamb and mutton from Australia. A representative of Sayles, Zahn & Co. told your correspondent that the company pays the duty and carrying charges on meat from Australia and sells it 3 to 4 cents a pound lower than the prices of domestic Western meats. The Australian meats have been selling at retail at 12 to 16 cents a pound.

This is not the first time that meat has been imported from Australia, but as a rule importations have been received from that country only when it had an unusual surplus, making the meat especially cheap. Last summer several shipments were received. The present prices in Australia are about normal for that country, dealers say.

The importers say that the Chicago packers and their representatives here will probably try to hold up a large shipment which is expected in a day or two by raising legal questions as to the methods of inspection.

Both the dealers who are now importing the Australian meats and those who have handled it at other times say that it is of fine quality and is not damaged in the least by the trip. They say that if the duty of 2 cents per pound were removed a permanent business could be conducted in importing these meats, and prices of domestic meat would not then soar to their present heights.

One of the dealers said incidentally that the American packers ship meat to England and France and sell it there at prices 3 to 5 cents a pound lower than those prevailing here.

The handlers of the Australian meat, as far as your correspondent could learn, have not brought over any beef, although it was said that they have done so. They have found it more profit-

able, they say, to import only lamb and mutton.

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One of the evening papers today has a spread heading "Big Grocers Cut Cost of Foodstuffs." The writer rather tries to give the idea that the big jobbing houses are slashing prices right and left.

A few instances are given such as reductions in prices of some kinds of canned and dried fruits and vegetables, also in flour, butter and cheese. The actual reductions are not large. The general idea, however, that food prices are gradually getting lower seems to be correct, according to some of the best authorities. It is pointed out that it is usual for many kinds of food to fall off in price about this time of the year.

Aside from the changes incident to the season, there is an impression among observing men in the trade that a somewhat general movement is now being felt and that it signifies a lower cost of living for the immediate future. Retail grocers who have been worried by the necessity of charging high prices will welcome cheaper prices for some of the staples that have been particularly high.

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Considerable activity has been shown by the Bureau of Weights and Measures since the shake-up last month. Following its raid on the peddlers a couple of weeks ago, Frank M. McCoy, acting chief, announces that inspectors will be stationed in four of the large markets of the city to inspect the scales and to weigh food for the housewife who thinks that she has not received full weight. Stands have already been secured and the Bureau is now waiting for the borough presidents to erect the few fixtures that are necessary.

The inspectors will not be on duty all the time, but will be assigned to the stands two or three days a week. The markets in which inspectors will be sta-

tioned are the Washington, Fulton, Delancey, Wallabout and the Gansevoort.

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The receipts of eggs in New York in the last few days have been increasing and the totals for the past two weeks have been about 25 per cent, larger than for the corresponding weeks of last year. A representative of Frederick E. Rosebrock & Co. told your correspondent that the receipts for the month of April will undoubtedly be the largest on record. During the week ending April 16th a total of 163,000 cases were received in New York. The receipts for the same week last year amounted to 135,000 cases. It is expected that the high record of receipts for a week, 187,000 cases in April of 1907, will be surpassed in one of the next four or five weeks.

The report that Western meat packers are buying all the surplus eggs to keep up the prices is believed by the majority of the dealers. One of the large dealers told your correspondent that the meat packers always buy quantities of eggs for storage in their own warehouses throughout the country. This year, he said, the meat interests are buying larger quantities than usual and are paying higher prices than the situation warrants.

Eggs packed for storage purposes are bought at 22 to 23½ cents a dozen at Western shipping centres for shipment here and, of course, freight charges must be added. This price was about the same as was paid last year. Agents of Western shippers hold eggs here at 23 to 25 cents and, when purchasers are not found at these figures, put their holdings into storage.

The reports as to the unusual activity of the meat packers in buying eggs has encouraged other buyers, but a few are still cautious, as they remember last season's losses.

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Importers of figs are still worrying as to the disposition to be made by the Department of Agriculture of the question raised as to the presence of worms in the fruit. About 20,000 cases, imported last winter, are still held by the Federal authorities. Unless these figs are put into cold storage they will rapidly deteriorate in warm weather. Some of the importers





"We Can the Flavor  
as well as the Fruit"

## THE GROCER WHO SELLS HUNT'S QUALITY FRUITS

"The Kind That Are NOT Lye Peeled,"

will get NEW customers besides  
PLEASING his old customers

We are stirring up sales by our advertising in big national magazines, and we want you to get these sales. We're creating business for you by getting people who used to can fruit at home to buy HUNT'S QUALITY FRUITS from you because HUNT'S are better than home canned—we get the fruit in better condition than your customers can. We use only pure cane sugar syrup. Our fruit is knife-peeled. Take advantage of our advertising and draw the sales into your store.

We'll help you to do it—we'll send you beautiful calendars to present to your customers; we'll send you samples of our advertisements to paste on your windows. We'll send you beautiful Display Cards and illustrated booklets that will increase sales. Order a supply of HUNT'S QUALITY FRUITS from your nearest distributor and make a display of the beautiful cans labeled in Red, White, Blue and Gold, and they'll sell.

### HUNT BROTHERS COMPANY

San Francisco, California

**Largest Cannery of Highest Grade California Fruits**

**Distributors for Hunt's Quality Fruits.**

PENNSYLVANIA:—Githens, Rexamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville; Jas. A. McAteer & Son, Pittsburg; Love & Sunshine Co., Johnstown. OHIO:—The Chas. C. Higgins Co., Cleveland; A. Janszen & Co., Cincinnati; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville; Mosel-Johnson Co., Steubenville; Berdan & Co., Toledo; W. L. Adamson Co., Dayton. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seeman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.

## SPECIAL MAIL ORDER SERVICE



Managed by an Ex-  
perienced Grocer.

His Business is to Serve  
**YOU**

Put it up to Him by  
Mail To-day.

**TO SHOW YOU IT IS WORTH YOUR WHILE TO  
GET IN TOUCH WITH US, HERE ARE FIGURES:**

Cal. Yellow Free Peaches, Good Fruit, Good  
Syrup—2½s, 2 doz. to case at per doz., \$1.30

Maraschino Cherries, Lot B., Large fine fruit,  
large bottles, 1 doz. bottles to case . . \$5.25

Special lot Hotel or Stems and Pieces Mushrooms, while this lot lasts, 100 tins to case, \$14.00.

Moir Wilson & Co.'s Imported Kipperd Herring regular size cans, 6 doz. to case, per doz., \$1.45.

Norway Smoked Fat Herring in Bouillon,  
oval tins, 100 tins to case . . . . . \$7.50

Imported English Malt Vinegar, 20 oz. bottles,  
2 doz. to case, per doz. . . . . \$1.20

Cal. Asparagus, Large Green—2½s, 30-33 Spears to tin, per doz., \$2.25, 3 Crown Cal.  
L. M. Raisins, equal to any 4 Crown, 50-lb. boxes per lb., .05.

Fancy Muir Evap. Peaches, 25-lb. boxes, at .07½  
Imported Medium Beans, 220-lb. bags, per  
bushel . . . . . \$2.15  
Baked Beans, plain—3s, per doz. . . . . 77½

Baked Beans, sauce—3s, per doz. . . . . 82½  
Chipped Beef, Large Jars, per doz. . . . . \$1.90  
Cal. Prunes, 60-70, Coast Packed 25-lb.  
boxes, per lb. . . . . .05½

*Have You Sent for "Special" Mail Order Blanks and Envelopes?*

# FRANCIS H. LEGGETT & CO. NEW YORK

Proprietors of Premier Breakfast and Premier After-Dinner Coffee. Send for Catalogue "A"

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





fear that none of the figs now held by the Government will be released.

Various proposals have been made to fumigate or otherwise cleanse the figs, but none have been satisfactory. The officials of the Food Bureau wish to be assured that the cleansing will be thorough and that no worms will be left. The importers fear the too energetic measures will spoil the flavor of the fruit.

The importers are also concerned as to the conditions under which fruit will be admitted next winter. Proposals have been made to subject the figs to steam or sulphur baths before shipment, but the question as to the effect on the flavor is raised, as in the case of the figs that were seized. The importers say that this is the time of the year when they usually make their contracts for the coming season's supplies, but that they cannot safely do so in the present uncertain situation.

E. B. Lephram, of Clarke, Chapin & Bushnell, who is familiar with the fig business, said that even in the finest grades of figs there are worms and they do the fruit no harm. Separate the layers of freshly packed figs, he said, and worms can be seen with a microscope.

The importers generally say that the worms come from the trees. The Government's representatives have been trying to show that unsanitary methods of packing are responsible. To-day, it is announced, the Government has sent an expert from the Bureau of Etymology to Smyrna in order to investigate the subject.

#### SUMMARIZED MARKET CONDITIONS.

Roasters are beginning to take more interest in Santos, according to reports of the dealers, but business as a rule is dull. The poor weather of the past few days has to some extent delayed sales. The jobbing demand is light, most jobbers not caring to buy for more than their immediate needs. Prices are firmly held, but a few holders are willing to make slight concessions to create business. In the milder grades, Maracaibos is in good demand, with prices ruling a little higher.

The country is still conservative, so sales in the tea market

were usually small lots of 10 to 25 packages, enough to supply immediate needs of distributors. Prices are firm, as sales are not being pressed by holders.

The local trade still maintains a waiting policy in the rice market, being unwilling to pay the prevailing prices, since the recent advance of  $\frac{1}{4}$  cent. Prices are firm, however, as a result of cables from the South.

Peppers are chief factor in the spice market, many large

sales being noted. There is a fair demand for other lines of spices with prices firm.

An increased demand for chicory has been noted this week. Distributors have been buying steadily in fair quantities. Prices are firm.

Refiners are buying raw sugar in good-sized lots and are willing to buy any distressed lots. Sellers, however, are withdrawing these lots, claiming that they would store in preference to ac-

cepting prevailing quotations. Prices are easy.

The refined sugar market is quiet, buyers being unwilling to buy until the raw sugar market settles down. Prices are firm.

In the canned vegetable market most jobbers are satisfied to buy in quantities large enough to fill their immediate needs. Although prices are low, the jobbers seem to think that they should be still lower. A few of the large houses are willing to buy to the extent of a couple of thousand cases provided the quality and price suits, but as a rule orders of this kind cannot be satisfactorily filled. Several large orders for tomatoes were received in the last few days, but could not be filled at the price offered by the jobbers. Corn is in more demand, with prices steady. There is an inclination on the part of holders of peas to make concessions so as to clean up stock before the new packing season arrives.

California canned fruits are in steady demand with prices firm at previous level. State gallon apples are neglected, as jobbers prefer to handle the fresh fruit. Southern fruits are in good demand.

The quality of the current receipts of butter has improved greatly in the past few days and buyers are more exacting as to standards. Even with the improvement the supply of specials is only just enough to meet the demand. Prices are firm at 33 cents and premiums are paid for special brands. Extras are in good demand at 32 cents. Below this grade prices are irregular and the demand not very good. The close examination is forcing much of the butter which has been sold as extras in the past few weeks into the grade of firsts. Fine storage creamery is steady.

Egg receipts are increasing daily, but prices are still firm at 23 to 25 cents. The receivers are putting much of the receipts into storage, as they cannot sell them profitably. The Jewish holidays are adding to the demand.

FRED. A. MCGILL.

Most of the salad on the market is from North Carolina, and the price range is wide—50 cents to \$2 per basket. There is some nearby salad on the market at \$2.50 per barrel. The demand is good.

Written for the "Grocery World and General Merchant."

## New York Borax Expert Says Cost of Living Would Decline if Food Were Kept from Spoiling

**Says of the Millions of Pounds of Meat, Poultry, Vegetables, Etc., Destroyed Much Could be Saved by Proper Preservation. Claims this Would Have Direct Effect on Prices.**

The increased cost of living is one of the paramount issues of to-day. There has been a vast amount of matter written endeavoring to explain the reason why the cost of living is so high. The theories advanced are numerous and some have been written without giving the subject much thought. As it is a serious question, it should be analyzed thoroughly.

According to reports issued by the Department of Health of New York City for 1909 there were 1,802,230 pounds of meat, 838,226 pounds of fish, 239,092 pounds of poultry and game condemned, making a total of 2,879,608 pounds of meat products. There were also 8,600,174 pounds of fruit and 7,311,756 pounds of vegetables condemned, making a grand total of 18,791,538 pounds of food condemned last year in the city of New York.

As similar conditions exist in all other cities, a conservative figure would indicate that millions and millions of dollars' worth of food are condemned annually, merely because of the violation of hygienic laws and improper preservation. All such destruction of food materially adds to the cost of living.

It is evident, therefore, that one of the most essential features toward a reduction in the cost of living is the proper preservation of all food products during the

process of growth, after the harvests are gathered and until prepared for the table of the consumer.

A glance into the garbage cans which one finds distributed around the city of New York reveals the fact that a vast amount of food is thrown away daily. Such waste of food certainly adds to the cost of living. This enormous loss of matured food products can be greatly lessened by proper methods of preservation. There is a vast quantity of food which when not properly preserved deteriorates in the consumer's hands and becomes a dangerous substance. It is demonstrated by statistics that there were 4,235 cases of ptomaine poisoning (151 of which were fatal) in the United States during the year 1909.

When food is properly preserved, either by heat, cold, salt smoke, borax, boric acid, salt-petre, alcohol, or by any other means so as to protect it from deterioration, the condemnation by health authorities of meat, fish, fowl, etc., will be greatly lessened, all of which will prevent to a great extent the wasteful destruction of food products, thereby increasing the supply, which will materially lessen the cost of sustenance.

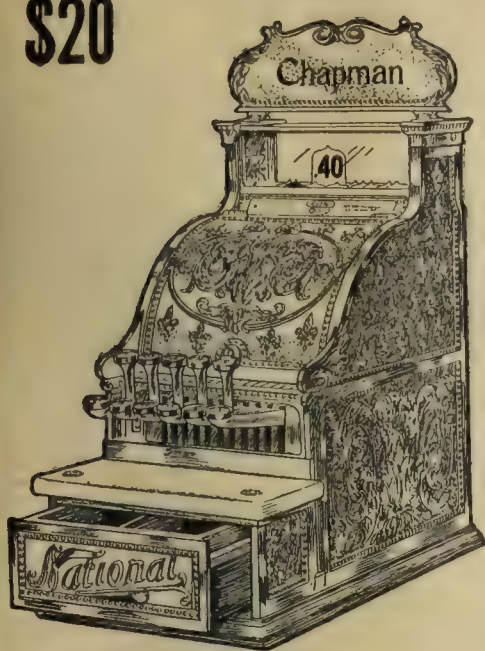
H. L. HARRIS.

New York, N. Y.,

April 21, 1910.



\$20



No. 216

Detail Adder with all latest improvements. 11 keys registering from 5c. to \$1.95, or from 1c. to 99c.

\$35



No. 313

Total Adder with all latest improvements. 15 keys registering from 5c. to \$1.95, or from 1c. to 59c.

\$60



No. 332

Total Adder with all latest improvements. 22 keys registering from 1c. to \$3.99, or from 5c. to \$1.95

## High-Grade National Cash Registers at Low Prices

Every merchant wants a National Cash Register.

Eventually we believe you will buy one.

That will be after we have shown you that it will *pay for itself* in your store in a short time.

After you use a National Cash Register you will very likely say, "I wouldn't take several times the price I paid for it. I wish I had used one every day since I started in business."

We say this because it is almost the unanimous expression of every user of a National Cash Register.

Are you not willing to make an investment which requires only a small payment each month, and which will pay you back the amount of the principal the first year?

Over 800,000 merchants are using National Cash Registers.

Last year we sold 104,198 new Nationals.

### A National Cash Register Pays for Itself

We would never have done this enormous business if the claim, "It pays for itself," was not fully realized by our users.

No matter whether you have a large or a small store, or what kind of business you are in, there is a National Cash Register just suited to your particular needs.

#### OUR GUARANTEE

We guarantee to furnish a **BETTER CASH REGISTER** for **LESS MONEY** than any other concern in the world.

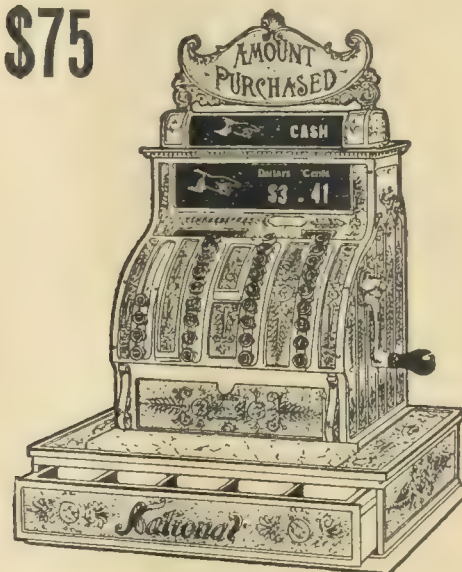
We make over 200 styles and sizes, with prices as low as \$15.00.

We sell our registers on easy monthly payments, or give a liberal discount for cash payment.

Send to-day for illustrated catalogue showing prices.

This will not obligate you in any way.

\$75



No. 420

Total Adder with all latest improvements. 27 amount keys registering from 1c. to \$9.99. 4 special keys

\$100



No. 1054

Total Adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c. to \$59.99, or from 5c. to \$59.95. 5 special keys

# The National Cash Register Co., Dayton, Ohio

OFFICES IN ALL PRINCIPAL CITIES





### XLVII.—What a Limited Partnership is and How it is Formed.

One of the earliest articles of this series discussed the legal advantages and disadvantages of partnership. The only thing considered in that article was the ordinary form of general partnership. I desire to discuss in this article a new phase of partnership which is now established in practically all States, and which for reasons which will be explained is rapidly growing in popularity. I refer to limited partnership.

Under the common law there was no such thing as limited partnership. The only partnership known was the ordinary form of general partnership, in which every member was personally responsible for the firm debts, even to the extent of his whole private fortune.

Limited partnerships are creations of statute entirely, by which I mean that they can be formed only when a State has passed a law permitting them. Practically all States have enacted such laws, however, so that limited partnerships now exist in every part of the Union.

The special point about limited partnerships is that while some of the members are personally responsible for the firm debts, other members are responsible only to the extent of the money they have invested. The former are called general partners, and the latter special partners.

This feature of limited partnerships is borrowed from corporations. As is well known, if a man invests \$1,000 in the stock of a corporation, that is the extent of his liability for the corporate debts. No creditor can come upon him, no matter how much the company owes. The law as to limited partnerships is precisely the same. If a partner has \$1,000 invested with the firm, and has gone through the forms mak-

ing himself a special partner instead of a general one, he is not personally responsible for the partnership debts, though the general partners are, just as in the ordinary partnership. The object of the plan is to encourage the investment of capital in business partnerships by men who take no active interest in the business, and who therefore are averse to being saddled with the unlimited liability which invariably attaches to ordinary partnership.

As stated, the organization of limited partnerships depends on the law of the particular State, and this should be consulted and followed implicitly. Where a method of procedure is so completely dependent on a State act, as in this case, the law requires the closest and most literal following of its provisions. This seems to be particularly so with limited partnerships, for there are many decisions that where a limited partnership has not closely observed every provision of the statute, the partners will all be held responsible as general partners. This defeats the whole plan and illustrates the need of the greatest care.

Although the State statutes differ somewhat, the fundamental principles are substantially the same. All States act on the idea that the object of the formation of a limited partnership is twofold: First, as stated above, to encourage investments; and second, to protect the partnership creditors by informing them exactly how much money the partners have invested, and therefore what security they have for the payment of their claims.

The law does not allow all businesses to organize limited partnerships. As a rule, however, it is allowed in "any mercantile,

manufacturing, commercial or mechanical business." The usual exceptions are insurance and banking. The acts differ to some extent as to how many of the members may become special partners. Some States—in fact, this is the usual plan—provide that there can be one or more partners in each class (general or special), others say there must be two or more in each class, and still others forbid the special partners from exceeding a certain number.

In the main the requirements of all States are alike as to the method of organizing. Under all the acts the partners must execute a certificate stating certain facts. Failure to do this in exactly the way provided makes the partnership a general one and deprives the special partners of the protection they aimed to get.

The facts to be set forth in the certificate are the firm name, the general nature of the business, the place where it is to be conducted, the names of all the partners and whether they are general or special, and the places of residence of all. The time when the partnership is to begin and when it is to end must also be given, as all limited partnerships must have definite terms. Also to be set forth is the amount of capital contributed by each one, and whether same is in cash or property.

This certificate must be sworn to by all the partners, and filed as a matter of public record. Practically the substance of it must be advertised in a public newspaper; sometimes in more than one. The State act will provide for this.

In one feature a limited partnership differs vitally from a general partnership. In the latter the partners may put in neither money, nor property, but merely

services. In a limited partnership the special partner cannot contribute services, but must furnish money or property. In other words, he must be an actual contributor to the firm's capital stock.

There are various minor provisions that vary in the different States. For instance, some States require limited partnerships to use "Ltd." after their names. Others do not. Also, some, but not all, require a sign showing all the partners' names and which are general and which special, to be displayed in the store or office of the partnership. Also, some States still refuse to permit the use of the phrase "and Company" after the names of limited partnerships. This was formerly the rule in nearly all States, but most States now allow it if there are more than two members in the firm.

A limited partnership can be renewed at the end of its term by precisely repeating the same proceedings. No part of the money put into the firm by a special partner can be withdrawn before the term is out.

A special partner is supposed to be a silent partner in every sense. In fact, in most States he is forbidden to take any part in the active business of the firm. If he does take such part, he makes himself liable as a general partner.

Another advantage which the special partner has as compared with the general partner is that he is not liable for the firm's torts. "Torts" means offences against individuals for which a damage suit would lie. For instance, if a general partnership is guilty of negligence toward a person and is sued, and a verdict for damages is rendered against it, each partner is personally liable for the amount of that verdict. In a limited partnership, however, the special partners are not personally liable, though the general partners are.

(Copyright, April, 1910, by Elton J. Buckley.)

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer



in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

#### Santos Coffee Now the Leader.

A fact that is attracting the attention of coffee men all over the country is the extent to which Santos coffee is replacing many other varieties which formerly had the call. In this country in former years before the Santos crops become so much larger than the Rio crops, Rio was the popular brand everywhere, and a quantity of 25,000 bags Rios could be sold at the market of the day easier than 10,000 bags of Santos. Again, when the Santos crops became so large those coffees sold cheaper than Rios, and the lower price for Santos coffees gave them the lead all over this country, especially in the South and Middle West, where, up to

that time, Rio coffees were used to a large extent, and after that the mild grades. In the last three years a further change has taken place, and many roasters and dealers who made the milds principally, if not entirely their specialty, were induced to use Santos, being somewhat cheaper than the milds. After using the Santos coffees more liberally, they prefer in most cases to continue to use Santos and not return to the milds. So Santos coffees have become the most plentiful and the most popular coffees in the United States, and to a very large degree in Europe as well. With coffee consumption in the United States fully double what it was thirty years ago the entire increase has been supplied by Santos coffee, and the falling off in the use of Rio coffee is in conformity with actually decreasing production of Rios.

Beets are coming from North Carolina, Virginia and South Carolina, and range from \$2.50 to \$3. The demand is fair.

Written for the "Grocery World and General Merchant."

## National Dairy Union Says Oleo Interests Are Working for Themselves

Poor Man's Part in it Simply a Ruse to Get a Law Which Will Increase Consumption of Oleo. Plea that Oleo Tax Reduction is for Cotton Growers is Also Said to be Fallacious.

During the early part of the present session of Congress, Representative Burleson, of Texas, introduced a bill reducing the present tax of 10 cents per pound on artificially colored oleomargarine to 2 cents per pound and raising the present tax of  $\frac{1}{4}$  cent per pound on the uncolored to the same figure.

The bill also provides for certain sized packages and for their labeling under proper internal revenue stamps. But the labeling feature of the bill is quite immaterial, the important one being that provision which reduces the tax on the artificially colored product to 2 cents per pound.

It might be well to call attention to the inconsistency of the people who are sponsors for the bill. They shout long and loudly that they are working in the in-

terests of the poor man, but they propose in this bill to raise the tax on his product from  $\frac{1}{4}$  of a cent a pound to 2 cents a pound. Of course they may, in the largeness of their hearts, intend to assume this added cost of production themselves, but no precedent has ever been established by them to warrant such a charitable conclusion.

The Burleson bill, while claimed to be in the interests of the cotton growers of the South and the "poor man" everywhere, is really in the interests of the oleomargarine manufacturers. If it was not inspired by them, it certainly cannot be improved by them, and they will be found supporting it at the hearing with all the strength at their command.

THE NATIONAL DAIRY UNION.  
Washington, D. C.,  
April 21, 1910.

## Always the Same

I am so careful in my selections of Cheese that I can safely say of my Emmenthaler, Camembert, Roquefort and other Fancy Cheese, that they are always the same.

Don't you see how important that is to you?

Being Philadelphia's largest importer I can satisfy you as to price.

I always have a complete and satisfactory line of Delicatessen and Fancy Groceries.

Why not give me a trial?

Carl Wilde, 357 N. Second St., Phila.

**CRYSTAL DOMINO SUGAR**

**2 lb AND 5 lb SEALED BOXES!**

**2 lb BOXES - 60 IN CASE (120 lbs)**

**5 lb BOXES - 24 IN CASE (120 lbs)**

**BEST SUGAR FOR TEA AND COFFEE!**



## What Has the Winter Done to Your Butter Reputation?

If you have been selling the ordinary print butter all winter, have you been able to hold every butter customer? Have there been complaints? or unpleasantnesses?

We venture to say that not one grocer who sold Gurnse butter has lost a customer or had a complaint all winter long. It isn't possible that any such thing could have happened, for Gurnse butter has been absolutely uniform the whole season through.

From the beginning of the industry, there has never been quite such a success as Gurnse. Do you know the reason? Absolute and unrelenting care from milk to brine-dipped wrapper.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—37 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St. Philadelphia, Pa.





## Practice Grows of Selling Goods by Fixed Net Weight

**Schedule of Tares on All Staples Adopted in Massachusetts.  
Boston Jobbers Join Retailers in Effort to Standardize Allowances for the Weight of Packages.**

Gradually the wholesale grocery interests of the large markets are coming to adopt a standard for the selling of goods by fixed net weight. Several weeks ago the Chicago Wholesale Grocers' Association sent the "Grocery World and General Merchant" a schedule of tares which they had adopted for use in sales to retailers, and this was published at the time. The Massachusetts Retail Grocers' and Provision Dealers' Association has now followed suit with a complete schedule of tares based on actual tests as to the weight of the packages in which various food products are packed. Copies of the schedule have been sent to the retail trade throughout the State, together with an explanatory circular stating that the practice of selling by

net weight is growing, for the reason that "when goods are bought gross for net weight the actual cost is difficult to ascertain."

The schedule adopted by the Massachusetts trade is here printed in full. All of the tares shown below are allowed by most wholesale grocers of Boston:—

California dried fruits in burlap bags,  $\frac{1}{2}$  pound per bag.  
California dried fruits in cotton bags,  $\frac{1}{4}$  pound per bag.  
Persian dates in boxes of 60 pounds, 8 pounds per box.  
Fard dates in boxes of about 56 pounds, 7 pounds per box.  
Fard dates in full cases of nine 12-pound boxes, 28 pounds per case.  
Fard dates in single 12-pound boxes, 1 pound per box.  
Layer figs in original crates, actual tare on crate and 12 per cent. tare.  
Citron in drums,  $2\frac{1}{2}$  pounds per drum.  
Imported figs in 28-pound bags, 3 per cent.

Imported figs in 56-pound bags, 3 per cent.  
Sultana raisins in 28-pound boxes, 10 per cent.  
Prunelles in 30-pound boxes, 10 per cent.  
Brazil nuts, 3 pounds per bag.  
Filberts in bags of 220 pounds, 3 pounds per bag.  
California almonds, 2 pounds per bag.  
Pecan nuts, average actual tare according to lot.  
California walnuts, 2 pounds per bag.  
French walnuts, 2 pounds per bag.  
Chili walnuts, 2 pounds per bag.  
Sicily shelled almonds in bags of about 220 pounds, 3 pounds per bag.  
Peanuts, green, 1 pound per bag.  
Peanuts, shelled, 1 pound per bag.  
Lentils in bags of about 100 pounds,  $\frac{1}{2}$  pound per bag.  
Tapioca, 2 pounds per bag.  
Sago, 2 pounds per bag.  
Green peas, dried, 1 pound per bag.  
Split Peas, 60-pound bags,  $\frac{1}{2}$  pound per bag.  
Domestic rice, bill full pockets by the pocket.  
Imported rice in 100-pound bags, 1 pound per bag.  
Imported rice in 200-pound bags, 2 pounds per bag.  
Cheese, to be billed net weight.  
Navy beans, 1 pound per bag.  
Lima beans,  $\frac{1}{2}$  pound per bag.  
Y. E. beans in 160-pound bags, 1 pound per bag.  
N. Y. pea beans in 160-pound bags, 1 pound per bag.  
California pea beans in 100-pound bags,  $\frac{1}{2}$  pound per bag.  
Corn meal in 100-pound cotton bags,  $\frac{1}{2}$  pound per bag.  
Graham meal in 100-pound bags,  $\frac{1}{2}$  pound per bag.  
Rye meal in 100-pound bags,  $\frac{1}{2}$  pound per bag.

Granulated sugar in 100-pound bags, 1 pound per bag.  
Yellow or brown sugar in 100-pound bags, 1 pound per bag.  
Coffee (roasted) in 50-pound bags,  $\frac{1}{2}$  pound per bag.  
Coffee (roasted) in 100-pound bags, 1 pound per bag.  
Potatoes in 2-bushel bags,  $1\frac{1}{2}$  pounds per bag.  
Onions in 2-bushel bags, 1 pound per bag.  
Fresh ribs of pork, net without paper.  
Bacon and ham, net without paper.  
Pail of candy, weight only.

### SPICES, WHOLE.

Ginger root, 2 pounds per bag.  
White pepper, 2 pounds per bag.  
Black pepper,  $2\frac{1}{2}$  pounds per bag.  
Allspice, 2 pounds per bag.  
Mustard seed, 3 pounds per bag.  
Poppy seed, 1 pound per bag.  
Hemp seed, 2 pounds per bag.  
Canary seed,  $2\frac{1}{2}$  pounds per bag.  
Sunflower seed, 1 pound per bag.  
Rape seed, 2 pounds per bag.  
Other spices when sold in original packages average actual tare according to the particular lot.  
Castile soap in bars sell at price per bar instead of at price per pound.  
Note.—Mustard seed: domestic, 1 pound per bag; imported, old style, 3 pounds; new style,  $1\frac{1}{2}$  to 2 pounds per bag. Canary seed in half-bags,  $1\frac{3}{4}$  pounds per bag. Caraway seed, 1 pound per bag. Popcorn, 1 pound per bag. Sunflower seed: old style, 1 pound; new style, 2 pounds per bag.

New potatoes are off. Floridas range from \$5 to \$5.50 and Bermudas \$6.50. The demand is only fair.

ESTABLISHED 1808

# John R. McFetridge & Sons

## Printers and Publishers

### FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia



## The New "Crown" Porcelain Lined Cap for Mason Jars



The demand for a better made and finished Porcelain Lined Cap for the Mason Jar has been met in the new "CROWN" Cap.

Made of Best Grade Zinc, Highly Polished.

The Porcelain Lining Securely Fastened.

The edges are smooth and turned over, thus overcoming the objectionable feature of the sharp, rough edges of the regular P. L. Caps.

WRITE FOR PRICES

**FISHER, BRUCE & CO.**

Importers and Wholesalers of China, Crockery, Lamps and Glassware  
221 Market Street, Philadelphia

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.

## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter 2¼ inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.

The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

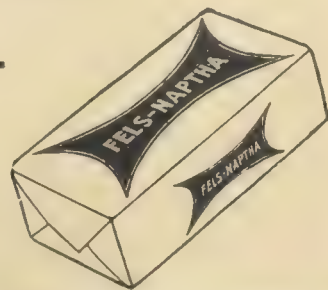
**R. E. TONGUE & BROS.**

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

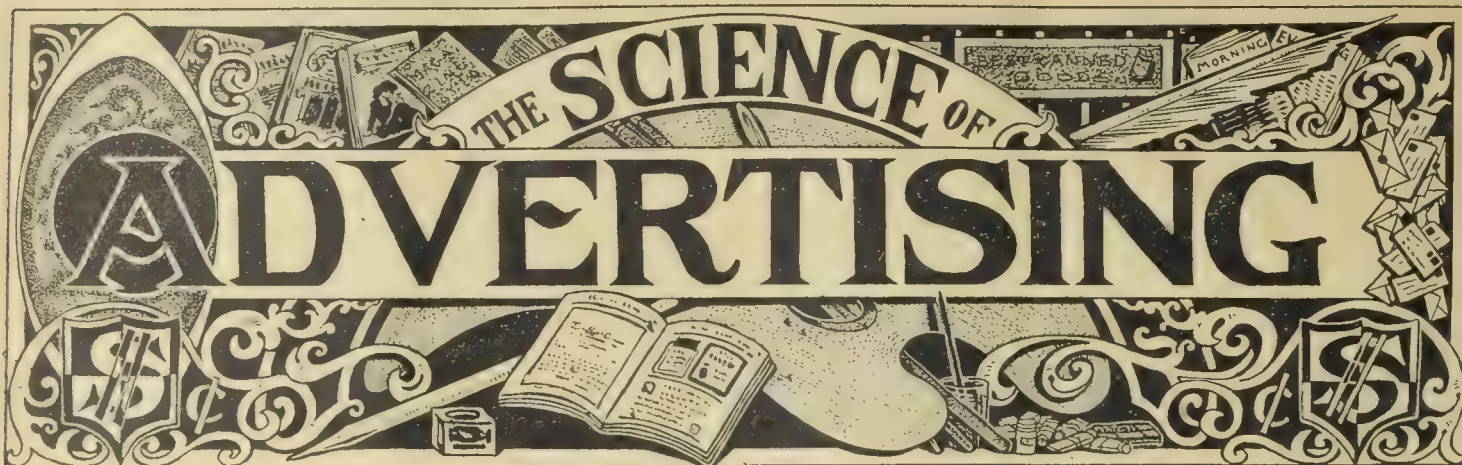


## The Right Way

Fels-Naptha soap pays the grocer a good steady profit, and always gives satisfaction. In keeping well stocked with reliable goods of this character, you are improving your own business by pleasing your customers.



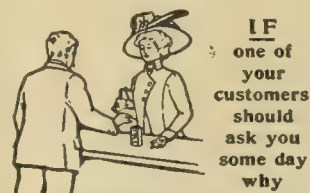




This week two mailing cards come off the file together to be discussed. One is issued by the Red Star Market Co., of Philadelphia, and the other by the Minute Tapioca Co., of Orange, Mass. The first measures 5 x 9 inches and is printed in black on a thin manila card. The second is 4 x 9 inches and is printed in dark blue on a very heavy white card. The Red Star card is herewith reproduced:—

ing, good advertising to do. The theory is that if one or more of these low prices can draw a consumer to come to the store, the chance is she will buy or can be induced to buy something else that will not be cut. Of course that is an old theory, but I know by experience that it is a good theory. It is astonishing, however, how many good sensible merchants forget that the main object of a cut-price advertise-

The card of the Minute Tapioca Co. will serve as a peg on which to hang a reiteration of a point I have often made regarding the use of type in advertising matter. The company say in their letter that they "are always pleased to receive any suggestions that may be of assistance." Here is a photographic reproduction:—



**IF**  
one of  
your  
customers  
should  
ask you  
some day  
why  
**MINUTE GELATINE**  
(FLAVORED)  
is the best, you will want to know. Then bear these points in mind:  
It is absolutely pure.  
The flavors are TRUE FRUIT.  
The gelatine is the best to be had.  
When prepared for the table it is the clearest, firmest, and most NATURAL flavored gelatine on the market.  
If a customer is dissatisfied, we will refund the purchase price. You are absolutely safe in recommending it.  
Where do YOU come in? The 33 1/3 per cent ought to look good to you, especially when every package you sell makes a friend for you. Don't sell it for less than 10c STRAIGHT. It's not in the three for a quarter class.  
Let us send you a package to try at home. Write us to-day, give your jobber's name and we'll prove our claims.  
**MINUTE TAPIOCA CO.,**  
201 W. Main St., Orange, Mass.

portance. Before the points which an advertisement makes can get in at all, obviously they must be read, and to be read they must invite the eye to read them. This invitation can be given only by the typographical arrangement.

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Let me have more matter, please.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

## IN MARCH

You will find this advertisement in each of the following:

THE AMERICAN GROCER	THE GROCERY WORLD (Weekly)
THE GROCERY WORLD (Monthly)	THE INLAND GROCER
THE LOUISIANA GROCER	THE MERCHANTS' INDEX
THE MERCHANTS' JOURNAL	N. E. GROCER & TRADESMAN
RETAIL GROCERS' ADVOCATE	THE RETAILERS' JOURNAL
THE RETAIL MERCHANT	THE SOUTHERN MERCHANT
THE TRADE REGISTER	THE TRI-STATE MERCHANT
TRADE	INTERSTATE GROCER
THE MODERN GROCER	THE TRADE EXHIBIT
THE MERCHANTS' JOURNAL & COMMERCE	MICHIGAN TRADESMAN
	GROCERS' MAGAZINE

This advertisement will go before nearly 100,000 retail grocers. If one of your customers chances to see it and asks you for Minute Gelatine (Flavored) won't you see that he gets it? Your profit will more than pay you for the trouble. If there is anything you want to know about Minute Gelatine (Flavored), write us.

**MINUTE TAPIOCA CO.,**  
Orange, Mass.

## Specials Red ★ Star Specials

10c can Tomatoes 3 for 25c | 10c CAN RED STAR BAKING POWDER 8c  
can Corn Pkg. M. Corn Flakes  
can Peas Bottle Salad Dressing

10 BUTTER THINS the two 10c  
5c BUTTER BISCUITS

Our Famous Shamrock Tea cut to 20c

10c Onions 4 8c 1/4 | 5c bunch Water Cress 4c  
Sweet Potatoes 8c PK 8c Cranberries 5c quart

Full Line of Fresh Fish on Friday

**Red Star Market Co., 23rd & Christian Sts.**

This card, if carefully circulated, ought to have brought results, not at all because it is a good advertisement, but because the prices offered seem to be low. Many an advertiser sends out some low prices and because they bring in lots of business thinks the advertisement a good one. That is not at all a test of advertising. Any man or boy can sell goods below their value. The successful advertisement is that which sells goods at a profit, and if a given advertisement cannot do that directly or indirectly, it has wasted the money spent to issue it.

\*\*\*

There is of course another side to cut-price special advertising like this, and it is a side which often makes it, generally speak-

ment is to get people in the store so they can be sold something else. They seem to think that the sale of the cut-price article is the end and aim of the advertisement, and that when they have made that sale the advertisement has done its work and everything is lovely. How many advertisers I have labored with right on this point in an effort to show them their error I have no idea. The cut-price advertisement that sells only the reduced article it advertises, and has at least failed to pave the way to the sale of other goods in the near future, has failed, and an advertiser should never forget that. An advertisement like this, consisting of nothing but cut prices, ought surely to lead to a lot of incidental business, in order to justify its existence.

The original of this card—I don't know whether the reproduction will show it so plainly or not—has an extremely flat look, and the reason is that there isn't a single word in it that isn't set in boldface. This error has done what it always does—robbed the advertisement of most of the contrast the use of boldface is supposed to give. The advertisement which the card reproduces, beginning "If one of your customers," was itself set throughout in boldface, therefore in order to throw the little advertisement out, should have been set in something else—preferably a lighter type. I suppose some of the readers of this department think I am straining at a gnat when I talk so much about the importance of the proper display of an advertisement, but any experienced advertiser will agree that nothing is of more im-

**Olive Market Advancing on Short Crop Report.**

Owing to the prospect of a short crop the market for olives in Spain is strong and advancing. Importers find it difficult to get what they want even at full quoted prices. Advices are all to the effect that the primary market is very strong at the recent advance, with holders in Seville reluctant to book orders for any considerable quantity on the present basis, for the reason that the opinion there is practically unanimous that the present crop will be a very short one. This, taken in connection with the fact that olives, even at present prices, are considerably below the normal average, lends added strength to the situation. Indeed some curers refuse to quote any prices on Queens at present.

Florida eggplants are in fair demand at \$2 to \$2.50 per crate.



# *The Hamilton Corporation,*

*Charles E. Barker and E. Hamilton Barker*

GENERAL MANAGERS

*Guaranteed Resources \$1,000,000.00*

*Executive Offices: 29-35 West 32<sup>nd</sup> Street*

*New York,*

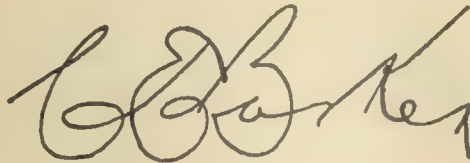
April 25, 1910.

Grocers;-

IF YOU WANT YOUR PROFITS INCREASED WITHOUT EXPENSE,  
WRITE US. No class of merchants work as hard, for as little  
money as grocers. We have a plan by which manufacturers of  
staple products will increase grocers' profits. We want your  
opinion of it. You write us with the understanding that you  
can't spend a dollar with us. We get paid for our work of course  
but the money comes from the manufacturer. We believe you will  
be enthusiastic about our plan, and as soon as we hear from you  
we will tell you all about it.

Very truly yours,

THE HAMILTON CORPORATION,



General Manager.



## THE STROLLER'S COLUMN



### Grease for the Wheels.

I have a cousin Sam who has a tidy little business about half way between Trenton, N. J., and New York. He's about my own age, though I don't look it, if I do say it as shouldn't.

Sam's one of these thin, weazened fellows who always seem nervous and upset. His face looks as if somebody had squeezed all the contentment out of it.

I spent a day and a night last week with Sam, and we had a talk. His wife is pretty worried about him because he don't sleep well and don't see a grain of fun in anything.

"What's the matter with you, Sam?" I said to him. "Mattie seems to think you're in a bad way. Anything the matter with business?"

"No, business is all right," he said, just as gloomy as if it wasn't. "I don't find much pleasure in it, though."

"Sort of a dark brown taste to things all the time, eh?" I said.

Usually a good stiff chew of blue mass is what's needed in a case like this, but it wasn't what Sam wanted, I knew.

I had been around the store a good part of the day, and besides that I knew something about Sam of old. So I said:—

"Sam, I believe I know what ails you."

He didn't say he didn't care a darn, but he looked it.

"You've never learned how to grease the wheels," I said wisely.

He laid his head back on his chair and looked out of the window.

"You're an unmethodical man, Sam," I went on, though he would have been real tickled if I'd kept shut, I guess. "You seem to have no regular system for doing things, and the consequence is you're upset all the time. Your mind is in a thousand snarls and they never come out.

What you need, old man, is grease for your wheels."

"You say I'm unmethodical," said Sam, "I'm as God made me, ain't I?"

"No, you're worse," I said, "you've let yourself get a good deal worse. And even if you hadn't, a fellow can shine himself up."

"What kind of grease do I need?" asked Sam.

"Method in doing things," I said. "Put one thing through at a time. Mattie told me to-day the way you took stock last fall. Why, that alone was enough to turn your skull inside out."

She told me he began to take stock the first day of last December, and he ought to have gotten through in four days and nights. Know when he finally got through? Why, he ain't through yet; that's the answer to that. True as gospel! Instead of putting the stock-taking through and letting other things go till it was done, he'd drop it and butt in on other things. Had a dozen things going at once, none of 'em getting any sort of attention.

"That's what's the matter with you, Sam," I said, "you don't plan things out, or if you do, you don't stick to it. I know you, old man. I'll bet many a night when you come home you leave half a dozen stunts all tangled up and quarter done. Do things one at a time and do 'em right, that's the way to work easy."

Gee whiz, but it would kill me in a week to have a dozen things going at once, all of 'em needing doing and none of 'em getting done because they were all being pushed at once. Why, that's the way people go crazy!

I like to start one thing—the thing that needs doing worst. Then I like to push it along in every way I can—other things can go hang. It's the great-

est comfort in the world to sit down after a day's work and say to yourself, "well, let's see; that job got well started to-day, and it ought to be done by to-morrow night. Then I'll take up so-and-so and after that the other thing. The man that says that ain't better than running your legs off from one thing to another don't know what he's talking about—he's never tried it.

My views on this go way back to when I was a boy working in a grocery store. I say "working," but if my old boss was alive I wouldn't dare to call it that. Still I was some use. What fly paper is to flies I was to the dirt around the store. I carried most of it away on my hands and in my ears Saturday nights and so saved sweeping.

Well, my old boss was one of these fellows like Sam, who believed in keeping everything going at once. Even as a kid they tell me I was a pretty systematic sort of a rooster, and I remember one night it dawned even on me what a fearful snarl we were in at the store.

The old man took stock once a year. That time we were in the midst of it when he decided we'd clean the cellar. It sure needed cleaning, for one end of it was loaded up with orange boxes and other rubbish and if there had been anybody else to do it but me I'd have told him long before that it ought to be cleaned.

But since it had been waiting for its cleaning for six months, it could have waited one more week, couldn't it? I told him that after he'd gotten out of hearing.

There were two fellows on stock taking. One of 'em he took off for the cellar, leaving the other fellow to limp along and eat up about four times as much time as he should have taken. Just then he thought we ought to get our

future canned goods shipped, and while we were up to our neck in the other two things the canned goods were dumped on the pavement. As if that wasn't enough he took it into his poor muddled old head to have the back of the store built out as he had been aiming to do for a year—and could have done three months before.

Well, you can see the muss we were in, can't you? If the old man hadn't had me there during them days I don't know what he'd have done. As it was I'll bet when he got home at nights his skull was sore inside.

That's exactly like old Sam.

You can say what you please, the way to do things is to plan 'em out and go at 'em one at a time. The way my wife does. Why, when I'm home she starts in the first thing Monday morning to brace me for change and she keeps at it just as regular until I'm cleaned out. That's the way to work—don't be side-tracked.

Here's sumpin what calls for a pussonal explanation:—

Pittsburgh, Pa., April 20, 1910.  
The Stroller.

Dear Sir:—If it is not too much trouble will you please let us in on your reason for your promiscuous use of "ain't," so we can see the joke and laugh too.

You say, "I ain't been able to forget." Ain't—have not.

You say, "I ain't talking." Ain't—am not.

You say, "He ain't sound." Ain't—is not.

Thanking you in advance.

Yours truly,

W. S. KUHN,

820 Wood St.,

Wilkesburg.

Well, brother, I'll tell you. There ain't any joke about it. I've never been able to write except exactly like I talk, and "ain't"—worse luck—is the way I talk.

If I started in now—an old dog like me—to learn any new trick, I'd write like I was tongue-tied. Whatever I am now, I ain't tongue-tied.

THE STROLLER.

### ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

Attorney and Counselor at Law

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice





## “Sell Her a Dozen Cans, Mr. Grocer”

Offer every customer who uses Van Camp's Pork and Beans a dozen cans at a time—giving her a little discount. It's easy to sell them this way because any one who eats Van Camp's Pork and Beans *once* will always do so. It pays to sell them this way instead of one can at a time because it means *you* sell eleven cans some of your competitors might sell her.

“SELL HER A DOZEN CANS”

**VAN CAMP PACKING COMPANY, Indianapolis, Ind.**

**No Springs**



**70,000**  
NOW IN USE

105 Styles and Sizes  
for all kinds of Stores  
PRICES \$37.50 UP

AFTER NINE YEARS' TEST AND ITS ADOPTION BY THE  
WORLD'S GREATEST MERCHANTS

## THE TOLEDO SCALE

IS NOW THE RECOGNIZED STANDARD

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by Temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

The Great Fair Store, Chicago, uses 100  
Toledo Scales, and say:

“The 100 Scales you sold us are very satisfactory. They are certainly money-savers on overweight.

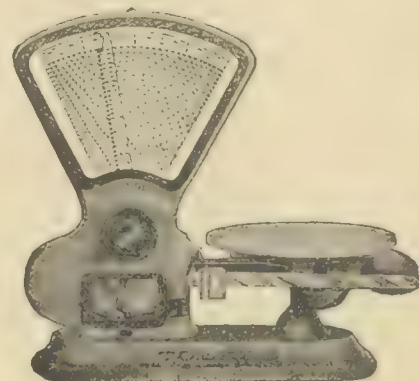
We satisfied ourselves the TOLEDO SCALE was superior to all others.”

E. J. LEHMANN, Vice-President.

Scales of all makes taken in exchange, rebuilt and for sale cheap. Send for Catalogue, Free.

**TOLEDO COMPUTING SCALE CO., Makers of Honest Scales, Toledo, Ohio**

Offices in All Large Cities. Look in Telephone Directory



**No Springs**



# THE GROCERY MARKETS

## Tea.

The tea market is deadly dull. Occasionally a little flurry of business is created by the naming of a fairly low price on something, but outside this the demand is very light and listless. The week has brought no change in price. Everything desirable is held steadily, though on a rather low basis. The new season has not opened in the Orient as yet, but Japan teas will open in a few weeks. The opening price depends on the market at that time.

## Coffee.

The demand for Santos coffee is better than it was some time ago, but is still not very active. Prices are well maintained and probably will be until the shipment of new coffee begins at least. Rio shows no change and no activity. Mild grades are dull and therefore show some little easing off. Java and Mocha are unchanged and pursue the even tenor of their way.

## Sugar.

The raw sugar market has shown no material change during the week. The refiners are buying some sugar, but this has not affected prices to any important extent. Refined sugar is unchanged and in light demand. So far as a forecast can be made, the fruit crops bid fair to be large and this inevitably means a heavy sugar season.

## Syrup and Molasses.

Glucose declined  $7\frac{1}{2}$  points more early in the week, and compound syrup went off 1 cent per gallon. There is believed to be something of a competitive flavor in this second decline. The demand for compound syrup is quite light. Sugar syrup is wanted for export, at full prices, but not much for domestic consumption. Molasses is quiet and unchanged.

## Fish.

Mackerel shows a light demand and an easier feeling. The week's market has been in the buyer's favor. Cod, hake and haddock are unchanged and in light demand. The season is practically over. Domestic sardines have advanced to \$2.70 f. o. b. for quarter oils, on account of the out-

look for short pack. As reported last week, the future price is \$2.75. Demand for sardines only fair. Imported sardines quiet and unchanged. Spot salmon continues scarce and high. There is some selling from second hands at slightly below the market. No future prices have been made on future salmon as yet, but new Columbia River will open in three or four weeks. Inasmuch as spot goods are selling about 25 cents above last year's opening, it is expected that the opening price will be about 10 cents above last year.

## Canned Goods.

Tomatoes are exceedingly dull, and as to price remain exactly where they were a week ago. The spot market seems to have no particular future. Futures are equally dull. Spot corn is quiet and unchanged throughout. Future corn is also dull and unchanged. Spot and future peas are both dull and show no change in quotations. Apples have settled down somewhat on spot, and the general feeling is not strong. Eastern peaches are dull and unchanged. California canned goods show only a spotty demand on spot at unchanged prices. There has been no general naming of future prices as yet, but it is expected that the list will be substantially the same as last year, with some few exceptions, notably pears, which will be higher. Small Maryland canned goods are unchanged and in light demand.

## Dried Fruits.

Prunes are dull and unchanged. There is considerable pushing for sale in secondary markets at shaded prices, but very little disposition to buy. The coast is about unchanged. Peaches are dull at ruling prices. Apricots are easy and dull. Spot cots, except for immediate wants, do not look attractive in view of the fact that new fruit will be available for July shipment. As stated last week, a price of  $8\frac{1}{2}$  cents had been named for new choice apricots. Since that other packers have named  $\frac{1}{4}$  cent less, and there is some expectation that

even lower prices may be named, owing to the lack of export demand. Raisins are dull and weak, though there may be a slightly better feeling on account of the cleaning up of layer Valencias. Other dried fruits are dull and unchanged.

## Beans and Peas.

Domestic pea beans are unchanged and so are imported. The demand is fair only. Domestic marrows are being shaded somewhat by certain holders, but nominally the market is unchanged. California limas are unchanged and in light demand. From second hands there is occasionally a slight cut in spot beans. Green and Scotch peas are in fair demand at unchanged prices.

## Butter.

The receipts of fresh butter still continue very light, and the market is firm. The receipts are showing better quality every day and will likely show an increase in volume in the near future. Storage butter is about exhausted and the bulk of the trade has gone to fresh goods. The market is healthy at the moment and as the season advances there will probably be a slight decline. The consumptive demand is about normal for the season.

## Eggs.

The egg market is firm at a decline of 1 cent per dozen from a week ago. The receipts of fresh eggs are fairly liberal and the consumptive demand is good, as is the speculative demand. The quality of the eggs now arriving is the finest of the year, and the outlook is for a continued steady to firm market until the storage season ends, which will be as soon as the weather settles warm.

## Cheese.

Stocks of old cheese are very light and what few remain are held at the highest market. The receipts of new cheese have increased during the week and as a result the market declined 1 cent per pound. The consumptive demand is good considering prices. The quality of the cheese arriving is good. As new cheese improves and increases the market

should show a slight decline. At present prices are about 2 cents above a year ago.

## Provisions.

There has been a further general decline of  $\frac{1}{2}$  cent per pound on everything in smoked meats, including all cuts of hams, bellies and bacon. The consumptive demand has been very seriously curtailed by the high prices, though it continues fair under the circumstances. Pure lard is barely steady at a decline of 1 cent per pound, due to the same cause. Compound is steady and unchanged. Barrel pork is in very slow sale at 50 cents per barrel decline. Dried beef and canned meats are unchanged.

## INDIVIDUAL MARKET REPORTS.

### Coffee.

Trade conditions have not improved any during the past month. Inland distributors seem to be well able to get along with the stock they have on hand.

It is claimed that the actual consumption of coffee has fallen off; that more chicory is being used than ever before, and that the consumer, in order to economize, makes two pounds of coffee go as far as three pounds did formerly.

The higher cost of living has caused this policy of curtailment.

As a result we witnessed very small deliveries from port stocks during the last four weeks. Present indications are that the deliveries will run on a still smaller scale and for quite a long period.

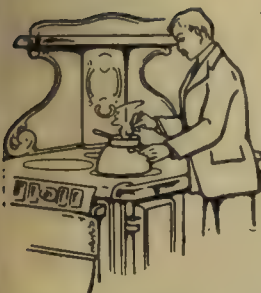
During the eight months of July to February 28th, inclusive, the deliveries from port stocks in the United States were 235,000 bags larger than during the same period last year.

This excess in the deliveries was wiped out during last month. The deliveries for the nine months show a falling off of about 156,000 bags as compared with the same nine months of a year ago.

A similar result was had in Europe, where an excess in the deliveries of 116,000 bags during the first eight months of the crop year has been turned into a falling off of 264,000 bags during the nine months.

Owing to this circumstance, holders here of Santos coffee remain quite firm in their pretensions. The extreme dullness in trade has as yet no noticeable effect on values.





### Just suppose

you were in the kitchen and wanted to make a dessert and make it in a hurry too. A tapioca pudding would be nice but you couldn't make it of pearl tapioca because you didn't think to put it to

soak the night before. If you had

### MINUTE TAPIOCA

you would be all right, because it doesn't need to be soaked. In fifteen minutes from the time it is taken from the package it is ready to serve. Besides, the pudding is not gummy or lumpy. One package will make six full quarts.

### Then suppose

you instruct your clerks to tell this to every lady upon whom they wait to-day, and let them know why MINUTE TAPIOCA is better than the other kind. The quality of the product is such that they'll thank you for the suggestion. Don't forget that you gain too. There's better than an ordinary profit in it. Have you used Minute Tapioca in your own home? Send us your jobber's name and you'll get a package to try. Do you know what tapioca comes from and how it is made? When writing for the package ask for "The Story of Tapioca". It's free.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.



"Hello, George"!

"Why—blamed if it ain't Charlie! Say, you look as if you'd struck a gold mine or robbed a bank. What in the world are you doing anyhow?"

"Well, you see George, I learned to sell goods by taking the Sheldon Course in Scientific Salesmanship and got a peach of a job with Smith & Walker—\$25 a week and expenses. Just had a three months' trip and dropped into town to see the folks and—say, come over to-night and I'll put you next. There's no use of a bright fellow like you being a delivery wagon."

*Write for explanation and terms.*

## Sheldon School

503 Republic Building  
Chicago



We take First Pick  
and Make

## PREMIUM HAMS

That's why you and your customers can rely on SWIFT'S PREMIUM HAMS being good all the time.

Grocers who have trouble over the "ham question" are selling hams of questionable quality. There's no question about SWIFT'S PREMIUM HAMS; their tender meat, fine grain and delicious flavor never fail to please and bring trade back for more.

Swift & Company, U. S. A.

## The First Warm Days

The first touch of Spring weather is a warning to the proprietor of the Grocery Store to prepare for summer weather. The use of Electric Fans and the installation of an Electric Refrigeration plant solves the problem of Grocery Store operation during the long summer months.

This is the time that you should make your arrangements for an Electric installation—do not wait until the hot weather finds you unprepared. For rates and estimates consult

The Philadelphia Electric  
Company

10th and Chestnut Streets

## Sell the Good Things That Pay Best

Undoubtedly the best all 'round Cereal foods made are the gluten foods like our **Gluten Cereal**. The trouble with all but ours is that they pay so little profit. The best known, in fact, pay no profit.

Ours isn't so widely advertised or so well known as some wheat cereals, but since it pays 40 per cent., while the others pay little or none, wouldn't it pay you to help get it known?

A. C. Godshall & Co.

INCORPORATED

LANSDALE, PA.



The mild coffee crop movement is now in its full swing. March, April, May are the months in which mild coffees reach consuming markets most freely. In previous years the United States received about one-third, and Europe about two-thirds of these crops, but judging by the arrivals during the last two months, it appears that this year Europe will get about three-quarters and the United States about one-quarter of these crops.

The arrivals of mild sorts in the United States during the past three months were 340,000 bags, as compared with 504,000 bags last year.

These proportionately small receipts in the United States are gradually creating a healthier condition in this country. The consumption in this country, that is, withdrawals from port stocks, amount to about 1,300,000 bags per annum. Withdrawals during the last three months were about 345,000 bags; therefore, about 950,000 bags will still be required for consumption during the remaining nine months of the year.

The stock of milds in United States ports on the first inst. was 405,000 bags, being about the same as at the beginning of the year. Inasmuch as during the height of the movement of these kinds from producing countries stocks have so far shown no increase, they will surely be reduced to a minimum later in the year, and with such reduction we will naturally see a gradual enhancement in values.

HENRY NORDLINGER & Co.  
New York, N. Y.

#### Rice.

Market for the week has been fairly active. Receipts are moderate and prices steady, with harder tone on Japan sorts, which attract increased attention in sympathy with enlarged movement and advanced prices in primary markets. Honduras styles are steady, both as to demand and prices.

Advices from the South note quiet movement on the Atlantic Coast, buyers taking for needs only. At New Orleans market is steady with increased interest displayed on Japan sorts, which are not plentiful, the advance noted last week being fully sustained. While buyers are anticipating wants to some extent, the movement can hardly be called speculative, but distributors deem conditions of supply, demand and present low values a warrant for the carrying of liberal stocks quite a bit in excess of immediate requirements. Honduras styles have been comparatively neglected, but more attention is being given to the attractive qualities which are obtainable at low prices.

In the interior, Southwest Louisiana and Texas, an active movement is reported both for export and for home consumption, largely in the West and on the Pacific slope. Prices are well sustained at recent advances. Considerable trading is reported in Japan rough rice at higher figures, which accounts for the turning down of large orders at previous range of values.

Cables and correspondence from abroad note an improved inquiry with harder tone on all deliveries.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### Baltimore Canned Goods.

Nothing out of the ordinary occurred this week in the canned goods market here. Attempts to depress the price of tomatoes and efforts to boost the market for them were alike unsuccessful, and the week closed at the same quotations as prevailed at the end of the week previous. The underlying strength to the market at the present quotations for that article has attracted orders from all sections of the country during the last two weeks, from which fact the holders have derived more courage and the buyers more confidence. Evidently this market is the base of supply at to-day's prices, and there remain nearly four months of heavy consumption before the next canning season rolls around. It looks safer now to buy spot tomatoes than at any time since last fall.

Trading in future tomatoes at 67½ cents goes slowly, but, all the same, each week shows some little increase in volume. At 65 cents for No. 3 standard tomatoes there are willing buyers, but not willing sellers. The underlying conditions are in favor of a stronger and more active market for future tomatoes, and well-known brands of merit are well bought at to-day's quotations.

Spot corn was a little more active this week and further activity is confidentially expected. Future corn was inactive during the week. In the other lines of vegetables there were no changes of importance as to the prices, and only a small increase in the demand. New spinach is now being packed and is ready for prompt shipment. The quality of the spring crop is excellent.

Fruits of all kinds were dull this week, nothing beyond the small assorted orders coming in every day, and the quotations at the end of the week are the same as they were at the beginning. The first arrivals of the new crop of pineapples for canning purposes are expected in a week or ten days and shipments of the canned article can be made within a week thereafter. There has been a scarcity during the last two months of the low-priced

grades, especially pie grated, and a good demand is anticipated for them.

Cove oysters are firmer and fairly active, with every indication of some advance in the prices during the summer months, especially in view of the fact that the next canning season is nearly six months off. Buy cove oysters.

The same steady buying of spot tomatoes in lots of one to three carloads for hurry-up shipment continued all week, and the goods were scattered in all directions. This market is the source of supply for the whole country, or nearly so, at the present quotations, and the canners draw much encouragement from that fact.

Buyers are not scrambling after future tomatoes. There is something doing in them all the time, of course, and each week adds a little bit more to the quantity sold the week before. Never before have the canners shown so little disposition to push their sales, and seldom have the jobbers been so unanimous about waiting for further developments. The quotations are unchanged.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Imported Fish Specialties.

French Sardines.—Demand is somewhat better than for the past few weeks. Prices are low and buyers in our estimation will not make a mistake in buying at present prices.

Japanese Crab Meat.—The market is almost bare and new crab meat cannot possibly arrive before August or September next. We advise buyers to anticipate their wants and place their orders now for sufficient to answer their requirements until the new pack arrives.

Sprats.—Demand continues quiet, although an improvement is looked for in the very near future.

Herring.—Very little demand.  
STROHMEYER & ARPE Co.  
New York, N. Y.

#### Evaporated Apples, Etc.

The evaporated apple situation here is unchanged. There continues to be a steady demand from the domestic trade and a slightly better demand from Europe. More attention is now being paid to the future market, which quieted down a little the past week on account of the continued cool weather here, which is holding back the blossoms. Prices on futures are off a little from last week, prime quality being quotable at 6¾ delivered New York in 50-pound boxes.

Raspberries are unchanged. There is a little business coming in for futures at 21 to 21½ cents f. o. b. in barrels.

Cores and skins have been in active demand and are firmly held

at \$1.35 to \$1.50 f. o. b. in bags.

Apples for shipment in small quantities are quotable as follows:—

Prime, 7 to 7¼ cents; choice, 7½ to 8 cents; fancy, 9½ to 10 cents, all f. o. b. in 50-pound boxes; cartons, ½ cent per pound higher. Cores and skins, \$1.35 to \$1.50; chops, 1⅜ to 1½ cents f. o. b. buyers' bags.

C. C. HALL.

Rochester, N. Y.

#### Spices.

We can report only a fairly active market this week. Futures on peppers were lower, but prices have since recovered somewhat.

Peppers.—There has been some large buying of Lampong futures at somewhat lower prices. At the close of the week prices were somewhat firmer. Spot prices are practically unchanged. Jobbing demand has been somewhat better.

Red peppers unchanged during the week. Futures continue high.

Cloves.—Cables received during the week quoted lower prices for futures. Spot prices are practically unchanged and the demand is fair.

Pimento (Allspice) very steady and somewhat firmer. The demand is exceedingly good.

Mace scarce at present and stocks are reported short.

Nutmegs unchanged and in only fair demand notwithstanding low prices in effect.

Cassias.—Demand fair; prices unchanged. The consuming season is approaching and the demand will increase from now on.

Gingers much firmer, especially African and Japan root. Supplies are scarce and it looks like a higher market.

Tapioca firm and steady. There has been a very fair demand during the week. Futures are much higher than spot goods.

Seeds fairly active. Cummin seed has advanced. Caraway, poppy, mustard and celery unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

New Jersey asparagus is coming right along now and so is grass from Pennsylvania and other nearby points. As soon as the weather gets a little warmer the receipts will probably become large. New Jersey asparagus ranges from 20 to 25 cents per bunch, and Pennsylvania, which is mostly light weight, 15 to 20 cents. The South is also shipping yet, but is falling off. California asparagus is also still com-



ng forward in large quantities and ranges from \$1.50 to \$2 per dozen. The demand for asparagus is active.

Some exceptionally fine peas are coming forward from North Carolina, and the market ranges from \$1.75 to \$2 per one-third barrel basket. The demand is good.

Florida tomatoes about hold their own and range from \$2 to \$3, the latter price being brought only for fancy repacked fruit. The demand is good.

Florida strawberries are weak, due in part to North Carolina receipts being large. The price ranges from 10 to 15 cents per quart and the demand is good.

Florida cucumbers range from \$3 to \$3.50 per crate and the demand is active. Hothouse cues are scarce and average \$1 per dozen. The demand is good.

Advices received from New York State during the week stated that the frost in the Hudson River section had greatly damaged the currant crop.

#### How a Solitary California Packer Stirred Up the Industry.

The Pure Food agitation has been turned to good account by Hunt Brothers of San Francisco, in a short but emphatic campaign. They came out uncompromisingly for high standards in a short campaign that began in December. They used two quarter pages in the "Saturday Evening Post" to lead up to a double-page spread in January. Also a double column in the "Ladies' Home Journal" and "Delineator" and a single column in the "Woman's Home Companion." Although this campaign, which was most notable for its exceptional layout and typographical excellence, is now ended, Hunt Brothers have stirred up some painful interest among many California fruit men.

The Pure Food Act did not stop the canners from lye-peeling process. The Government Commission had sanctioned this process, but Hunt Brothers have pertinently asked if the housewife would follow any such method and expect her family to be satisfied with her preserved peaches. By this method it seems that peaches of all sorts—ripe or green, wind-falls or hand-picked—are thrown into a huge vat of boiling caustic soda, where they are churned until the skin comes off. This collection of lye-covered peaches and bits of skin is then washed through four waters until all of the skin and the lye is gone. While this process is creditable on the score of cleanliness, the violence of the method naturally deprives the peach of its flavor. The advantage to the packer is that it is cheaper to let lye do the skinning; furthermore, the best class of peaches need not be used.

Hunt Brothers exposed this practice and emphasized the fact that their own high-grade fruits were not peeled in that way. The other California packers talked a good deal about the matter, but none of them denied Hunt Brothers' statements.

#### CORRESPONDENCE.

##### To Buy Lard Cans.

Wilmington, Del.,  
April 18, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Kindly advise me where I can purchase small lard cans, size 2 and 3-pound pails.

Thanking you in advance.

Yours truly,  
G. C. REED.

American Can Co., New York City.

\*\*\*

New York and Philadelphia Tea and Coffee Houses.

Lancaster, Pa., April 19, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Please furnish me a list of first-class tea and coffee houses in your city or New York if you have any.

Thanking you for any favor rendered me, I beg to remain,

Yours respectfully,  
HENRY F. LILLER.

Philadelphia. For Tea—A. Colburn Co., 110 North Second street; A. P. Irwin & Co., 50 South Front street; L. H. Parke & Co., 232 Market street. For Coffee—C. F. Bonsor & Co., 17 South Front street; Thomas Roberts & Co., 115 South Front; L. H. Parke & Co., 232 Market.

New York. Both Tea and Coffee—B. Fischer & Co., 190 Franklin street; Samuel Wilde Sons Co., 11 Dutch street; Duryea & Barwise, 89 Front street; William B. Harris & Co., 167 Front street.

#### A Sight Worth Seeing.

On Wednesday last nearly 500 retail grocers of Philadelphia were guests of the Campbell Soup Co. at their immense plant in Camden. Two very interesting and instructive hours were spent inspecting the various methods employed in the preparation of the soups from the time of their entry as raw materials to the point where they were labeled and nailed in the cases for shipment.

The extreme care exercised to prevent anything but the very highest quality of products from being a portion of the ingredients was a revelation to all.

Sherry and Madeira wines, imported from Spain and used in the ox tail and mock turtle soups, vied with the selected dry picked fowls, glimmering Patna head rice and excellent butter used in chicken soup in their interest to the grocers, to say nothing of the many other features which lack of space prevents mentioning.

The plant was in full operation, and while these soups with their heavy body of meats and vegetables could not be packed as rapidly as tomato soup in the flush of the season, a good idea was given of the ability of the machines to handle over 400,000 cans daily, as is frequently done while tomatoes are being received.

All known sanitary safeguards, including a manicuring department for employees who handle the food in preparation, are in use. Five artesian wells

pipied to bed rock on the premises furnish the purest water obtainable, and the ventilating system is as near perfect as a scientific study of the subject can make possible.

Any grocer getting in the vicinity of Camden should drop in at the big soup establishment. He can feel assured of a cordial welcome, and when he leaves will have no doubt that quality, purity and cleanliness are the watchwords in the making of Campbell's Soups.

These trade-mark criss-cross lines on every package

**GLUTEN FLOUR** DIET FOR DIABETICS

Kidney and Liver Troubles, Rheumatism, Obesity and ill arising from excess of Uric Acid

Rich in Protein. Ask your physician. Leading grocers.

For booklet or sample, write  
**FARWELL & RHINES, Watertown, N.Y., U.S.A.**

#### SHOW THESE ONCE!

*Anker's*  
**Bouillon Capsules**



If you've never sold these Bouillon Capsules, you have no idea of the trade waiting for them. Make delicious and nutritious bouillon, beef tea or soup. Packed 20 in a box; ready for instant use with hot water.

Sole Manufacturers

**ROYAL SPECIALTY CO.**

92 Reade St.

NEW YORK

#### Gates Ruby Prunes

Finest quality obtainable, 25-pound boxes.

40-50s, 8 $\frac{1}{4}$  50-60s, 7 $\frac{7}{8}$

#### Evaporated Peaches

25-pound boxes, new, bright fruit, from a car just arrived, at prices below all others.

Ex. Fancy Muirs, 7 $\frac{1}{2}$

Jumbo Yellows, 8 $\frac{3}{4}$

Jumbo Muirs, 9 $\frac{1}{2}$

**REEVES, PARVIN & CO., Philadelphia**

RIVER FRONT STORES

#### Grocery and Specialty Salesmen

If you cover any portion of the States of Pennsylvania, New Jersey or New York, you can carry a well-paying side line that will not interfere in any way with your present work.

Write for particulars.

**The Grocery World, 927 Arch St., Philadelphia**



#### What Are Other Cereals to Them?

Thousands of people know about **Wheatena** who know nothing of other cereals except what they see in advertisements. They aren't interested. **Wheatena** fills every cereal need; they eat it and their children after them, and so it goes year after year.

Isn't that the sort of merchandise you want to sell?

**Wheatena** is as delicious as it is salable. The prepared hearts of selected wheat.

**THE WHEATENA CO., Rahway, N. J.**





CONDUCTED BY IVAN P. THOMPSON

#### An Anti-High-Meat-Prices Window.

Apropos of the price of meat at the present time an authority on the subject of groceries made the remark—in print—that now was a good time to “talk cereals, show up your package goods and your loose oats, cornmeal and bags of flour and dried beans,” etc., and that “an up-to-date grocer” would “feature these things in his store” and not leave it to the “bright fellow on the corner” to “wake” him “up.”

So, with this in mind the following ideas are suggested: In the centre of the front of your window place two sets of, say, about ten cartons of some cereal—two abreast—and meeting at right angles. The carton at each end of the semi-square must have its edge touching the glass of the window. That is, on the left. The right edge of the carton nearest the window on the left must touch the glass and the left edge of the carton nearest the window on the right must touch the glass. The sketch will show what I mean. If necessary, and I fancy it will be as well, place a support behind these cartons, say, the lids of boxes or some-

thing like that that you may have around handy, for the cartons may not be steady enough by themselves to hold up the cardboard box of cornmeal placed upon them. I say “cardboard” box of cornmeal because a cardboard box is lighter than a wooden one and will be even better for the purpose.

Now—and you had better refer to sketch while reading this—fill the space behind the sign “dried beans” in sketch with dried beans. The edges of the cartons touching the window pane will prevent them overflowing into the adjoining oats.

From right to left of the cartons on the left side and left to right of same on the right side sprinkle oats, covering the bottoms of the sacks of flour, as in drawing. The first row of these bags of flour should be placed in a semi-circle behind the design of packages of cereals and cardboard box of cornmeal. Then on top of them place other bags, but leave room for a pyramid of more cereals in the centre, as in sketch. Place price cards and top the whole with some allusion to the prevailing high price of meat. I

have used a quotation from the same authority mentioned before in the sketch, but it is up to you to use another if so inclined.

#### Evaporated Goods.

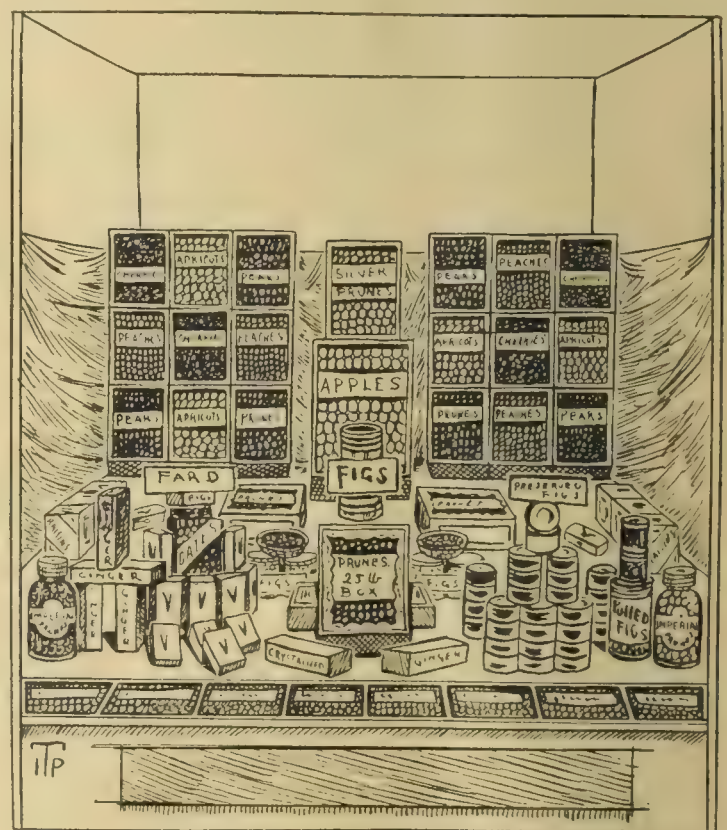
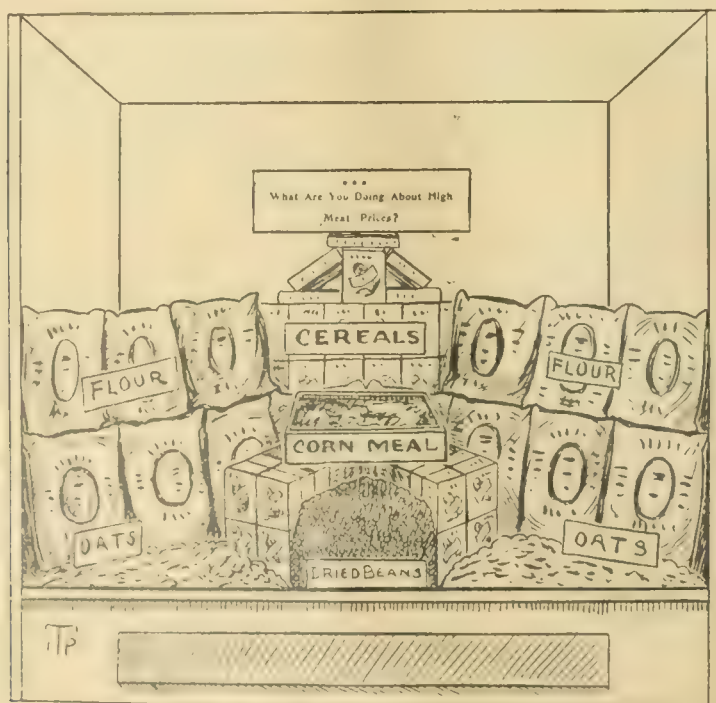
In a few weeks package raisins and prunes and evaporated peaches, etc., will cease to be in demand and the suggestion that follows will help you to unload much of such goods now:—

Build a platform of boxes far enough from the window to enable you to display nuts, as in sketch. Cover platform with green cheese cloth and in centre place an open 25-pound box of

and the package above it is one containing a more tightly pressed date called Fard. From right to left of centre you have the big bottle of prunes. Now beside it place some glass jars of pulled figs and a pyramid of preserved figs, as in sketch.

Back of these and in sight of anyone looking in at the window place some baskets of figs. Directly back of the 25-pound box of prunes place a column of preserved figs labeled as in sketch.

As to your background, place back of the single column of preserved figs and its card a large box of dried apples, topped by a box of, say, silver prunes. To right and left of this build a wall of boxes containing dried or evaporated cherries, apricots, pears, peaches, prunes, etc., but do so with some eye to color. That is, get as much effect out of your goods as their color will permit of. Very often I have seen goods displayed in windows which could have been so arranged that their individual colors would be attractive outside of their “form” or their properties from a culinary point of view, or



prunes leaning against a shut one. At the base of this place two boxes of crystallized ginger.

Way off to the left of the window and also to the right of it place a big glass jar of Imperial prunes. Then, reading from left to right, build a pyramid of ginger, then one of dates, as in sketch. The dates supporting the sign in sketch are without a box,

the effect they might have when leaving the hands of a good cook, to be submitted to the verdict returned by the palate of a “gourmet.”

If you care to go to the extra trouble a drapery of the same color as the floor cloth, and of the same material, might advantageously be placed back of the boxes of evaporated fruits and



carried around them to the right and left sides of the window.

NOTE.—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an aver-

age grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

**Manners.**—"I like that young man that waited upon me because he is so polite." That was said to me not two hours ago. What did he do? He gave that customer undivided attention. He said "Yes, ma'am" and "No, ma'am" to every question that called for a negative or affirmative answer. He had a pleasant expression. He wrapped her bundles up neatly and asked whether he should send them over to the trolley.

It's all a matter of *cultivating* good manners. And good manners are acquired by trying to please. In business they work wonders. They make sales. They make friends. The fellow that's abrupt and gruff is working against odds. Practice to please.

\*\*\*

**Time.**—Never allow yourself to say "I ain't got time," not because it's ungrammatical, but because it shows you're not a master of time. The thing to do is to *make* time. Get right onto the job assigned you with both feet. Don't putter. Don't weigh the "ifs" and "ands" till they're a ton. Tackle them when they're in the ounce scale. But saying you "have no time" puts you in third class and third class fellows aren't called upon in emergency cases. *You have time.* That's the way to talk and carrying that principle out will make a man of you.

\*\*\*

**"Specials."**—A good clerk knows that "specials" are handles. In themselves there's no profit—they're leaders to profit. But

you must do the leading. As one word brings on another before the fight so one article leads to twenty in a sale. Specials are for introductory sales. The firm makes the first step easy. If it's Baker's cocoa at 17 cents the first big shot is fired. That brings money and people to your counter. Then *your* work begins. But you don't bore them. You don't give them the impression that they're lured there because they're good things. You do a little light talking about the weather and pretty soon you're holding in your hand a pound of your own special coffee in a red bag. Then you're walking your customer around the store and finally you write an order. Tact, gentlemen, tact. "Manners," if you please. Call it what you like, you've made use of the "special"—and you're a good man.

\*\*\*

**Right Words.**—Said the salesman to the manager the other day, "They're beating us on the price of pea beans on the opposite corner." But they were *not*. The right words, backed of course by facts, would educate your customers and keep bean sales in your store. "The opposite corner" beans were imported. An imported bean is twice as hard to cook as the American. One is stony, chippy, irregular in form. The other is screened, cleaned and a soft cooker. I merely use beans as an illustration. But we should all study more or less right words and be able to explain in a simple but convincing manner why our price looks high.

## FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

John Scott & Co.  
INCORPORATED

WHOLESALE GROCERS

PHILADELPHIA

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

### A Splendid Cigar Proposition

We offer with each 1000 "HAWTHORN" Cigars at \$35.00 per thousand, 100 FREE.

CROCKER GROCERY COMPANY  
WILKES-BARRE, PA.

We have the most perfect HUMIDOR for curing Cigars in the United States.

### Their Appearance Alone Sells Them

The quality of Victoria Canned Goods is so exceptionally good We felt that we could only do them justice with the handsomest labels ever made. The beauty of the labels STARTS people buying them, and the quality of the goods KEEP them buying.

Howell & Bursk

No. 130 South Front Street  
Philadelphia, Pa.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

### MANY GROCERS

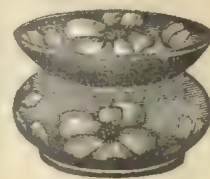
Find it pays them to read the "good stuff" in

The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents.

**IF** you are using Premiums to build up your business, or contemplate doing so, it will pay you to write for our exclusive illustrated premium catalogue, containing hundreds of different articles especially adapted for premium purposes, which will be sent free upon request.

American Merchandising Co.  
163 W. 29th Street, New York



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



### THE NEW FLAVOR

MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

BUTTER & HARDING, Brokers  
5 S. Front St., Philadelphia, Pa.



## Want Canisters?

If you need Tea or Coffee Canisters, or are likely to, get my catalogue first. It has a number of new and unique designs that will do more to brighten a store—price considered—than the canisters you usually see.

Wouldn't a row of canisters like that shown above look good on your shelves? This is of extra heavy tin plate, has brass knobs and French plate mirror, and probably costs a good deal less than you think it does. Write for catalogue.

GEORGE J. KAISER

Manufacturer of Grocery  
and Tea Store Appliances

194 Duane St., New York



Written for the "Grocery World and General Merchant."

## Here's One Way to Undo Harm Done to Retail Grocers' Reputations

**Dubuque, Iowa, Man Says Grocers' Associations Should Wage Advertising Campaign in Local Newspapers. Dubuque Association Now Has Plan Under Consideration. General Good Such a Plan Can Accomplish.**

In your editorial page of April 18th you print a letter from a well-known manufacturer under the caption, "True, But How Should It Be Done."

I am not certain that I can give the correct method for overcoming the vast amount of unfavorable popularity which the grocery stores all over the country have been receiving through various mediums during the past few months, but it has always appeared to me that if the retail grocers' associations would get together as a unit and do some advertising in their local papers as an association that they might accomplish a great deal toward overcoming the public opinion that grocers as a whole are hold-up men of frightful mien.

I am satisfied from the status of the Retail Grocers' Association of Dubuque, my own home town, that a comparatively small amount of money spent in the local papers would do a great deal of good and undo a great deal of the harm that has been done, and at the same time create a lot of new business as well, and keep a lot of the money at home, which is now going to the catalogue houses, and create a booster spirit which is needed in every town of any size.

I have suggested this plan to our association and they have it under consideration, but just how soon they will put it into action is a matter of doubt.

A campaign of this sort should include several features.

First. It should endeavor to educate people to pay cash by showing what can be saved.

Second. It should educate the people to use the better class of goods, showing the difference in food value and economy of using foods that are perfect.

Third. It should show by actual figures that the profit which the grocer receives is not exorbitant, in fact is hardly sufficient to

cover cost of doing business and a fair living for the grocer.

These and other features could be brought out in the ads. and along lines and in a style that would make people read them, and they would eventually have their effect on the local retail trade.

I also believe that such a campaign as I mention is more necessary now than ever in view of the organizations now being promoted and launched through which the average retailer is going to lose a large part of his present business.

If the association of retail grocers is good for anything at all it should be good for educational purposes.

I believe that a great deal too much of the time, energy and money which these associations gather together is used in social times, also in irrelevant and internal discussions.

I hope to see something of this sort brought about before long.

A. D. SCHIEK.

Dubuque, Iowa,

April 20, 1910.

### Proof that Meat is Scarce in the United States.

**Official Figures Show that Exports of Meat, Bacon, Etc., for the Current Year Were Far Below the Year Before. Falling Off Remarkable.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 21, 1910.

Some figures obtained during the week show that the scarcity of meat products in this country has had a remarkable effect on the exports of food products from the United States. Exports of food stuffs from the United States will amount to but about \$330,000,000 in value in the fiscal year 1910, against more than \$450,000,000 in 1906, practically \$500,000,000 in 1900, and over \$550,000,000 in 1898, the high record year for the exportation of food-stuffs.

In this term "foodstuffs" are included wheat, corn and other breadstuffs, meat and dairy products, live cattle, fish, fruits, rice and vegetables. In all these articles while prices are higher than in earlier years the quantity, and in most cases the value of the exports are less in 1910 than in certain earlier years, and in many cases less than half that of a like period in former years.

The quantity of fresh beef exported in 1910 will probably amount to about 75,000,000 pounds, against 350,000,000 in 1901, the high record year, and the value but about \$8,000,000, against over \$30,000,000 in 1901.

The bacon exports of 1910 will, judging from the figures thus far received, aggregate less than 180,000,000 pounds, valued at approximately \$20,000,000, against 650,000,000 pounds, valued at \$46,000,000 in 1898, and of lard about 400,000,000 pounds, valued at approximately \$45,000,000, against 742,000,000 pounds in 1906, valued at \$60,000,000. The average value per pound of bacon exported in the fiscal year 1910, for which figures are available, is about 12 cents per pound, against 7½ cents in 1897, and of lard in 1910, 12 cents per pound, against 5.1 cents per pound in 1897.

HOLT.

## National Canners Enlists Pinkerton Detectives and Associated Press Against Newspaper Fakes

**Finds Through Detectives that Two Recent Canned Goods Poisoning Cases Were Fakes and Asks Associated Press to Publish Correction Throughout the Country.**

The National Canned Goods Association has enlisted the services of the Pinkerton Detective agency and the Associated Press in its efforts to run down newspaper fakes regarding the purity of canned goods in cases where they are said to have caused illness. Secretary Frank E. Gorrell has sent the "Grocery World and General Merchant" during the week a statement covering two recent cases of this sort. A part of this consists of a plea sent to the Associated Press for the investigation and proper publication of the facts. A portion of this statement is as follows:—

Mr. Charles T. Thompson, Supt., Associated Press, 195 Broadway, New York.

My Dear Sir:—Some time ago the Associated Press put out two stories relative to ptomaine poisoning, which excited the general interest of this whole country. One story came from "Sawtelle, Col." and reported the death of a number of people from eating canned pears. The other, from Los Angeles, reported deaths from eating canned peaches.

Our Bureau of Publicity immediately took up these cases, and after an exhaustive search finds:—

1. There is no such place as Sawtelle, Col., and, therefore, the clipping inclosed, marked No. 1, is absolutely without truth or foundation.

2. That the cause of death in Los Angeles was from eating preserved pears which were put up by a mem-

ber of the family that was poisoned, and not canned peaches as shown in clipping No. 2. The names of the parties in both clippings so far as given are the same. Therefore, it looks to us like a deliberate attempt to deceive the reading public by making it believe that there are two distinct cases of ptomaine poisoning, from eating canned fruit, in different States the same day.

We beg to submit herewith the copies of the articles in question and also the reports of the Pinkerton Detective Agency, which has fully investigated these matters.

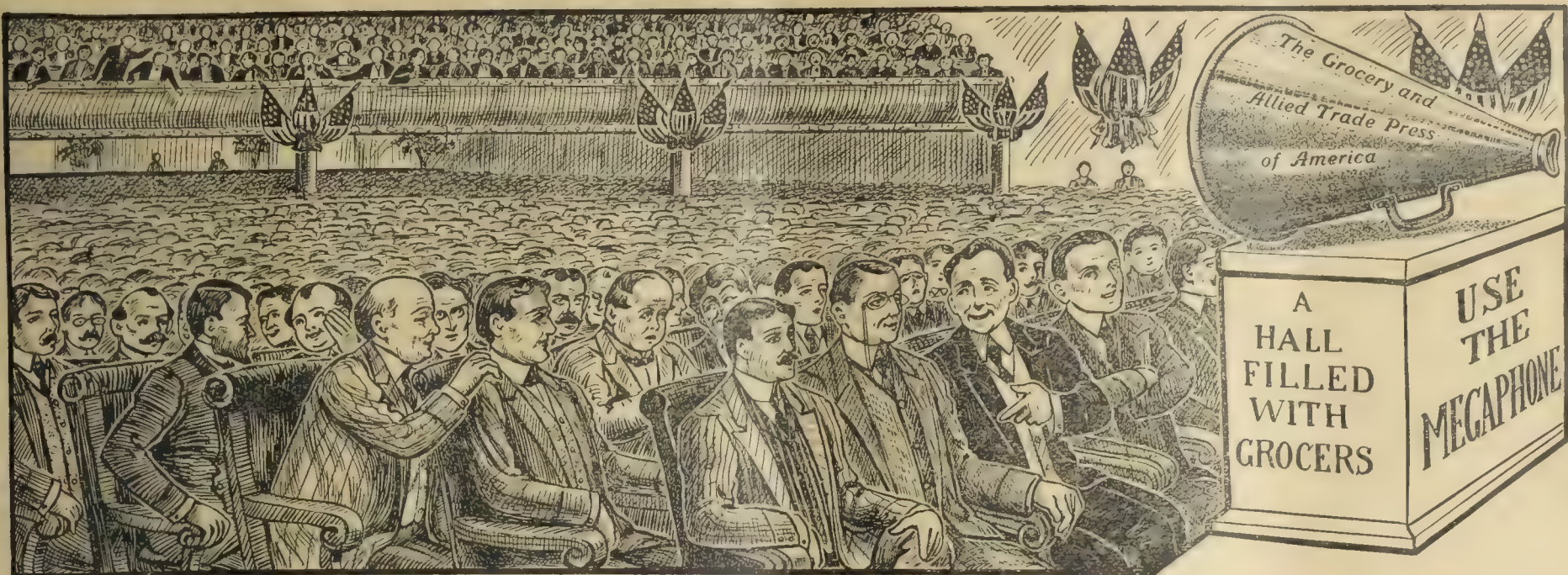
We ask that you will take these cases up with your correspondents, and, if possible, locate the authority for the publication for the dispatch from "Sawtelle, Col." (in point of fact no such place exists), and also investigate the report from Los Angeles, which gave canned peaches as the cause of death, when, in point of fact, it was preserved pears put up by a member of the family that was poisoned.

You can readily understand that both of these publications do great harm to the canning industry, and as they are without foundation in any respect, except as above stated, we feel sure that you will be willing to make such corrections as will appear to you necessary to give the public the right information.

We are sorry that we could not get this matter before you sooner, but the case has been one which has given us some little trouble to investigate, because of our inability to get a copy of the analysis of some of the pears, which has been made by one of the chemists.

Florida beans range from \$2 to \$2.25 per basket, and the demand is light. South Carolina beans should be along soon.





Mr. Manufacturer, suppose you were invited to address a hall filled with grocers and the subject of your discourse was to be "YOUR GOODS," wouldn't you spend weeks if necessary preparing your speech?

The Grocery and Allied Trade Press of America makes you a better offer than that—they have over 150,000 retailers (you couldn't get that many in a hall) prepared to listen to what you have to tell them.

Don't decline to address them. You've got to spend more money to reach them any other way, and if you don't talk to retailers your selling plans will suffer.

If you DO decide to talk to these 150,000 merchants, who are prepared to be your distributors, DON'T WHISPER in a two-inch ad.—talk OUT LOUD in a half page.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For particulars as to circulation, rates, etc., address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## FOR SALE.

FOR SALE.—Grocery and provision business, doing cash business in thickly settled neighborhood away from cutters. Moderate rent. 5944 Callowhill St., Philadelphia, Pa. 19

FOR SALE.—Stock and fixtures grocery and provision store. Fixtures include complete fifty pound coffee roasting plant, grinder and pulverizer, three horsepower motor (Wagner) in first-class condition, which cost \$500. \$600 will buy everything. A bargain for someone. Nelson W. Dyer, 344 Pine St., Camden, N. J. 16

FOR SALE.—Grocery and provision store. Northwest section. Growing neighborhood. Will sell stock and fixtures for \$675. Dwelling, five rooms and bath, \$3,500. "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

FOR SALE.—Grocery, provision and meat store established six years. If sold at once will take \$750. Will sell house, containing eight rooms and bath, also stable, for \$3,000. Apply Front and Fern Sts., Darby, Pa. 21

FOR SALE.—Grocery and delicatessen store, with restaurant and furnished rooms attached, situated on main street of a city with 70,000 population. A good chance for man and wife. Total investment \$3,500. Fine up-to-date fixtures, large stock. Doing cash business. Small expenses, profits large. Owner in poor health, which is only reason for disposing, as it has been a very profitable stand for years. Open to the fullest investigation. Will be pleased to furnish full details on request. C. C. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

FOR SALE.—Grocery and provision store, corner Dearborn and Brown Streets. Rent of store and dwelling containing six rooms and bath \$25 per month. To a quick buyer will sell for \$375. F. H., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—In West Philadelphia, grocery and provision store. Established over ten years. Will sell for \$950, if sold at once. H. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—I have a check throwing National Cash Register for sale. It is the very latest 1909 model. I bought it new last year and hardly used it. It counts your customers, cash sales, paid out bills, has silent partner. Paid \$250 for it, but \$150 will take it. Its as good as new. Now who wants this snap? Call on Wednesday or Saturday. 2941 N. Fifth St., Philadelphia, Pa. 17

FOR SALE.—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

FOR SALE.—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

FOR SALE.—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 19

FOR SALE.—A three-story frame store building, 17 x 80 ft., with fixtures included, centrally located in town of Port Deposit, Md. An excellent and reliable stand. Last year's business \$19,000, mostly cash. Death of owner reason for selling. Terms quite reasonable. R. R. Todd, Carlisle, Pa. 19

FOR SALE.—One Templeton cheese cutter, good condition. No reasonable offer refused. G. Marshall, 625 W. Clearfield St., Philadelphia, Pa. 18

FOR SALE.—Stock and fixtures of grocery and provision store on North Twenty-third St., Philadelphia, Pa. Will sell fixtures separately—they are Walker latest design. Also latest scales. Everything an up-to-date store should have. Been doing from \$350 to \$435 per week business, eighty per cent.

cash and balance first-class credit. Store established for twenty-four years and is one of the best paying places in Philadelphia for its size. Will stand strictest investigation. House contains ten rooms. Reason for selling, compelled to go to Europe to settle estate. S. G. 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

FOR SALE.—Grocery, meat and provision business in one of the best locations in Philadelphia, doing \$550 to \$600 weekly, nearly all cash and of the highest class of trade. New apartment houses under construction, which will increase the trade fifty per cent. Fixed charges low. Business in good, healthy condition and making money. Reasons for selling good. Full particulars will be furnished on request. Will sell at an inventory price. 2238 Diamond St., Philadelphia, Pa. 17

FOR SALE.—An established delicatessen, poultry, butter and egg store. Fine fixtures. Will sell reasonably. Open to 9.30 P. M. 5115 Market St., Philadelphia, Pa. 17

FOR SALE.—On account of sickness, butcher and grocery business, established for over twenty-two years, as the owner wishes to retire. Call or address, Louis Hildebrand, 247 Burnett St., New Brunswick, N. J. 19

FOR SALE.—Business and property of an up-to-date general merchandise business place, located in Donaldson, Schuylkill Co., Pa. (west end of Schuylkill Co.). An opportunity for somebody to get hold of well established general merchandise business place, located in the best part of the town, with a population of 1,000 inhabitants and with good surrounding patches to draw from. Business of \$36,000 last year, with chances to improve. Carry a stock of from \$7,000 to \$8,000. Property worth from \$6,000 to \$7,000. All buildings in good repair, with all modern conveniences (steam heat, electric light, phone, etc.). Will sell stock at inventory. Reason for selling, ill health. A fine, large dwelling attached, with large lawn. A handsome place, with bath room, electric light, etc., such as makes home pleasant. Apply to R. A. Schwalm, Donaldson, Schuylkill Co., Pa. 20

## HELP WANTED.

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 17

WANTED.—Salesman acquainted with trade in counties of Ocean, Monmouth and Burlington, New Jersey, by old-established wholesale grocery house with trade in those counties. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

WANTED.—Grocery manager at York, Pa. Must be A No. 1 salesman, card writer, capable of managing other clerks, having executive ability and able to adapt himself to all classes of people. No difference whether married or single, just so he meets the requirements. Applicant must give age, number of years of experience and not less than two references. Will pay \$12 to \$15 per week, according to ability, with splendid chances to increase salary. A man experienced in cut price stores preferred. Chas. E. Hummer, Beaver and Philadelphia Sts., York, Pa. 18

WANTED.—Salesman, experienced in wholesale grocery line. One acquainted with trade in Central Pennsylvania between Mifflin and Tyrone and on the Huntingdon and Broad-Top, etc. W. S., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

## SITUATION WANTED.

PENNSYLVANIA CLERK OF LONG experience, much of it in his own store, wants position in country grocery or general store. Can run a wagon and care for team. Aged forty-two, married. Can give good references and am an able, steady, hard-working man. Wages wanted to start, if

inside, \$10 weekly; if outside, \$12.50. C 37, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

PENNSYLVANIA RETAIL MANAGER wants position as manager or second man. Aged thirty, married. Has had fourteen years experience in grocery business, including cut store and fancy lines. Knows window dressing. Good references. Will work capably and faithfully in congenial position. \$15 weekly wanted to start. C 36, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

GROCERY CLERK NOW EMPLOYED with large chain store wishes position under good manager where there is plenty of business and chance to hustle. Clerk or assistant bookkeeper. Good all round man and can give good references, among them present employer. Aged twenty-seven, single. Wants \$12 weekly. Has had experience as manager. C 18, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

PENNSYLVANIA GROCERY CLERK wants position in Philadelphia or seashore store. Aged thirty-six and married. Has had four years experience and can furnish good references. Wages wanted to start, \$12 weekly. Can enter upon duties at once. C 29, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

WANTED.—An experienced young lady desires position as demonstrator. Can give best of reference as to ability, character and success. Will take permanent location or travel. Address Box 295, Harrisburg, Pa. 18

PHILADELPHIA GROCERY CLERK wants position as clerk or manager. Aged twenty-six. Has had eleven years experience, four as manager of a store doing \$900 to \$1,000 a week. Good window dresser. Will make good, active producer for good store. C 28, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

## BUSINESS OPPORTUNITIES.

## GROCERY, MEAT AND PROVISION STORES.

## EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment

about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,

927 Arch Street, Philadelphia, Pa.

## MISCELLANEOUS.



MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in

the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 25

## FOR RENT.

FOR RENT.—Store and dwelling in fine West Philadelphia neighborhood where there is a well established grocery, meat and provision business of over \$3,000 a month. Stock, good will and fixtures can be bought on reasonable terms. For any one desiring a business of this kind no better opening could be found. The present proprietor wishes to deal with a grocer who could hold the present trade and every assistance would be given the purchaser from present owner and help. For full particulars apply 6100 Lansdowne Avenue, Philadelphia, Pa. 18





# A Square Deal to Everybody

North — East — South — West

One price to everybody—that's the basis. No special privileges to Chain Stores, Department Stores, Buying Exchanges, etc.

The average retail grocer is our best friend and we give him the square deal—small lots with the assurance of fresh goods.

The bottom price is the price you all pay, and it allows you a good profit on

KELLOGG'S

## TOASTED CORN FLAKES

We protect our own interests in protecting yours. We long ago discovered that "free deals" frequently meant overstocking—stale goods, etc., that eventually affected the entire trade.

Every customer knows that Kellogg's Toasted Corn Flakes sells on its merits. Ten cents worth of the best for ten cents, and a good, *clean* profit for you.

That's why you have stuck, and why you are going to stick, to the *one big thing* in the cereal market to-day—Kellogg's Toasted Corn Flakes—the "square deal" cereal.

KELLOGG TOASTED CORN FLAKE CO.

BATTLE CREEK, MICH.



## How a McCray Refrigerator Advertises You

WITH a McCray Refrigerator in your store you can *GUARANTEE THE CONDITION* of cheese, butter, berries, delicatessen, etc., because it will *preserve* such perishable articles *perfectly*. It will also *display* them so *attractively* that it will *increase sales*. We have letters from hundreds of grocers to prove these statements. Some of them have doubled sales of delicatessen, etc., by displaying them in McCray Refrigerators. Besides this, McCray Refrigerators use less ice and give more efficient refrigeration than any other kind. We have a special catalog describing McCray Grocers' Refrigerators and explaining *how they refrigerate*, and *why they use less ice*. We call it "Catalog No. 66," ask for it on a postal card—we'll gladly send it FREE.

## McCray Refrigerator Company

120 Lake Street, Kendallville, Indiana

206 South 11th Street, Philadelphia

Please address all correspondence to the factory, Kendallville, Indiana

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# Grocery World and General Merchant Prices--Current.

**CORRECTED WEEKLY. APRIL 25, 1910.**

[illegible]

## SUGAR.

	Barrels.	Halves.
Cut Loaf .....	6.35	6.15
Eagle Tablets .....		6.85
Crystal Dominoes, 24 5-lb. pkgs. ....		7.50
"                    60 2-lb. pkgs. ....		8.40
Cubes.....	5.70	5.90
Lozenges.....	5.60	5.80
Powdered.....	5.55	5.75
Granulated, fine or stand., McCahan.,	5.40	5.60
"                    Franklin.....	5.40	5.60
"            special fine .....	5.45	
"            fine, 2 lb. bags.....	5.70	
"            2-lb. pkgs., cases... ..	5.60	
"            5-lb. bags.....	5.60	
"            10 10-lb. bags.....	5.55	
"            25-lb. bags.....	5.45	
"            100-lb. bags.....	5.40	
"            coarse.....	5.50	
"            extra coarse .....	5.70	
A Crystal .....	5.45	100-lb.
A Confectioners.....	5.25	Bags.
No. 2.....	5.15	5.15
No. 3.....	5.05	5.05
No. 6.....	4.95	4.95
No. 8.....	4.85	4.85
No. 10.....	4.75	4.75

TEA.

<b>Foochow Oolong—</b>	Per lb.
Choice.....	.34
Extra choice .....	.39
Fancy.....	.45
<b>Formosa Oolong—</b>	
Choice.....	.33
Extra choice.....	.39
Fancy .....	.45
<b>Imperial—</b>	
Choice.....	.39
Extra choice.....	.33
Fancy .....	.49
<b>Young Hyson—</b>	
Choice.....	.25
Extra choice.....	.30
Fancy .....	.35
<b>Gunpowder—</b>	
Choice.....	.18
Fancy .....	.45
<b>Japan, pan fired or basket fired—</b>	
Choice.....	.35
Extra choice.....	.40
Fancy .....	.45
<b>English Breakfast—</b>	
Choice.....	.25
Extra choice.....	.30
Fancy .....	.35
<b>Ceylon—</b>	
Tetty's, No. 1, lbs., $\frac{1}{2}$ s or $\frac{1}{4}$ s.....	.60
“ No. 2, $\frac{1}{4}$ lb. ....	.45
“ Troubadour, 1 lb. tins.....	
Bungaloë, 1 lb. ....	.25
“ “ $\frac{1}{2}$ lb. ....	.28

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 2 doz.....	.90
Orchids, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87½
Tibbals Dri-Monia (con. dry), 10c. size, ¼ gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

## AXLE GREASE.

Fraser's, 15 lb. pails.....		.85
Fraser's, boxes, 1/4 gross.....	per gross	9.40
Mica, 1/4 gross.....	per gross	9.00
Castor Oil, 36 1-lb. tins, 1/4 gross.....	per gross	10.00
Castor Oil, 24 3-lb. pails, 1/6 gross.....	per gross	26.00

## BAKING POWDER.

<b>Sea Foam Baking Powder—</b>	
¼ lb., 4 doz. in case.....	.75
½ lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., ¼-lb., 4 doz.....	per doz. .45
Davis' O. K., ¼-lb., 3 doz.....	per doz. .90
Davis' O. K., 1-lb., 2 doz.....	per doz. 1.65
Davis' O. K., 5-lb., ¼ doz.....	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.....	per doz. .84
Cleveland's ¼-lb., 4 doz.....	per doz. 1.23
Leslie's, nickel.....	4 doz. cases .45
Leslie's, ¼-lb. cans, 2 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
<b>Rumford's Yeast Powder :—</b>	
4 oz. glass, 2 doz.....	.89½
6 oz. glass, 3 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	1.08
<b>Bumford Baking Powder :—</b>	
sc.-tins, 4 doz.....	per doz. .45
roc.-can, 2 doz. in box.....	per doz. .90
¼-lb. cans, 2 doz in case.....	per doz. 1.35
1-lb. cans, 1 doz. in case.....	per doz. 2.50
Royal, roc. size, 4 doz.....	.86
" ¼ lb., 4 doz.....	1.90
" ½ " " " " " " " " " " " "	2.40
" 1 " " " " " " " " " " " "	4.05

### BLACKING—Shoe.

Shinola (premiums).....	per gross	10.00
Blackola, 1 doz., 10 cent size.....		.85
Mason's No 1, 1 1/2 gross.....	per gross	2.70
" " 2, " .....	"	3.00
" " 3, " .....	"	3 30
" " 4, " .....	"	5 40
" " 5, " .....	"	13 80
T. M. French.....	per doz.	1.10

## SHOE DRESSING.

SHOE DRESSING.		Dos.
Mason's—		
Medium Black Dressing.....		.85
Regular Black Dressing.....		.75
Combination Black.....		.75
Combination Russet.....		.75
Medium White Dressing.....		.75
No. 2, Black Shine.....		.45
No. 3, Black Shine.....		.75
No. 2, Tan Shine.....		.45
No. 3, Tan Shine.....		.75
Acme, 1 dos.....		1.25
Blxby's Royal Polish, 1 dos.....		.85
Blxby Jet Oil Polish.....		.85
Brown's Shoe Dressing, 1 dos.....		.85
Brown's, Army and Navy, 1 dos.....		.85
Boyer's French Dressing.....		.65
" Oil Polish.....		.65
Easy Bright, ladies'.....		.85
" waterproof.....		1.25
Admiral Russet Combination.....		.75
Admiral Shoe Dressing.....		.75

## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25½ .27
Java, Interior.....	.21 .23
Bogatos.....	.14 .17
Washed, Caracas.....	.14 .16
Washed, Mexican.....	.14½ .15
Bucaramango.....	.13 .13
Guatemala.....	.12½ .14
Maracaibo.....	.14 .18
Washed Santos.....	.14 .18
Mocha Seed Santos.....	.19 .13
Santos.....	.11 .12
Rio.....	.12 .12

## ROASTED COFFEE IN BULK.

Private Estate.....	33
Fancy East India.....	28
Fancy Blend.....	27
Logan Blend.....	13
Java and Mocha Blend.....	26
Fancy Maracaibo.....	26
Fancy Mocha Santos.....	20
Choice Mocha Santos.....	18

## PACKAGE COFFEE.

Ariosa.....	100 lbs.	60 lbs
Lion.....	14.75	14.85
Seven Day.....	13½	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—		
50 tins in box.....	per box	4.15
12 in tins box.....	per carton	1.00
2-lb. tins.....	per doz.	5.75

**BLUING—Dry.**

	Per gross
Barlow's, small, 2 doz.....	2.75
"    large, 1 doz.....	3.50
Sawyer's, No. 1, 6 doz.....	1.75
No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
No. 2, 3 doz.....	2.65
"    A, No. 6, 12 oz. boxes, 1 doz. free...	4.8c
"    Ball Blue, No. 1, 3 doz.....	2.60
"    No. 2, 3 doz.....	4.8c
Reckitt's, "e. and roc. asst., 8 lbs..... Per lb.	.30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
"    "    "    6    "    @ 39c.    "    "    "    "	2.34

**BLUING—Liquid.**

	Per gross
Beyer's Bengal, No. 8, $\frac{1}{4}$ gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	1.90
French Laundry, large, $\frac{1}{4}$ gross in barrel.....	2.45
Tibbals Cream Indigo, 5c. size, $\frac{1}{4}$ gross case.	4.80
" " roc. size, $\frac{1}{4}$ gross case.	9.00
Free goods with $\frac{1}{4}$ gross 5-cent size and $\frac{1}{4}$ gross 10-cent size.	

## BUTTER.

Tub Butter—	Per lb.
Creamery, extra, 60-lb. tubs .....	.35
“ first, “ .....	.34
“ second, “ .....	.33
“ third, “ .....	29-.30
“ dairy, extra, bakers’ use, 30- 60 lbs .....	.12-.28
“ 5 and 10-lb. rolls, 60 and 100- lb. boxes .....	.33-.36

Print Butter—  
Star or S. D. brands, 1 lb., 20-50-lb. boxes.  
B. B., E. D. brands, 20-50-lb. boxes.....  
J. J., C. V., Gilt Edge, Gold Medal, 20-50-lb. boxes.....  
Sheaf ("400") Elgin, 20-50-lb. boxes.....  
Sheaf.....  
Mülben Farm, lbs. and ½ lbs.....  
Gurnee, lbs. and ½ lbs.....  
Relle Spring.....  
White Rock.....

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	11 1/4
" 16's, 30 lbs.....	12 1/4
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	08 3/4
Searchlight, hotel, 16's, 30 lbs.....	08 1/4
Fearless, hotel, 16's, 30 lbs.....	09 1/4
Bright Light, 16's, 30 lbs..... per box	1.75
Werk's, 8's, 30 lbs.....	11 1/4
" 16's, 30 lbs.....	12 1/4
Neverout, 8's..... per box	1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....per gross	6.55
Quarts, boxes, 1 doz. each.....per gross	3.25
Pints, 1 doz. each.....per gross	4.75
Jar Rubbers—	
Wide, 1 lb. cartons.....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....per gross	1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

## CANNED GOODS.

Tomatoes—		Per doz.
Fancy Jersey.....		.87½
New Jersey, No. 10, 1 doz.....		2.20
" standard No. 3.....		.80
" 5½ inch.....		1.20
Maryland, No. 10, 1 doz.....		1.95
Mrs. Lippincott's, frying.....		1.15
Our Best, 50 oz.....		1.00
Fancy Maryland.....		.75
Luncheon, fancy Maryland.....		.80
Lima Beans—		
New Jersey, No. 2.....		.90
" " 10.....		4.50
String Beans—		Per doz
Fancy cut Refugee.....		1.05
" Refugee.....		1.20
Small " " " ".....		1.35
Fancy small Refugee.....		1.60
Smallest Refugee.....		1.80
New York, No. 10.....		4.25

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# *A Business Getting Plan for all* **RETAIL MERCHANTS**

**Better Than Newspaper Advertising  
Better Than the Trading Stamp Plan  
Better Than Your Own Premium System**

AND

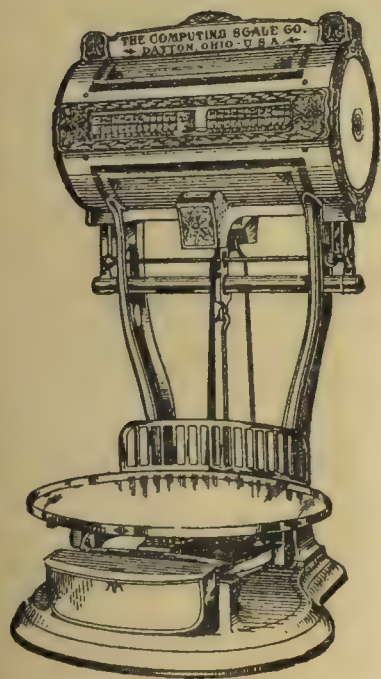
## **Costs You Less Money Than Any of These**

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### **You Can Profitably Use Our Plan**

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**



## **Who Gets the Profits?**

INVESTIGATORS representing the Press, Public, Legislatures, etc., are now delving into this live and important subject for the purpose of placing the blame and suggesting a remedy.

Some say it's the retailer. *IS IT?* We are too closely allied to the retailer to let the statement go unchallenged. We know that your profits are very small after your operating

expenses have been deducted.

*Some staple articles are sold at a distinct loss. For example, sugar; where is your profit after your percentage for handling has been deducted?*

*Retailers who make a close study of their business find that a conservative estimate of operating*

expense is 15 per cent., and then only under the most favorable condition.

How much of your *remaining profit* is eaten up by old or inaccurate scales?

This is a vital subject, and indifference to it courts disaster.

*Figure out* what one-fourth of an ounce loss on each weighing for a day amounts to, then think it over. Ask yourself if you are *sure that you are not losing this much per day.*

One penny is all it will cost you to send us a postal asking for our illustrated catalogue showing cuts of our *profit-saving, visible-weighing* computing scales.

*EASY PAYMENTS*—you have the option of buying either by easy monthly payments, or a liberal cash discount if paid in 30 days.

*Old or unsatisfactory* computing scales taken in as part payment on purchases of new ones.



**The Computing Scale Co.**  
Dayton, Ohio

Philadelphia Office, 49 N. 13th St.

**Moneyweight Scale Co.**

35 STATE STREET, CHICAGO, ILLINOIS



Wax Beans—	
Small.....	1.35
Fancy, small.....	1.60
Cut wax.....	1.05

Baked Beans—	
Fancy Maine, No. 3, sauce.....	1.60
“ “ “ 3, plain.....	1.45
“ “ “ 2, sauce.....	1.25
“ “ “ 2, plain.....	1.15
“ “ Picnic sauce.....	.70
“ “ Individual sauce.....	.50
Maryland, No. 3, sauce.....	1.20
“ “ 3, plain.....	1.20
Good, No. 3, plain or sauce.....	.95
Campbell's, No. 2, sauce.....	.95

Red Kidney Bean—	
New York, fancy, No. 2.....	.95
Maryland, Standard, No. 2.....	.80

Corn—	
Fancy Maine.....	1.25
“ New York, cream crushed.....	1.00
“ “ Country Gentleman.....	1.15
Fancy Shoe Peg.....	1.00
“ “.....	.85
Maryland, crushed.....	.85

Peas—	
Fancy New York, sweet.....	1.05
“ “ sifted, sweet.....	1.20
“ “ extra sifted, sweet.....	1.35
“ “ fancy sifted, sweet.....	1.65
“ “ June.....	1.05
“ “ sifted June.....	1.20
“ “ extra sifted June.....	1.35
“ “ fancy sifted June.....	1.65
“ “ No. 10 cans.....	5.00
Extra sifted, E. J.....	1.25
Sifted, E. J.....	1.05
Sweet Dimpled.....	1.00
Maryland, sifted E. J.....	.85
“ June.....	.80

Beets—	
New Jersey fancy, No. 3.....	1.10
“ “ “ 10.....	3.25

Succotash—	
New York, fancy, No. 2.....	1.20
“ standard, No. 2.....	1.05
Maryland Slavery, No. 2.....	.95

Spinach—	
Maryland, standard, No. 3.....	.95
New York, fancy, No. 3.....	1.50

Sweet Potatoes—	
New York, fancy, No. 3.....	1.25
New Jersey, standard, No. 3.....	.90

Pumpkin—	
New York, extra fancy, No. 3.....	1.15
“ “ “ 2.....	.90
“ “ fancy, No. 3.....	1.00
New Jersey, fancy, No. 3.....	.85
“ standard, No. 3.....	.75
Maryland, standard, No. 3.....	.65

Asparagus—	
Mammoth, 2 1/2s.....	3.00
Large, 2 1/2s.....	2.75
Oak, large, 2 1/2s.....	2.65
Standard, 2 1/2s.....	2.45
Fancy tips, No. 1, square.....	2.65
Extra standard, No. 1, square.....	2.45

## California Canned Fruit.

Apricots—	Per doz.
Extra quality.....	2.50
Extra standard.....	2.60
Standard.....	1.40

Pears—	
Bartlett, extra quality, 2 1/2s.....	2.60
“ extra standard, 2 1/2s.....	2.15
“ standard, 2 1/2s.....	1.80

Cherries—	
Extra quality, 2 1/2s.....	2.90
“ standard, 2 1/2s.....	2.35
Standard, 2 1/2s.....	1.80

Peaches—	
Extra quality, lemon cling.....	2.50
Standard, lemon cling.....	1.90
Extra standard, No. 8.....	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.05

Plums—	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples—	
Extra standard, No. 3, 2 doz.....	.90
Standard, No. 3, 2 doz.....	.85
New York State, No. 10.....	2.85

Blackberries—	
New Jersey, syrup, No. 2.....	1.30
Standard, No. 2.....	1.02 1/2

Blueberries—	
Maine, Eagle No. 2.....	1.25
Laggies, No. 10.....	6.00

Cherries—	
Maryland, No. 2, white, extra.....	1.35
New York, white, No. 2.....	2.65
Flour City, red, No. 2.....	

Peaches—	
Extra standard, yellow, No. 3.....	1.25
Standard, white, No. 3.....	1.05
Standard, pie, No. 3.....	.95

Pears—	
New Jersey, No. 10.....	3.75
Delaware, standard, No. 3.....	1.00

New York, extra preserved, No. 2.....	2.45
Standard, No. 2.....	

Anchor, No. 2, water.....	.75
New Jersey, standard, No. 2.....	1.50

Pineapple—	
Hawaiian, No. 2 1/2, sliced.....	2.50
“ “ 2.....	2.20
“ “ 2, grated.....	1.75
“ “ 2, crushed.....	1.80
“ “ extra, grated in juice.....	5.75
“ “ crushed in juice.....	5.75
Baltimore, extra, grated, No. 2.....	1.80
“ “ sliced.....	2.00
Singapore, heavy syrup, No. 1 1/2, cubes.....	1.10
“ “ “ 1 1/2, chunks.....	1.20
“ “ “ 1 1/2, sliced.....	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs—	Per doz.
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
“ No. 2, 2 doz., McMenamin's.....	3.25

Clams—	
Star, No. 1, 4 doz.....	.85

Lobster—	
B & M., No. 1, tall, 2 doz.....	4.35
“ flat, 4 doz.....	4.35

B & M., No. 1/2, flat, 4 doz.....	1.40
“ No. 1/2, flat, 4 doz.....	1.35
Star brand, No. 1/2, flat, 4 doz.....	2.25

Shrimps—	
Dunbar, No. 1, pickle, 4 doz.....	1.30

Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	
“ “ No. 2, 2 doz.....	
“ “ No. 3, 2 doz.....	
Underwood, soused, No. 1, 30 cans.....	
“ “ No. 1, 4 doz.....	

Oysters—	
Boyer's, No. 1, 2 doz.....	.78
“ “ No. 2, 2 doz.....	1.45
Stewart's, No. 1, 2 doz.....	1.35
“ “ No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75

Kippered Herring—	
Maconache's, 2 doz., plain.....	1.60
Bonaccard, 6 doz.....	1.60

Salmon—	
Hagood's, No. 1, tall.....	2.05
“ “ 1, flat.....	2.15
Horseshoe, No. 1.....	1.65
Alaska, red.....	1.55
White Raven, red, 1/2s.....	
Red, No. 1/2, flat, 4 doz.....	.90
Pink, No. 1/2, 4 doz.....	.80
Herringlets, 1/2s, in pure olive oil, key, 50 tins.....	7.65
“ 1/2s, in tomato sauce, key, 50 tins.....	7.65

## SARDINES—Imported.

Boneless and peeled, 1/2s.....	28.00
“ D. & G., 1/4s.....	26.50
“ Ispa, 1/2s.....	28.00
“ Gondolier, 1/2s.....	17.00
“ Landell, 1/2s.....	8.50
“ Martel, 1/2s.....	10.50
“ “ 1/2s.....	14.00
“ Loyal, 1/2s.....	9.50
Argonauts, 1/2s.....	14.00
Orion, smoked, 1/4s, key.....	8.00
Tomato sauce, 1/2s.....	15.00
Truffled, 1/2s, key.....	12.50
Spiced, 1/2s.....	10.00
Skipper, 1/2s.....	11.50
“ tomato sauce, 1/2s.....	11.50
Royanette, oval, 1/2s.....	9.50
Angus Watson & Co.—	
Skipper Sardines, 1/2s, oil.....	11.50
“ “ 1/2s, oil.....	10.75
“ “ 1/2s, tomato sauce.....	11.50
“ “ 1/2s, tomato sauce.....	10.75
Sea Queen Sardines, 1/2s, oil.....	9.20
Sea Pearl Sardines, 1/2s, oil.....	8.00

## Domestic.

American Oil—	
No. 2, 1/2s.....	100 3.00
1/2s, key.....	100 3.15
Irma, 1/2s.....	100 4.00

Mustard—	
Irma, 1/2s.....	100 3.85
1/2s.....	100 3.15
3/4s.....	50 2.75
Continental, 3/4s, key.....	48 3.00
Irma, fancy, 3/4s.....	50 3.80
Gold Label, 3/4s.....	50 4.50
“ 1/2s.....	100 7.00
Underwood's, 3/4s.....	50 4.25

## CANNED MEATS.

## Corned Beef.

Armour's—	Per doz.
Veribest, No. 1, key, 2 doz.....	1.95
“ No. 2, key, 1 doz.....	3.05

Fairbank's—	
No. 1, key, 2 doz.....	1.60
“ No. 2, key, 1 doz.....	1.75
No. 6, key, 1 doz.....	11.00
No. 14, key, 1 doz.....	24.00

Libby's—	
No. 1, key, 2 doz.....	1.95
“ No. 2, key, 1 doz.....	3.00

## Chipped Beef.

Libby's—	
No. 1, 2 doz.....	1.30
“ No. 2, 2 doz.....	2.50
No. 1/2, glass, 2 doz.....	3.35
No. 1, glass, 2 doz.....	3.32 1/2

Beechnut—	
No. 1/2, sliced, glass jars.....	1.70
No. 1, sliced, glass jars.....	2.80

## Sliced Smoked Beef.

Armour's Veribest—	
Shield, in glass, size 1/2.....	1.30
“ “ “ 1.....	2.30

## Sliced Bacon.

Armour's Veribest—	
Star, in glass, size 1/2.....	1.55
“ “ “ 1.....	2.75
“ in tin, “ 1/2.....	1.55
“ “ “ 1.....	2.75

Beechnut—	
Medium, glass jars.....	1.80
Large, glass jars.....	3.00

## Roast Beef.

Armour's Veribest—	
No. 1, 2 doz.....	1.95
No. 2, 1 doz.....	3.05

Fairbank's—	
No. 1, 2 doz.....	1.65
No. 2, 1 doz.....	2.75

Libby's—	
No. 1, 2 doz.....	1.75
No. 2, 1 doz.....	3.00

King's—	
No. 1, 2 doz.....	1.57 1/2
No. 2, 1 doz.....	2.75

## Lunch Tongue.

Armour's Veribest, No. 1, 2 doz.....	3.30
Armour's Veribest, No. 1/2, 2 doz.....	1.80
Fairbank's, No. 1, 2 doz.....	2.80
Libby's, No. 1, 2 doz.....	2.75
Libby's, No. 1/2, 2 doz.....	1.85

## Whole Ox Tongue.

Armour's Veribest—	Per Doz.
Size 1.....	5.35
“ 1 1/2.....	6.60
“ 2.....	7.50
“ 2 1/2.....	9.90
Fairbank's, No. 2, 1 doz.....	8.00
Libby's, No. 2 1/2, 1 doz.....	9.50

## Potted or Deviled Meats.

Armour's—	
No. 1, 4 doz.....	.50
No. 2, 2 doz.....	.80

Libby's—	
No. 1, 4 doz.....	.50
No. 2, 2 doz.....	.90

R. & R.—	
No. 1, 4 doz.....	1.15
No. 2, 2 doz.....	1.95

## Potted Chicken or Turkey.

Armour's Veribest—	
No. 1, 4 doz.....	2.00
No. 2, 2 doz.....	3.85

Libby's—	
No. 1, 4 doz.....	
No. 2, 2 doz.....	

R. & R., No. 1, 4 doz.....	1.75
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## Sausage.

Armour's Veribest—	
Vienna style, size 1/2.....	.95
“ “ “ 1.....	1.60
Luncheon, with Tomato Sauce, size 1/2.....	1.00

## Boned Meats.

Curtice Brothers, "Blue Label," in tins—	
Chicken, No. 1.....	3.50
“ No. 1.....	6.00
Turkey, No. 1.....	3.50
“ No. 1.....	6.00

Whole Rolled Ox Tongue, No. 2.....	12.50
Boneless Whole Ham, No. 1 1/2.....	8.75
“ “ No. 2 1/2.....	12.50

All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.

## Deviled Meats.

Curtice Brothers, "Blue Label"—	
No. 5 oz. No. 10 oz.	

Ham.....	1.50	2.80
Tongue.....	1.50	2.80
Chicken.....	2.00	3.30
Turkey.....	2.00	3.30

No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.

## Potted Meats.

Curtice Brothers, "Blue Label"—	
No. 1/2 Tin. No. 1/4 Tin.	

Ham.....	1.45	2.45
Tongue.....	1.45	2.45
Chicken.....	1.95	2.95
Turkey.....	1.95	2.95
No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.		

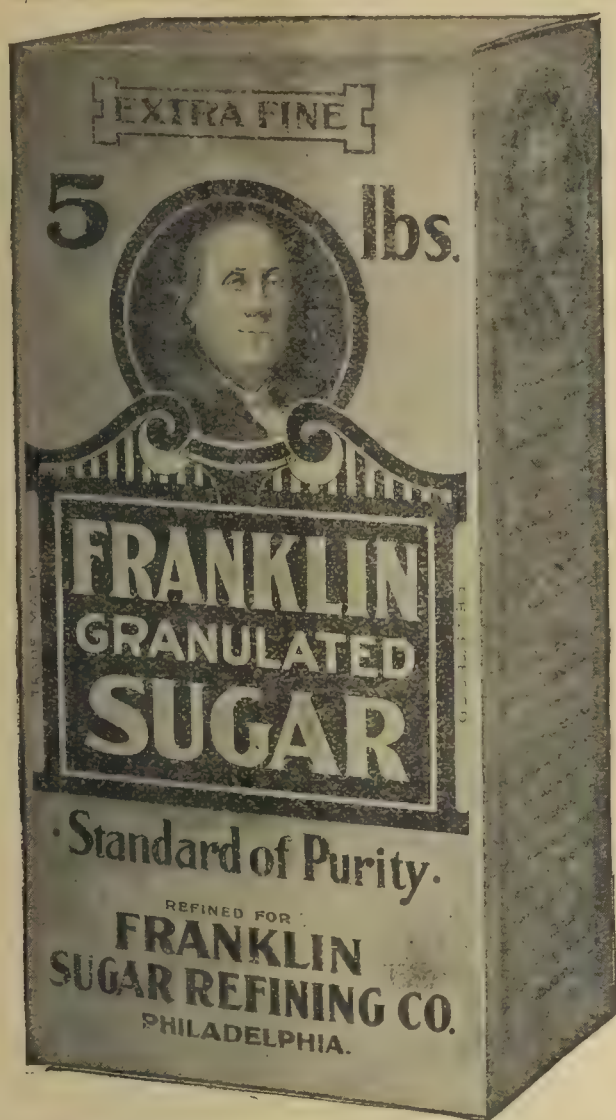
## Soups.

Campbell's—	Per doz.
Asparagus.....	.90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.95
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Pepper Pot.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.90
Vermicelli-Tomato.....	.90
No. 10 cans, Tomato only.....	per doz. 6.50

Curtice Brothers, "Blue Label"—	
Quarts. Pints. 1/2 Pints.	

Consomme.....	3.15	1.75	1.25
Bouillon.....	3.15	1.75	1.25
Beef.....	3.15	1.75	1.25
Julienne.....	3.15	1.75	1.25
Printanier.....	3.15	1.75	1.25
Vegetable.....	3.15	1.75	1.25
Tomato.....	3.15	1.75	1.25
Ox Tail.....	3.15	1.75	1.25
Mock Turtle.....	3.15	1.75	1.25
Pea.....	3.15	1.75	1.25
Mutton Broth.....	3.15	1.75	1.25
Clam Chowder.....	3.15	1.75	1.25
Clam Broth.....	3.15	1.75	1.25
Chicken Gumbo.....	3.15	1.75	1.25
Mulligatawny.....	3.15	1.75	1.25
Chicken.....	3.15	1.75	1.25
Chicken Broth.....	3.15	1.75	1.25
Green Turtle.....	6.50	3.50	2.00
Green Turtle, Clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
Schimmel's, assorted, 1 lb., 4 doz.....			.85





PACKED ALSO IN TWO-POUND CARTONS

## Saving Time for Vacation

As between the sale of sugar in bulk and in packages (Franklin Carton Sugar), suppose you save only a minute on an order, why in a year you'd save enough time for a good vacation.

There would be money enough saved to make it a good vacation, too, for you'd save every grain of your overweight. Overweight, or "good measure," as some people call it, is the greatest profit-eater on earth. It makes a hole even where the profit is large, but where it is small, as in bulk sugar, it often takes it all.

There is no unfavorable answer to the Franklin Carton Sugar proposition.

*Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags.*

### The Franklin Sugar Refining Co.

Philadelphia, Penna.



## COFFEE AND TEA BINS THAT PROVE THEIR "METAL"

Picture your store fitted out with Tea Canisters and Coffee Bins like these. They are trade winners. Effective store decoration brings the people in—your sales force do the rest.

When installing Coffee Bins, get the kind that will stand the racket—you'll never have to replace

them. Our bins are constructed of the heaviest tin.

### And for Over Fifty Years They Have Proven Their "Metal"

Write for catalogue showing variety of designs

## Henry Troemner

No. 911 ARCH STREET

PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams St., CHICAGO, ILL., General Agents for United States









WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers

IN

## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

THE WELL KNOWN

## Fairbanks Lion Brand Canned Meats

ARE NOW LABELED

## Morris & Co. Supreme Brand

Quality Better Than Ever

### W. A. MILLAR & CO., AGENTS

427-31 NORTH SECOND STREET, PHILADELPHIA

## To the Grocers of Pennsylvania

You are invited to visit the miniature Shredded Wheat factory now in operation at 930 Market Street, Philadelphia, where we show the process of manufacturing

## Shredded Wheat Biscuit and Triscuit

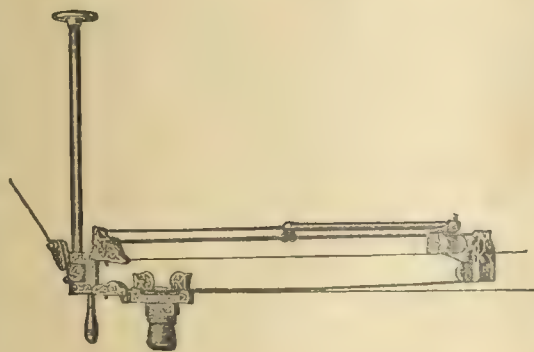
Remember, you can grind up any old thing and call it a "breakfast food," but you can't make Shredded Wheat that way.

Government inspection is good, but public inspection is better. We invite both.

Perhaps you have never visited the big plant at Niagara Falls. We are therefore bringing the plant to you. COME AND SEE IT.

The Shredded Wheat Company, Niagara Falls, N. Y.

## LAMSON


*Air Line*

## CASH CARRIERS

Keep a check on your sales

Fix responsibility—lessen labor—reduce selling expenses—give quick service—please your customers.

*Bulletin E explains all.*

### Lamson Consolidated Store Service Company

BOSTON

Philadelphia Office, No. 500 Penn Mutual Building

## SERVICE



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French Peas, extra fine	per case	16.00
" " " "	"	14.00
" " " "	"	12.00
Hill's Irish Oatmeal, 14-lb. tins, 10 per case		13.50
Huntley & Palmer's Petit Beurre Biscuit	lb.	.28
" " " "	"	.38
" " " "	"	.36
Packed 7 lbs. and 5 lbs. in a can.		
Red Pepper, ring, pints	per doz.	1.25
" " " "	"	.60
Salt, stone jars, 4 doz.		1.75
Extract of Beef, Morris', 4 oz.	per doz.	6.50
" " " "	"	3.85
" " " "	"	4.00
" " " "	"	7.25
" " " "	"	13.50
Theodore Marquet Mushrooms—		
First choice		24.00
Choice, 100 tins	per case	30.00
Extra, 100 tins		27.00
Hotel, 100 tins		17.00
Truffles, 1 lb.	per tin	.25
" " " "	"	.30
" " " "	"	.95
" " " "	"	1.85
Shrimps, pickled, small size		2.15
" " " "	per doz.	2.25
Figs in Cordial, Dunbar's, 1 doz.		5.75
" " " "	"	6.50
Crystallized Ginger, 1-lb. tins		4.00
" " " "	"	3.05
Lime Juice, Rose's		3.60
Victor Rose Water		2.25
" " " "	"	2.25
Pitted Olives		5.25
Armour's Solid Extract of Beef—	Per doz.	
Size 4 jars, 1 dozen in case		4.45
" " " "	"	8.00
" " " "	"	15.00
" " " "	"	20.75
Armour's Fluid Beef Extract—		
Size 4 bottles, 1 dozen in case		4.45
" " " "	"	8.00
" " " "	"	16.00
Armour's Beef Extract and Vegetable Tablets—		
1 dozen small boxes, 12 tablets each		2.25
" " " "	"	6.00
" " " "	"	10.00
Armour's French Bouillon—		
Size 4 bottles, 1 dozen in case		4.00
" " " "	"	14.00
Armour's Asparagus—		
Size 4 bottles, 1 dozen in case		2.50
" " " "	"	7.00
" " " "	"	3.50
" " " "	"	1.50
Armour's Tomato Bouillon—		
Size 4 bottles, 1 dozen in case		2.50
" " " "	"	7.00
" " " "	"	3.50
" " " "	"	1.50

## FLOUR.

King Midas	Per bbl.	6.95
Gold Medal		6.70
Millbourne		6.50
On Top		6.80
Ceresota		6.60
Pillsbury's Best		6.40
Taylor's Fancy		6.25
Semper Idem		5.90
Pride of the West		6.10
Sonbeam		5.85
Quaker City		6.60
Parina Whole Wheat, 98-lb. sacks		6.30
" " " "		7.00
Purina Whole Wheat Flour—		
32-6s, per barrel		7.00
16-12s, " "		6.75
8-24s, " "		6.65
4-48s, " "		6.35
Half barrels, 1/2-barrel price plus 10 cents.		
Purina Graham Flour—		
32-6s, per barrel		7.20
16-12s, " "		6.95
8-24s, " "		6.85
4-48s, " "		6.75
Mother's Old-fashioned Graham Flour, 20 5-lb. packages		3.00

## Self-Raising Flour.

Franklin, 30 packages	3.75
Hecker's Superlative, 30 packages	3.12

## Pancake Flour.

Aunt Jemima, 30 packages	3.00
Old Homestead, Flapjack, 30 packages	2.67

## Buckwheat Flour.

Hecker's, 30 packages	2.88
" " " "	4.16
Fancy, 100-lb. sacks	3.85

## FARINACEOUS GOODS.

Corn Meal—		
Western, granulated, yellow, 100 lbs.	1.90	
" " " "	2.10	
" " " "	1.75	
" " " "	1.95	
Unbolted, white, Old Virginia, 125 lbs.	2.25	
Mother's, white, 24 packages	1.80	
" " " "	1.80	

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Farina—		
Hecker's, 24 12s.	per case	1.56
Hecker's Cream (silver spoon) 36 cartons		4.50
Schumacker's Farina		1.40
Beans—	Per bushel.	
California Lima, about 80 lbs.		.05 1/2
Marrows, fancy, N. Y. State, grain bags		3.35
Michigan Pea, bags 160 lbs.		2.65
Red Kidneys		3.20
Peas—		
Green		2.40
Heath		2.60
Split, yellow		2.35
" " " "		
Lentils—	Per lb.	
cooco, 110-lb. bags		.03
Less quantity		.03 1/2
Shaker Corn—		
Fancy, barrels		
Less quantity		
Hemlin—		
Lea's Breakfast, 10 packages	per case	1.60
" " " "	per bag	1.25
Schumacher's Breakfast, 10 pkgs. to case		1.45
Western Pearl, 100-lb. bags		1.95
" " " "		1.95
Mother's, Grits, 36 packages		2.35
" " " "		2.35
Barley—		
OO		
No. 3, 100 lb. bags		2.65
Needles—	Per case.	
Smith's, 30 10-c. packages		2.00
" " " "		2.00
Golden Egg, 5 and 10-c.		1.80
" " " "		1.80
" " " "		1.80
Oatmeal—		
B, 200 lbs.	per bbl.	6.05
B, less than bbl.	per lb.	.04
Mother's, steel cut, 24 packages		2.65
Oaten Goods—	Per case.	
Mother's Crushed Oats, 18 packages		1.47 1/2
" " " "		3.90
Quaker Oats, 18s.		1.45
Quaker Oats, 20s Family (with China)		4.00
Quaker Oats, 36s Tins		4.25
Rolled Oats—		
Avena, 180 lbs.	per bbl.	5.25
" " " "	per bag	2.75
" " " "	per sack	2.45
Standard, 180-lb. bbls.		5.10
" " " "		6.65
Mother's, compressed, 18 tins		2.12 1/2
Sago—		
Colburn's, 36 1-c.	per lb.	.06 1/2
" " " "		.04
Tapioca—		
Instantaneous, 50 1s.		.07 1/2
Colburn's Hasty, 36 packages		.08 1/2
Minute, 1/2 gross	per box	2.75
Flake, about 125 lbs.	per lb.	.04 1/2
Pearl, 120 lbs.		.03 1/2
" " " "		.04 1/2

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 2s.	per case	4.50
Egg-O-Sen, 36 packages		2.50
" " " "		2.50
Maple Flake, 36 packages		4.05
5-case lots		3.85
Postum Cereal—		
1 doz. 10-oz. and 1/2 doz. 20-oz. packages		2.50
1 doz. 20-oz. packages		2.25
2 doz. 10-oz. packages		2.70
3 doz. 20-oz. packages		6.75
Grape Nuts—		
2 doz. 1-lb. packages		2.70
3 doz. 1-lb. packages		4.05
Post Toasties—		
2 doz. family size		2.80
3 doz. popular size		2.80
Shredded Whole Wheat, 36 packages		3.60
Mother's Corn Flakes, 36 packages		2.55
" " " "		1.90
Cream Wheat, 30 packages		4.50
Wheaties, 30 packages		3.75
Wheatena, 30 packages		4.50
Grape Nuts, 24 packages		2.70
Triscuit, 30 packages		2.50
Vita, 30 2-lb. packages		4.25
Kellogg's Toasted Corn Flakes, 36 packages		2.12
Quaker Oats Co., The—	Per case.	
Apitex Biscuit, 24s.		3.00
Avena, 18 packages		1.45
Banner Oats, 20 packages		4.00
Quaker Breakfast Biscuit, 24s.		1.85
Old Fashioned Scotch Brand Oat Meal, 24s.		2.60
Silver Brand Farina, with spoon, 24s.		2.80
Saxon Wheat Food, 24s.		3.00
Parched Farinose, 24s.		2.70
Quaker Cracked Wheat, 24s.		2.40
Quaker Oats, round, 36s.		4.25
Quaker Whole Wheat Flour, 10s.		1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 24s.		1.85
Scotch Brand Pearl Barley, 24s.		1.40
Pettijohn's Breakfast Food, 18s.		1.85
Quaker Puffed Wheat, 36s.		2.85
Quaker Puffed Rice, 36s.		4.25

## GELATINE AND PREPARED DESSERTS.

Knox's Crystal	Per doz.	1.22
" " " "		1.22
Cox's, large		1.65
" " " "		.97 1/2
Plymouth Rock, pink or white		1.25
Nelson's		1.50

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Bromangelon, assorted, 3 doz.		.90
Jell-O, assorted flavors, 2 doz.		.90
Jell-O Ice Cream Powder, 2 doz.		1.00
Jellycon, assorted flavors, 3 1/2 doz.		.87 1/2
Chalmer's		.95
Mother's, small, 1 doz.		.45
" " " "		.90
Cooper's		.85
Tryphosa		.95
Gelatine, McKinley's		.85
Wetmore's, double refined, 36 10-c. packages		.80
Pudding, assorted, 2 doz.	per case	1.70
Minute Gelatine, plain	per gross	12.75
Minute Gelatine, plain	per doz.	1.10
Minute Gelatine, flavored	per gross	10.80
Minute Gelatine, flavored	per doz.	.90
Seven flavors, packed solid or assorted.		

## MACARONI.

## Imported Best Bordeaux.

Long, 25 1s.	Per lb.	.09 1/2
Short, 25 1s.		.09 1/2
Cubes or Elbows, 24 1s.		.09 1/2
Spaghetti, 25 1s.		.09 1/2
Vermicelli, 25 1s.		.09 1/2
Alphabet, 25 1s.		.09 1/2

## Domestic.

Fancy, long, 25 1s.		.07 1/2
Cubes or Elbows, 24 1s.		.07 1/2
Spaghetti, 25 1s.		.07 1/2
Vermicelli, 25 1s.		.07 1/2
Woodcock, long, 24 pkg.		.10 1/2

## Choice Grades.

Macaroni, short, 25 1s.		.07
" " " "		.04
Cubes or Elbows, 24 1s.		.07
Spaghetti, 25 1s.		.07
Vermicelli, 25 1s.		.07

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—		
Dime cartons, 2 doz. in case	per doz.	.90
Tins, Keyed (Jewel), 2 doz. in case	"	.90
Large cartons or tins, 2 doz. in case	"	2.00
Dime Tumbler, 2 doz. in case	"	.90
Bulk, 15 lbs.	per lb.	.15

## Thredded Fish.

Thistle, 24 packages		.65
Swansdown, 2 doz.	per doz.	
Osprey, 2 doz.	"	

## New Mackerel.

New.	Count (about) to bbl.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1...170-190		35.00	18.10	9.25	2.00
Ex. Norway, No. 2...230-260		25.00	13.10	6.65	1.50
Ex. Norway, No. 3...320-360		21.00	11.10	5.75	1.30
Ex. Norway, No. 4...420-460					
Summer					
Ex. Bloaters, XX...100-110		35.00	18.10	9.25	2.00
Fancy Shore, No. 1...130-150		28.00	14.60	7.50	1.65
Ex. Shore, No. 1...130-150		26.00	13.10	6.65	1.50
Shore, No. 1...130-150		24.00	12.60	6.50	1.40
Extra Irish, No. 2...300-350		16.50	8.85	4.58	1.10
Medium Irish, No. 2...350-400		16.00	8.60	4.50	1.05
Irish, No. 4...400-450		16.00	8.60	4.50	1.05
Small Irish...475-525		15.00	8.10	4.25	1.00
New Medium Shore...160-180					
New Large Shore...110-130					
Large, No. 2...310-330					
Cape Shore...110-120		17.00	9.10	4.35	1.10
Holland...400-450					

## Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1...	7.00	4.10			
Lab. Split, Lg. No. 2...	6.00	3.60			
Shore, Round, Large...					
Shore, Round, Med...					
Ocean Fish...	5.00	3.10			
Shad, No. 1, Mesa...	11.00	6.10	3.25	.75	
Shad, No. 2, Mesa...					
Haddock, Pickled...					
Red Salmon...					

## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.		.07
Our Choice, 40 lbs.		.06
Gilt Edge, 40 lbs.		.06
Favorite Middies, 60 lbs.		.12

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## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.		.06 1/2
Snow White, 1-lb. bricks, 20 lbs.		.07
Favorite Cod, 2-lb. bricks, 40 lbs.		.07 1/2

## Star Brand Boneless Herring.

Beardsley—		
Tins, large size, 1 and 2 doz. in case		1.50
" " " "		.90
Small Tumblers, 2 doz. in case		.90
Large Jars, sealed, 2 doz. in case		1.50

## Loose Codfish.

Extra Large Georges Cod		.08
Large Bank		.07 1/2
Medium Bank		.06 1/2
Pollock		
Hake		
In original cases, 400 lbs., 1/2 c. less.		

## Smoked Fish.

New Extra Scaled Herring	per box	.16
Boneless Herring, fancy 10-lb. boxes	per lb.	.13
Smoked Salmon, whole fish		.27
Cromarty Bloaters, 50s	per box	1.15
" " " "	"	2.20

## FRESH FISH.

	Per lb.
Halibut	.14
Salmon, fresh	.25
Codfish	.18
Large Hake	.06
Haddock	.05
Spanish Mackerel	.12
Smelts	.15
White Cat Fish	.13
Red Catfish	.10
Fresh Herring	a piece .01
Snappers	.10
Ells	.10
Green Sea Bass	
White Perch	.12
Spotted Trout	.12
Shad, Buck	.40
Shad Roe	.40
Rock Fish	.17
Black Bass	.15
Croakers	.06
Lobsters	.18

Steak Fish





## Blame the Bag, Not the Boy

If you try to deliver eggs in paper bags or pasteboard boxes you'll *have breakage*: if you deliver them in **Star Egg Carriers and Trays** you won't have any breakage. That's our proposition in a nutshell, and our booklet, "No Broken Eggs," will prove it to you. Send for it. You'll not only save breakage by using **Star Egg Carriers and Trays**, but you'll save time in handling and please your customers better. You're losing a cent per dozen on all the eggs you handle now—figure what that amounts to in a year and you'll write for our booklet.

**Star Egg Carrier and Tray Manufacturing Co.**

ROCHESTER, NEW YORK

## RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

## A GROCERY BUSINESS SUCCESS

is usually made by serving people so well that they are pleased to do business with you. When your customers ask for pure foods, they don't mean the kind preserved with Benzoate of Soda.

## HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

contain no drugs of any kind. They are guaranteed *Pure*, and guaranteed *to please*—two reasons why they are desirable goods for both the merchant and the consumer.

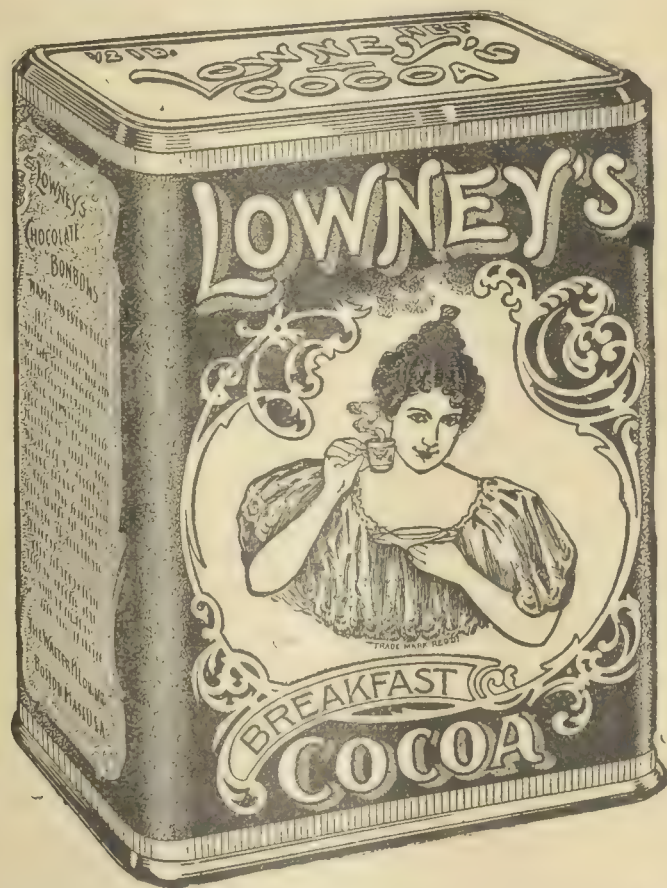
**H. J. HEINZ COMPANY**

New York

Pittsburgh

Chicago

London



Reckon Up the Profit on **LOWNEY'S COCOA** and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

DON'T FORGET THAT **LOWNEY'S COOKING CHOCOLATE** is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.



## -17-

Seeded Raisins—		
Owl, extra fancy, 36 is.	0.07 1/2	
Fancy, 36 is.	0.07 1/2	
Blue Pennant, 36 is.	0.05 3/4	
Parrot, 36 is.	0.06 1/2	
Souvenir, 36 is.	0.07 1/4	
Glen Rosa, 36 is.	0.06 1/4	
Blue Ribbon, 36 is.	0.06 1/4	
California Seedless Raisins—		
Gold Cord, bleached, 36 is.	0.10	
Not-A-Seed, 36 is.	0.07 1/2	
Griffin, 50 is.	0.06 3/4	
Gray's, 36 is.	0.06 1/2	
Loose Muscatels, 3 crown, 50-lb. boxes.	0.05 1/2	
Sultanas, 50-lb. boxes.	0.04 3/4	
Thompson's, 50-lb. boxes.	0.05	
Prunes—	25 lb.	50 lb.
Fancy Santa Clara, 20-30.	0.14	
" " 30-40.	0.09 1/4	0.09
" " 40-50.	0.08 1/2	0.08 1/4
" " 50-60.	0.07 1/2	0.07 1/4
" " 60-70.	0.06 1/2	0.06
Ruby, 30-40.	0.09 1/4	
" 40-50.	0.09 1/4	
" 50-60.	0.08 1/4	
Oregon, 40-50.	0.07 1/4	
" 50-60.	0.07 1/4	
Silver.	0.11 1/4	
Currents—		
Fancy, re-cleaned, new, 40 is.	0.08 3/4	
Extra choice, re-cleaned, new, 40 is.	0.07 3/4	
Fancy, re-cleaned, 30 lbs. loose.	0.08	
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.	0.13 3/4	
Lemon Peel, fancy, 10-lb. hinge lid boxes.	0.12 1/4	
Orange Peel—	Per lb.	
Fancy 10 lb., hinge lid boxes.	0.12 1/4	
Dates—	Per lb.	
Fard, fancy, new, boxes about 14 lbs.	0.11 1/2	
Hallowe'en, very fcy, new (Gldn) abt. 70 lb.	0.05	
Orient, new, pitted, 30 packs.	0.06	
Figs—		
Fancy, new, Cal., 10-is.	0.77 1/2	per box
Extra fancy new Smyrna layers, 5 crown,		
boxes about 12 lbs.	0.1 1/4	per lb.
Fancy new Smyrna layers, 5 crown, boxes		
about 12 lbs.	0.12 1/4	per lb.
5 or 10 box lots.	0.12	
Apricots—	Per lb.	
Blenheim, extra fancy large, very bright		
Santa Claras, 25 lb. boxes.	0.15 1/4	
5 or 10 box lots.	0.15 1/4	
Fancy Royals, new, 25 lb. boxes.	0.14	
Extra choice Royals, new, 25 lb. boxes.	0.13 1/4	
5 box lots.	0.13 1/4	
Choice Royals, new, 25 lb. boxes.	0.12 1/2	
5 or 10 box lots.	0.12 1/2	
Moorpark Slabs, fancy, very bright, 50 lb.	0.12 1/4	
Cherries—	Per lb.	
Extra fancy California, pitted, 25 lb. boxes.	0.21	
Pennsylvania, pitted, 25 lb. boxes.	0.19	
Nectarines—	Per lb.	
Fancy, white, 25 lbs.	0.09 1/4	
5 or 10 box lots.	0.09 1/4	
Peaches—	Per lb.	
Fancy Muir, 25 lbs.	0.09 1/4	
Extra choice Muir, 25 lbs.	0.09	
Choice Muir, 25 lbs.	0.07 1/2	
Good, 25 lbs.	0.06	
Extra choice Yellow, 50 lbs.	0.07 1/4	
Whole, 50 lbs.	0.05 1/2	
Fancy, pared, 25 lbs.	0.18 1/4	
FOREIGN AND DOMESTIC GREEN		
FRUITS.		
Jamaica Bananas—	Per bunch.	
Selected, 10 hands, packed 1 in barrel.	2.00	
" 9 " 1 " "	1.75	
" 8 " 2 in crate	1.65	
" 8 " 1 in barrel.	1.25	
" 8 " 2 in crate.	1.15	
" 8 " 3 " "	1.10	
" 7 " 2 " "	0.95	
" 7 " 3 " "	0.85	
Cocoanuts—	Per sack	
Porto Rico, extra fancy, 80 size.	3.75	
Jamaica, extra fancy, 100 size.	3.50	
Florida Oranges—		
Fancy Brights, 126-150.	3.00	3.50
" 176-200.	3.25	3.75
" 216-250.	3.25	3.75
" 288-300.	3.00	3.25
Golden Russetts, 126-150.	3.00	3.50
" 176-200.	3.25	3.75
" 216-250.	3.25	3.75
" 288-300.	3.00	3.25
Florida Grape Fruit—		
Fancy Brights, 36-46-56.	3.00	3.50
" 54-64-80.	4.00	5.00
Russetts, 36-46-56.	3.00	3.25
" 54-64-80.	4.00	4.50
Messina Lemons—	Per box	
Extra fancy, 300 size.	3.75	
" 360 size.	3.00	3.75
Choice, 300 size.	3.25	
" 360 size.	3.25	
California Lemons—	Per box	
Extra fancy, 300 size.	3.75	
" 360 size.	3.75	
Choice, 300 size.	3.25	
" 360 size.	3.25	
Pineapples—		
Fancy, 18-24.	3.50	4.00
Fancy, 30 size.	4.00	
Fancy, 36-42 size.	3.25	
California Oranges—		
Extra fancy Navels, 96-112.	2.50	
Extra fancy Navels, 126-150.	3.00	3.50
Extra fancy Navels, 176-216.	3.50	3.75
Extra fancy Navels, 250, 288-324.	3.00	3.25
HORSE RADISH.		
Tumblers, 10-c. size, 2 doz.	0.65	per doz.
Tumblers, 5-c. size, 2 doz.	0.45	"
Tumblers, 10-c., Lord's Prayer, 2 doz.	0.85	"
Tumblers, 10-c. cut glass, 10-c., 2 doz.	0.85	"

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## INK.

Arnold's, black, 32.	per bottle	0.48
Continental, red, 1 doz.		0.30
" " black, 3 doz.		0.25
Royal, black, 3 doz.		0.25
Superior, black, 3 doz.		0.23
Stafford, Commercial, 32.	per bottle	0.60

## LAMP GOODS.

	Per case of 6 doz.	No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Macbeth, Pearl Top.	4.20	4.50	5.10	
Acme, Victor Top.	3.60	4.20	4.80	
Pure Flint, Lustre Top.	2.70	3.30	3.90	
Crystal, Crimp Top.	2.10	2.70	3.30	
No. 0, Tubular Lantern Globes.	5 doz.	2.75		
Cold Blast.	5 doz.	3.75		
Jumbo Chimneys, plain.	per doz.	0.75	0.85	
" " dec., 107.		0.90	1.00	
Banner Burners.	No. 0.	No. 1.	No. 2.	
	0.45	0.55	0.75	
No charge for packages.				
Oil Cans—	Per doz.			
1-gal., glass.	2.25			
1-gal., galvanized, Pearl.	1.90			
5-gal., Lennox, spout.	3.50			
5-gal., " spigot.	6.50			
5-gal., Columbia.	7.00			
5-gal., Banner.	8.00			
5-gal., Climax, pump.	10.00			
5-gal., Home Rule, pump.	12.00			
Lanterns—				
No. 0, Standard.	4.50			
No. 0, Dash.	6.50			
Cold Blast.	8.00			

## LIME.

Chloride, Acme, sifting, 25-lb. boxes, 2 lb.	1.50
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## LYE AND POTASH.

	Per case.
Banner Lye, 4 doz.	3.75
Babbitt's Lye, 4 doz.	3.25
Lewis' Lye.	3.25
Red Seal, 4 doz.	1.90
" 4 doz.	4.00

## MATCHES.

	Per case
Double Dip Brands—	
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots.	3.35
Black Diamond, Dia. 5 size, 100 bxs., 4 cs.	3.00
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.	4.25
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Swan, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.	3.50
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.	0.95
" " " 2 1/2 gr. cs., 8 cs. lots.	2.35
" " " 5 gr. cs., 4 cs. lots.	4.70
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs.	0.85
" " " 3 gr. cs., 7 cs. lots.	2.55
" " " 5 " 4 " "	4.25
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50
Parlor Brands—	
Search Light, Dia. 5 size, 4 cs. lots.	4.25
" " Dia. 1 size, 2 1/2 gr. cs., 8 cs. lots.	2.40
" " " 3 gr. cs., 7 cs. lots.	2.85
" " " 5 gr. cs., 4 cs. lots.	4.75
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.50
" " Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Chips, Dia. 5 size, 50/3 bx. pkgs., 10 cs. lots.	1.65
" " 100/3 bx. pkgs., 5 cs. lots.	3.30
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.	0.93
" " " 3 gr. cs., 7 cs. lots.	2.70
" " " 5 " 4 " "	4.50
Doric, Dia. 1 size, 1 gr. cases.	0.90
" " " 5 " "	4.50
Big Buffalo, Dia. B size, 144 bxs.	3.85
Little Stars, Dia. L S. size, 10 gr. cs., 2 cs. lots.	3.80
Vulcan, Dia. 5 size, 144 bxs.	4.20
Safety Matches—	
Three Noes, Dia. 1 size, 5 gr. cs., 4 cs. lots.	4.50
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.75
" " " 6 " 5 " 4 " "	2.00
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.25
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs.	1.90
" " " 10 " 8 " "	3.80
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.	2.25
Vulcan, No. 2, 50 gr. to case.	25.00
" " less than 50 gr.	0.55

## MINCE MEAT.

	Per case.
Atmore & Son—	
Extra Family, Seedless—	
No. 3, 6 glass jars.	4.50
No. 3, 6 glass jars.	3.10
No. 18, 37 and 68, wooden pails.	1.13
Barrels, halves, quarters and kits.	0.12 1/2
Family, Seedless—	Per box.
No. 5, 6 wooden pails.	3.65
No. 10, 6 wooden pails.	6.50
Celebrated, Seedless—	
Bbbs., 1/2 and 1/4.	0.08 1/2
Wooden pails, 18, 37 and 68 lbs.	0.09 1/2
Wooden kits, Nos. 20-35.	0.09
Wooden kits, Nos. 20-35.	0.08
Keystone—	Per lb.
Bbbs., 1/2 and 1/4.	0.07 1/2
Wooden pails, 18, 37 and 68 lbs.	0.08 1/2
Condensed cartons, 3 doz. to case.	11.00
Condensed cartons, 6 1/2 doz. to case.	11.00
Barrels, 1/2, 1/4.	0.10
Wooden kits, Nos. 20-35.	0.08
Wooden kits, Nos. 25-40.	0.10 1/2

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Schimmel's—		
Bbbs., 1/2 bbls. and 30-lb. kits.	0.07 1/2	
18 and 37-lb. kanakins.	0.07 1/2	
10-lb. kanakins, 6 to crate.	10.30	per doz.
5-lb. " 6 to crate.	5.75	"
5-lb. glass jars, 6 to crate.	6.15	"
Campbell's, 30-lb. pails.	0.08	
Mrs. Wells', bbls., 1/2 bbls. and 30-lb. kits.	0.06	
New Year, bbls., kegs and 30-lb. kits.	0.05	
Crescent, bbls., 1/2 bbls. and 30-lb. kits.	0.04 1/2	
National, bbls., 1/2 bbls. and 30-lb. kits.	0.07	
Southwork, bbls., 1/2 bbls. and 30-lb. pails.	0.04 1/2	
Brick's Nonpareil Brand—	Per lb.	
Bbbs., 440 lbs., 1/2 bbls. 250 lbs. 1/4 bbls. 125		
lbs., 1/2 bbls. 65 lbs.	0.09	
Tubs, 70 lbs., 35 lbs., 18 lbs.	0.09	
Charge for packages as follows: 70 lbs., 60c.;		
35 lbs., 40c.; 18 lbs., 25c. Returnable if		
in good order.		
Tins, 5 lb., 1/2 doz. in crate.	Per crate	
Brick's Old Homestead—	Per lb.	
Bbbs., 28 lb. pails, etc.	0.07 1/2	
35, 28 and 18 lb. tubs.	0.08	
Package not returnable.		
None Such—New Eng. Cond.	Per case	
12 oz. pkge., per 1/4 gr.	2.90	
12 " " 1/2 " "	5.75	

## OILS.

	Per gal.
Steve Gasoline.	0.15 1/4
Headlight, 150 test.	0.11

## OLIVES.

	Per doz.
Extra Queen—	
Imported, No. 10, 2 doz.	2.70
" " 19, 1 " "	4.50
" " 32, 1 " "	6.80
" " 16, 2 " "	2.40
" " 8, 3 " "	0.90
Cydr., imported, No. 10, 2 doz.	1.45
Fancy, No. 16, 1 doz.	2.30
" " 14, 2 " "	2.20
Special, No. 14, 2 doz.	1.50
Stuffed—	
Ring, 3 doz.	0.90
Fancy, No. 14, panel bottle, 2 doz.	2.25
" " 10, " 2 " "	1.40
Olives in bulk—	1 gal. pails. 2 gal. pails. 5 gal. kegs
X.	1.35 2.65 5.65
XX.	1.45 2.85 6.15
XXX.	1.75 3.35 7.00
XXXX.	2.00 3.85 8.00
XXXXX.	2.40 4.20 10.25
Mammoth.	2.70 5.15 11.60
Kegs, large, 1 gallon.	1.60

## PURE OLIVE OIL.

	Per doz.
Special importation, large, 1 doz. case.	7.00
" " medium, 2 doz. case.	8.00
" " small, 2 doz. case.	5.00
Trois Croix, French, 8-1/2 gal. cans, case.	12.00
" " " glass, small, 2 doz. case	
" " " med., 2 doz. case	
Table and Cooking Oil—	Per doz.
Cottonseed, large, 1 doz.	1.90
" " medium, 2 doz.	0.95
" " small, 2 doz.	0.48
Wesson's Cooking, 30—No. 2.	Per case 7.00

## American Oil.

	Per doz.
Stohrer's, No. 8, 2 doz.	0.55
" " No. 16, 2 doz.	0.90
" " No. 32, 1 doz.	1.85
Keystone, bottles, 2 doz.	0.90

## PICKLED MEATS AND FISH.

	per doz.
Lamb's Tongue, glass jars, pints.	4.75
" " quarts.	5.75
" " 10-oz. jars.	2.50
" " 10-lb. pails.	2.50
Tripe, 10-lb. pails.	0.90
" 5-gal. kegs.	2.00
Pigs' Feet, 10-lb. pails.	1.00
" 5-gal. kegs.	2.25
Pickled Beef Salad, in glass.	1.10
" " " " "	1.10
" " Ox Heart, in glass.	1.10
" " " " "	1.10
" " Pigs' Feet, in glass.	1.10
Russian Sardines.	per keg 0.75
" " 5-lb. pails.	per pail 0.50
" " 10-lb. pails.	1.00

## POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.	0.18 1/2
Loose, bbls., 30 lbs.	0.18
1/2-lb. packages, 18-lb. boxes.	0.20

## PEANUT BUTTER.

	Per doz.
McLaren's—	
Small, 2 doz.	0.90
Medium, 2 doz.	1.50
Large, 1 doz.	0.75
Peanutene, No. 2 jars, 2 doz.	1.85
" " No. 4 jars, 3 doz.	0.92 1/2
Beardsley's—	Per doz.
Small jars, 2 doz.	0.90
Medium jars, 2 doz.	1.05
Large jars, 1 doz.	0.25

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## PICKLES.

45 gals., 1200s.....	9.25
45 gals., 2500s, Williams Bros., fancy.....	
10 gals., 300s.....	2.25
10 gals., 450s.....	2.65
10 gals., 600s.....	2.65
16 gals., 600s.....	4.50
16 gals., 600s.....	4.50
45 gals., 1400s.....	10.25
C. & B., Chow or Gherkins, pints.....	3.50
“ “ half-pints.....	2.40
Celery Sauce, Yorkshire, a doz.....per doz.	1.00
Chow, “ pints, 2 doz. “	1.00
Gherkins, sour, “ “	1.00
Mixed, “ “ “ “	1.00
Assorted, “ “ “ “	1.00
Gherkins, sweet, “ “ “ “	1.25
White Onions, “ “ “ “	1.40
Sweet Pickles, 500s to 600s, 5 gal.....per keg	2.75
“ 1,000s, 5 gal.....	3.40
“ 2,000s, 5 gal.....	5.25
Chow-Chow, No. 1, 5-gal. kegs.....	1.95
“ No. 2, 5 gal.....	1.75
Chow and Mixed Pickles, 5 gal.....per pail	1.00
Williams Bros.—	Per doz.
No. 8, Sour Gherkins, 2 doz.....	.85
No. 8, Sweet Gherkins, 2 doz.....	.85
No. 8, Sour Mixed, 2 doz.....	.85
No. 8, Sour, assorted, 2 doz.....	.85
No. 8, Chow-Chow, 2 doz.....	.85
No. 8, Onions, 2 doz.....	.87½



## "As Good as the 'J. M.'"



No delivery wagon built is as good as the "J. M.," though many are said to be. The makers of other wagons do the best they can, but they haven't our facilities.

The "J. M." wagon is the handsomest, longest-lived delivery wagon on the market. No other wagon manufacturer we ever knew rejected everything but second-growth hickory for wheels, as we do.

Write for our catalogue.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

Coffee appearances are deceptive, some that look good may not taste good in the cup and vice versa.

We guarantee to give you the exact goods you buy, not only once but all the time, and assure you when quality is considered our price will be the lowest.

Our reputation has been acquired through nearly one hundred years of fair business dealings.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

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Do you realize how easy it is to sell goods that are best known and known as the best? Exton Crackers are this kind. They please in every instance, and a satisfied customer is the best advertisement you can have. Crisp with a crispness that remains. The flavor unexcelled.



And excellence unapproached. Ask your jobber. The name EXTON is easy to remember, and your profit will be satisfactory.

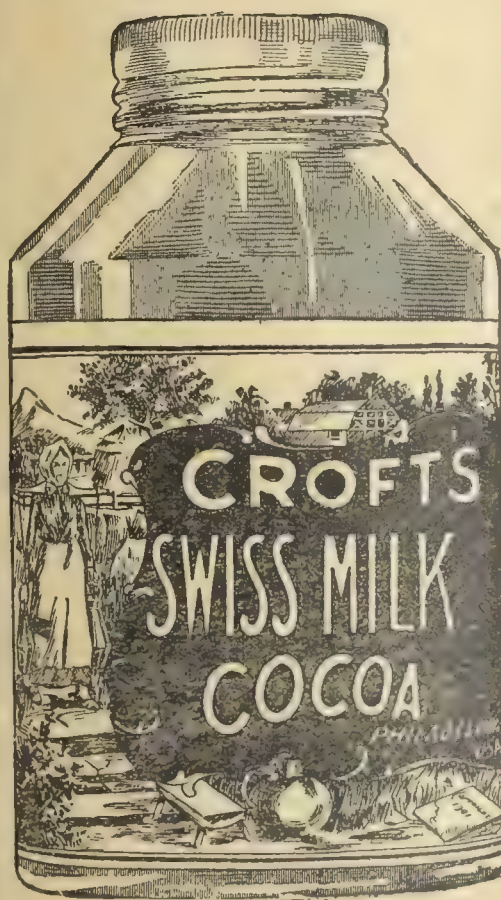
**A. EXTON & CO.,** = **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

THE BEST KNOWN AND KNOWN AS THE BEST

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**Croft & Allen Co.**  
PHILADELPHIA, PENNA.







For the Retail Grocer

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In large sifting-top cans.  
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Always \$3.00 per  
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Retails 10 cts.

A handsome shelf  
package.  
The top notch of clean-  
ser quality.

A big-profit staple—it re-  
peats permanently.  
Advertised nationally.

Order from your wholesaler or from any  
Swift & Company  
Branch House



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Most of them will be bothered with mos-  
quitoes and most of them don't know how to  
drive them away. Tell them **Egyptian Deodorizer**  
will not only do that but it will drive away all  
kinds of insects and at the same time purify  
the atmosphere, perfuming it delightfully.

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tomers about it and you will soon want more.  
A splendid profit which you might just as well  
have as the druggist.

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are the ones who do the cash business  
because the system makes your cus-  
tomers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves  
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counts and increase your cash trade.

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Pearl Borax Soap  
Pearl Borax  
Soap Powder

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Soap  
Cygnets Soap

**CHAS. W. YOUNG & CO.**

ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

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thousand years!

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such rennet if we had to work in the streets!

James T. Shinn's **Liquid Rennet** is guaranteed  
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other ways, too—strongest, purest and most profitable.

It makes you 100 per cent.

**SHINN & KIRK, 1400 SPRUCE ST., PHILA., PA.**

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Don't buy a thousand pounds of coffee from us the first mail  
order you give us. First get acquainted with the mail plan of  
doing business. Buy a small order first and compare—and  
compare—and compare—to see that you got exactly what you  
bought. Be as suspicious as you like; we'll hold you all the  
tighter afterward.

If you don't find you're buying cheaper by mail than through  
salesmen, don't buy by mail again. Send for samples (TEAS  
OR COFFEES) first.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT ST., NEW YORK

ESTABLISHED 1897







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, May 2, 1910.

No. 18.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,  
AT

927 Arch Street, Philadelphia.

#### TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

#### NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

#### PITTSBURG OFFICE:

825 Lewis Building.

P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

#### PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

ELTON J. BUCKLEY,  
Editor.

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Circulation Manager

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## This New Coffee Idea Will Become Important

**Two Brands of Coffee Will Shortly Be Marketed From Which Substantially All the Caffeine Has Been Removed. Other Brands Coming Later. This Eliminates Only Objection Ever Raised to Coffee. Description of the New Brands and How They Work.**

Within the next few weeks two new brands of coffee are to be put on the markets of this country which may have an important effect not only on the coffee market proper, but also on the market for coffee substitutes. From both of the brands referred to nearly all of the harmful element—caffeine—has been extracted, and the promoters therefore contend that all objection which has heretofore been raised against coffee falls to the ground when applied to their coffee.

The idea of extracting caffeine from coffee is not altogether new. In the past several concerns have claimed to do it, notably the "Digesto" people, but the latter in particular was exposed as a fake, and the claims of none of the rest, up to this time, have inspired much confidence. It is certain at any rate, that these coffees have never had much sale.

The two brands which are about to be marketed seem to be a wholly different proposition. In the first place, in both cases the processes are patented, one being a German and the other an American patent. One brand is to be marketed by one of the largest manufacturers of drug and medicinal preparations in the country, and the other by a company just organized for the purpose and headed by a chemist of considerable reputation.

Several years ago Dr. Henry Leffmann, of Philadelphia, one of the leading chemists of this section, gave the "Grocery World and General Merchant" an interview in which he said that to extract caffeine from coffee and have anything left was a scientific impossibility, since caffeine was the active principle of coffee. The two concerns referred to above, however, claim in the most positive fashion that their processes accomplish this apparent impossibility. One claims to have extracted 80 per cent. of the

caffeine and the other 90 per cent. In a letter to the "Grocery World and General Merchant" one of the concerns referred to thus describes the effect of its process: "About 90 per cent. of the caffeine has been removed and the percentage remaining is so small as to be physiologically inactive. By the process of the patentees, the water soluble extractives which make the flavor and aroma of the coffee are not taken out, and as caffeine is practically odorless and tasteless no difference can be detected between the caffeine-freed coffee and the ordinary coffee of the market."

The "Grocery World and General Merchant" has obtained samples of both the brands of caffeineless coffee and has subjected them to a careful test, which did not include, however, a chemical analysis. Both are packed in one-pound tins and are supposed to go to the consumer at around 40 cents per pound. They will wholesale at 30 cents or slightly below. Both brands are sold roasted, and in appearance are not unlike ordinary coffee except that they appear as if slightly coated with some substance in the nature of white of egg. As near as can be judged, both brands appear to be a good grade of Santos, probably between 3 and 4. In the cup there is not the slightest difference in flavor or appearance between them and ordinary coffee, and not even an expert could tell that he was drinking coffee from which the active principle had been removed.

It is believed that if these coffees are properly exploited they are destined to become exceedingly important, particularly in view of the fact, as reported to this journal, that there are two other patents covering processes of extracting caffeine from coffee, and that these will shortly be used as the basis of still other brands of caffeineless coffee.

If it is true that these inventors have succeeded in removing virtually all the caffeine from coffee, they have eliminated the only objection that has ever been raised to coffee as a beverage. Caffeine is a stimulant and each strong cup of it deposits in the user's system more than a normal dose of caffeine. With certain temperaments, this has without doubt caused derangement of the stomach or nerves, and as the result of it the number of coffee lovers who have forsworn it in favor of some coffee substitute or other beverage has grown into a mighty army. Naturally the injuriousness of coffee has been exploited by the coffee substitute people,

and they have been able to build up enormous businesses out of it, a great part of which at least would have otherwise gone to coffee. If the enormous number of people who have thus forsworn coffee can be persuaded that they can now get coffee with all the injurious element left out, it would seem as if their probable action would affect both the business in ordinary coffee and in coffee substitutes.

Tests were made of both brands upon persons who had given up coffee because of its effect upon their nerves. All reported that they could notice no effect whatever from the coffee lacking caffeine.

## National Retail Grocers' Association to Discuss High Cost of Living

**That is a Topic at Coming Springfield Convention. Official Program of Four Days' Sessions. Secretary Green Warns Against Parcels Post.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

April 28, 1910.

Following is the official programme of the annual convention of the National Retail Grocers' Association, which meets in Springfield, Ill., on May 9, 10, 11 and 12, 1910:—

Monday Morning, May 9th.

Calling convention to order—E. B. McAtee, president.

Invocation.

Address of welcome—Gov. Chas. S. Deneen.

Response to—Ex-President Geo. A. Scherer.

Address—Mayor John S. Schnepf.

Response—Ex-President C. J. Kramer.

Address—Hon. Frank H. Bode.

Response—Vice-President John W. Lux.

Address—Hon. W. H. Lorton.

Response—Mr. C. S. Tuttle.

General Response—Joseph A. Stultz.

Introduction of President T. P. Sullivan.

Address—President T. P. Sullivan.

Appointment of committees.

Afternoon.

Report of Committee on Credentials.

Report of Committee on Rules and Order.

Report of Secretary—John A. Green, Ohio.

Report of Treasurer—H. W. Schwab, Wisconsin.

Report of Chairman Committee on Price Maintenance—F. R. Connolly.

Report of Committee on Manufacturers and Jobbers—J. R. Newberry, California.

Report Chairman Ways and Means—Frank A. Thompson, Texas.

Report Chairman Committee on Legislation—H. I. Meader, Washington, D. C.

Committee on Credentials will make a partial report daily and final report the first order of business Thursday afternoon.

Tuesday Morning, May 10th.

Discussion of the president's recommendations.

Discussion of secretary's report.

Report of State presidents.

Afternoon.

Continuation of State Presidents' report.

Wednesday Morning, May 11th.

Report of Committee on Resolutions.

"An Equitable and Just Oleomargarine Law"—Secretary Geo. E. Green, Ill.

Discussion of the subject by the delegates.

Afternoon.

Question Box.

"High Cost of Living"—Secretary J. J. Ryan, Minnesota.

Discussion by the Delegates.

Report of Auditing Committee.

Thursday Morning, May 12th.

Report of Committee on Resolutions.

Question Box.

"Parcels Post"—Col. E. A. Stevens, St. Louis.

Discussion by delegates.

Afternoon.

Final report of Committee on Credentials.

Unfinished business.

New business.

Election of officers.

The Convention City for 1911.

\*\*\*

Now that the convention is near and many of the delegates chosen, it might be well to ask all attending to come prepared to



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the **Employment Bureau**. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

**The Grocery World and General  
Merchant Employment Bureau**

927 Arch Street, Philadelphia, Pa.



advance some theory out of the ordinary. The usual topics no doubt are on top in most minds, but let some of the delegates tell their experiences along other lines.

While some men and firms are forging to the front by doing business on so close margin that we can hardly see where they pay expenses, others of us are working hard and barely holding our own, figuring close and getting what we think is a satisfactory margin on the output of merchandise.

What the delegates want are new ideas, an experience that is worth swapping for his own; some plan by which he shall reap the results of his sowing; he wants the experience of the successful man. No matter how he attained that success, we want him to give us the secret. Let any one who can come prepared to tell us how.

\*\*\*

If there ever was a time when the subject of parcels post needed eternal vigilance, it is the present. Every effort is being made by the supporters of this movement to have a trial of this system put into operation as an experiment in a section of the country where it would be sure to show returns in favor of the system.

The Bennet bill asks for an experiment in a rural district where no packages shall be received other than from the merchants in that district. You can readily see that this will be put into operation without any added expense to the post-office department, and that is the dangerous part of it. If the movement could be kept in that position we could possibly have no complaint to make, but that is not the intent of the promoters. Neither will the beneficiaries be content with a limited system of that kind.

The dialogue between Senator Tillman, of South Carolina, and Senator Beveridge in the United States Senate last summer is proof positive that the instigators or promoters of this system are looking for an entering wedge. When once this is attained they imagine, and I concede, that progress in their favor would be rapid.

JOHN A. GREEN,  
Secretary National Retail Gro-  
cers' Association.

## Congressional Committees Hear Arguments on Important Trade Measures

**Listen to Arguments for Limited Parcels Post Bill. Nobody Opposes It on Retailers' Behalf. Dr. Wiley Chief Witness as to Cold Storage Bill. Short Weight Packages a Theme Before Two Committees. The Farmers' Profits on Food Crops.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 20, 1910.

Considerable of interest has transpired to the trade here during the week. Hearings were held on the proposed parcels post bill, the cold storage bill, and the cost of living. None of the bills concerned have been reported for passage as yet, although it is expected that the parcels post bill will be.

The parcels post bill as to which arguments were heard before committee was the Bennett bill for the establishment of parcels post on rural routes within the terminal of the route of origin. All parcels will be of the fourth class and the charges will be, up to one pound, 1 cent; eleven pounds, 5 cents; twenty-five pounds, 10 cents.

When the committee began hearings there were present Marcus M. Marks, E. H. Otterbridge and Mr. Huston, representing the New York Merchants' Association; John M. Stahl, of Chicago, president of the Farmers' Congress; T. F. Ingram, of Detroit, president of the National Perfumery Association and of the Michigan State Grange; Messrs. Atkinson, of West Virginia; Shuford, of North Carolina; Aaron Jones and N. J. Barchelder, representing the National Grange and the Farmers' Union.

The delegation favored a trial of the parcels post on the rural routes. If it does not work, or places too heavy a burden upon the postal system, while not operating to reduce express charges, it can be abandoned. All the speakers agreed to condemning the express companies and urged the Government to take over a complete monopoly of all mail matters and small parcels that could be carried over postal routes.

Representatives of the farming interests spoke in favor of the bill. The argument was largely

from the standpoint of the farmer, the representatives of the National Grange endeavoring to show how the parcels post would aid the inhabitants of the country districts. At the same time it was sought to show that the parcels post system would not be injurious to the local merchant, as he would be able to extend his trade outside the villages and into adjacent districts, while the general improvement in trade would be such as to make up to him for any loss of trade he might suffer owing to diversion of patronage to city stores or distributing establishments.

Nobody was present on behalf of the retail merchant to oppose the bill. The advocates of the measure claim that it would not benefit the mail-order houses as against the country retailer, because under its provisions a parcel, to be entitled to parcels rates, must originate on the rural route, which would exclude the large mail-order houses.

The Lodge cold storage bill, which was published in full in this correspondence, was also discussed before the Senate Committee on Manufactures. The chief witness was Dr. H. W. Wiley, a strong advocate of restricting cold storage operations. He thought the bill should be amended in two ways.

The object of the bill is to prevent the sale or transportation in interstate or foreign commerce of articles of food held in cold storage for more than one year, and reads: "That any article of food that has been held in cold storage for more than one year shall be deemed to be adulterated within the meaning of Sections 2 and 10 of the act approved June 30, 1906, entitled 'An Act for preventing the manufacture, sale or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines and liquors, and for regulating traffic therein, and for other purposes.'"

The most important section is as follows:—

Sec. 2. Any article of food which has been held in cold storage for any period of time, if such article or the package containing it fail to bear a label plainly and correctly stating the period of time during which the article has been held in cold storage, shall be deemed to be misbranded within the meaning of Sections 2 and 10 of the act approved June 30, 1906, entitled, "An Act for preventing the manufacture, sale, or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines and liquors, and for regulating traffic therein, and for other purposes."

Dr. Wiley testified especially as to the cold storage of chickens, poultry in general, eggs, butter, fish and the like. He said they could be kept in cold storage twelve months, but he preferred that the time should not exceed nine months. They could be kept for nine months, he said, with perfect safety and very little loss of palatability. No substance deleterious to health would develop in that time.

As soon as food articles kept in cold storage are allowed to thaw, Dr. Wiley said, they become more susceptible to the development of ptomaines, but if used immediately they are not so deleterious.

The chemist testified that young men whom he fed on cold storage food, when fed on fresh chickens and on chickens which had been in cold storage for three months were not able to tell the difference. When fed on chickens that had been in cold storage six months some of them could tell the difference. All but a few could tell the difference between a fresh chicken and one kept nine months in storage, and all could tell the difference between a fresh chicken and one kept in storage twelve months.

Dr. Wiley favored legislation of a regulatory sort. He said it would benefit the producer. If articles might not be kept in storage over nine months there would be no interference with the next year's supply. The consumer would be benefited for hygienic reasons, and the cold storage people themselves would be helped if the public were given a guarantee that the articles had not been kept so long as to be unwholesome.

Beef and mutton should not be kept over four weeks, according to Dr. Wiley. He said they were improved in flavor by being in cold storage a short time.



Discussing eggs, Dr. Wiley pointed out that one of the disadvantages of the present system was that eggs went into storage en bloc without test as to their age when stored.

Before Representative Moore's Committee on High Cost of Living and the Committee on the District of Columbia, the question of alleged short weight packages came in for some attention.

The latter committee is considering a bill requiring the net weight of all packages of food to be printed on the label of goods sold in the District of Columbia. This bill provides, "That in the District of Columbia no person, either for himself or as the servant or agent of any other person, or of any partnership, association or corporation, shall offer for sale or sell any container, bundle, package or parcel in which is any food, beverage or drug unless upon the exterior of such container, bundle, package or parcel, so as to be easily seen by the purchaser or prospective purchaser thereof, there be plainly marked in uncondensed gothic letters or figures, or both, not less than one-half inch high, the minimum net weight or measure of the contents thereof: Provided, That this section shall not apply to containers, bundles, packages or parcels, the contents of which are weighed or measured and placed in such container, bundle, package or parcel in the presence of the purchaser or of his agent; nor to containers, bundles, packages or parcels of pills, powders, suppositories or other like medicaments when marked so as to indicate the number of pills, powders, suppositories or other like medicaments contained therein. The penalty is a fine not exceeding \$200 or imprisonment not exceeding six months."

Some of the witnesses took the position that short weight packages were largely responsible for the high cost of living. Dr. William C. Woodward, health officer of the District of Columbia, said that bread, flour and other necessities of life were often sold in short weights.

Colonel W. C. Haskell, superintendent of weights and measures, declared that every one of the 300,000 barrels of flour sold in Washington were short four pounds each of the advertised weight, and that Washingtonians were paying an-

nually \$42,000 for flour which they never received.

Superintendent Haskell declared that there was no district law compelling the labeling of packages of food for the purpose of showing their weight, and he regarded this as principally responsible for a condition which permitted the wholesaler and retailer to sell a consumer a much less quantity than the consumer supposes he is getting for his money.

Colonel Haskell said that his office was satisfied after many investigations that practically every package sold in grocery stores is from one to four ounces short of the weight which the purchaser believes he is paying for. The only exception to this short weight which had ever come to his attention is in the case of one brand of sugar, every package of which, he said, is slightly in excess of the supposed weight.

The witness said that short weight is practiced by the manufacturer and only in rare instances by the retailer.

A number of manufacturers' representatives and Secretary John A. Green, of the National Retail Grocers' Association, spoke against the bill.

During the hearing a new publication recently launched at Atlanta, Ga., called "The Direct Buyers' Journal," was brought into the discussion. The book contained several letters which had been used as evidence in the recent case of Claiborn vs. The Southern Wholesale Grocers' Association. They were from manufacturers of various grocery and food specialties to the Southern jobbers' organization and appeared to show that the writers consulted the association as to whom to sell. An effort was also made to show that this was a trust and affected the cost of living.

An interesting witness before the Committee on the Cost of Living was P. W. Peterson, of South Dakota, who told about the farmer's profit on the crops he raised. Mr. Peterson said that during the years 1903 to 1907 the farmers did not make very much of a profit. Now it costs them 29.5 cents to produce a bushel of corn, and they sell it for 45 cents. Wheat costs them about 71.5 cents to produce, and they get 95 cents for it. Oats cost about 30.5, and bring 42 cents per bushel. On the other hand, he

(Continued on page 14.)



## Don't Let A Customer Be Without

**Duff's  
Molasses**

When you remind your customers of  
it they will realize that while they have  
bread and

**Duff's  
Molasses**

in the house they always have a meal  
(one that's good for them) for the children.

Pure, wholesome, economical, deliciously  
flavored food.





# WITH THE EDITOR

There is a growing tendency among the States to adopt more and more drastic regulations regarding the exposure in grocery stores of products like meats, vegetables and bread. The severe North Dakota regulations were published in a recent issue, and in this issue appears some almost equally severe just promulgated by the State of Indiana.

In themselves regulations requiring retail dealers to protect food products from dust, flies and filth are laudable and highly necessary. Without doubt lack of care in this respect is a prolific mother of disease germs. If these laws could be enforced by intelligent, reasonable, honest men, whose only aim was the fulfillment of the beneficent provisions of the law, then every conscientious merchant would approve them without a word.

The trouble is that such laws are almost never enforced by men of that class. The Indiana regulations, for instance, are to be enforced by "County, City and Town Health officers, and State food inspectors." If even one of the officials within these classes was appointed for other than a political reason, Indiana stands alone among her sister States, because everywhere else politics is the sole reason for their appointment. The fact that a man is a politician, and owes his position solely to that fact, doesn't necessarily mean that as an officer he will be inefficient. Nevertheless most of them are inefficient, or unscrupulous or arbitrary or

unreasonable. To place in their keeping the way a merchant must conduct his business is to open innumerable ways for the exercise of graft, or at the very least, that pompous and brainless authority that animates so many little creatures who are given, for the first time in their lives, an executive position.

Is it not time that a reform is undertaken in the present method of opening the sessions of merchants' conventions? From time immemorial it has been the custom to open with an address of welcome by some representative of the community in which the convention is held. This is responded to by somebody for the convention and often several addresses of welcome, each with its response, are delivered, each one eating up about four times as much time as by any standard it is entitled to.

For an illustration, see the programme of the National Retail Grocers' Association, published elsewhere in this issue. The entire morning of the first day is devoted to address and response, address and response, address and response. Without wishing to reflect in the least upon the speakers who will deliver these addresses, if they are on a par with those usually delivered under such conditions, they will be pure piffle—a sheer waste of one-eighth of the convention's time.

Retail merchants' conventions have been repeatedly accused of

doing too little constructive work, and there is much truth in the accusation. One reason for it lies in the persistent observance of old customs like this; customs that not only consume valuable time, but also like this, frequently put the delegates in a frame of mind very illy adapted for serious business. A convention of retail merchants meeting but once per year will, if it has noted for action all the questions which have arisen during the year, have so much important work to do that if it gets down to it the minute the session opens and keeps at it till it adjourns, will probably find the time only a fraction of what is required.

The "Butterick Trio," which is a convenient name for three magazines issued by the Butterick Publishing Co., of New York City—the "Delineator," the "Designer" and the "New Idea Magazine"—issues a supplementary little monthly publication which it calls its "Bulletin." It is designed to inform merchants as to the specialties which are being advertised to consumers, so that they can add their work to the manufacturer's, for mutual advantage.

In the March number of the Butterick "Bulletin," just received, appears an exceedingly clever thing on an old subject—the improving of one's talents as a salesman. Many retail merchants forget that a thousand times a day they employ the selling faculty just as directly as does the jobber's salesman who comes

to sell *them*. Hints and suggestions as to how to sell goods they pass over without in the least realizing their direct pertinency to their own case.

The talk on this subject in the Butterick "Bulletin" is too long to reproduce in full. Here is a part of it:—

You must, of course, know your stock of goods—but yourself—how about that factor in the problem?

You will never do yourself justice as a salesman until in cold blood you have taken stock of yourself. Take pencil and paper to-day and write down in the — and + columns your good and bad points as a salesman.

Why? Because you ought to use your good points to the limit, and begin a systematic campaign on overcoming your faults.

Let's get down to cases. Are you industrious, optimistic, thorough, quick, observant, patient, always courteous, tactful, clear in expressing your thoughts, able to concentrate?

Do you always keep your temper, talk too much or too little?

Do you gossip, exaggerate, or bluff?

Are you loyal to the house?

Now about your health. Can you improve it? Are you sleeping enough? Do you eat sensibly? Do you exercise regularly?

Now, let's be brutally frank and talk about personal appearance. Are you as immaculately clean as your job will allow your hands and nails, clothes and shoes to be?

I'm not preaching. This is a chat about an inventory which I take myself periodically, and I never do it without finding that I must keep building up where my defenses have fallen away.

Whether to the manufacturer, the jobber, the jobber's salesman, the retailer or the clerk, this is golden wisdom. For each one is engaged in selling, whether he approaches his prospect personally or by letter or advertisement. And if by taking stock of his methods he can add one cubit to his stature as a salesman, he has worked a revolution.

## National Raisin Campaign Begins In Philadelphia

Large California Growers, Backed by Railroads, Provide \$20,000 to Advertise All Varieties of California Raisins Into Larger Consumption. Will Advertise, Demonstrate and Window Display. All Interests Asked to Help.

Mr. H. M. Parker, of California, began in Philadelphia during the week a campaign to increase

the consumption of raisins which if successful the California growers and packers will extend to all

the other large markets of the country. Philadelphia was selected as the opening place because it is a city of small homes and because more of its residents keep house than in any other large city of the country. The consumption of raisins is also below what it should be here.

The campaign now begun is really undertaken in desperation. All winter long, as has been reported, the raisin market has been exceedingly dull and weak, and

the season's consumption has probably been less than for many years. The present movement hinges on Raisin Day, which occurred last Saturday, April 30th, and which was originated last year. On Raisin Day everybody handling raisins is supposed to push them hard. The work will not be confined to Raisin Day, however, but if the slightest encouragement is forthcoming will be continued through the year. Already the sum of \$4,000 is avail-



able for advertising raisins and exploiting them, and \$16,000 more will be put into this section if the first \$4,000 brings fruit.

The plan comprehends principally advertising to consumers through local newspapers, and also through window displays and store exhibitions. Mr. Parker is authorized to represent every large raisin packer and grower in California, and he has brought with him to Philadelphia a large number of empty cartons of all the leading brands. These he will ask retailers to make window displays of. One feature of all the advertising will be new ways of preparing raisins and arguments as to their medicinal value. The campaign includes all varieties of California raisins. Sampling will be very largely done.

Not only are the large packers behind the plan, but the Southern Pacific and other railroads.

Florida beans are a little firmer and anything good brings \$2.50. Florida is still the only shipper, but North Carolina beans will be along soon. Good beans are scarce and wanted.

## The New York Letter

**The Smyrna Fig Controversy. More Bad Eggs Destroyed. Beans and Olives From Sicily Found Infected From Vermin. Reported Jobbing Combination. Small Trade News and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, April 28, 1910.

President L. B. Parsons, of the New York Dried Fruit Exchange, gave out a statement this week as to the controversy over Smyrna figs. He said that the Exchange was doing all it could to help the authorities in their effort to improve the quality of the figs coming here. In his statement, Mr. Parsons said that so far as he knew, there is no trouble nor friction between the importers and the Pure Food Bureau, but that some shipments were seized last winter on the ground that they contained a larger percentage of worms than is usually noted.

All figs that now come to this market, Mr. Parsons said, are accompanied by a report from the American consul at Smyrna, who certifies that he has examined the

packing houses in which the fruit was packed and that they are clean and sanitary. This statement was made in answer to the report that some of the figs were packed under extremely unsanitary conditions. The New York Dried Fruit Exchange, he said, has consulted with the Department of Agriculture as to any improvements in the sanitary methods of packing figs, and the suggestions made by the Department have been communicated to the packers in Smyrna, where they will be put into effect during the coming season.

Mr. Parsons is in hearty sympathy with the Government's action in sending back all figs not packed under sanitary conditions or figs that are in any way filthy. The Department has ruled that if the objectionable or unsound figs in the shipments now held are culled out and destroyed, the remainder

will be released. This work is now being done.

\*\*\*

Encouraged by the success of the "Yours Truly" brand of pork and beans, the promoters of the brand now propose to put up toilet and washing soap under the same label. A contract has been made with a prominent manufacturer, it is said in the trade, and the soap will be on the market in a few weeks.

\*\*\*

The Pure Food Bureau destroyed 4,700 pounds of frozen and dessicated eggs this week by throwing them into the river after the courts had sustained its contention that the eggs were unfit for food. The shipments all came from Chicago, where a few dealers seem to think that whenever eggs become so decomposed that they can no longer be sold there all they have to do is to put them through either a freezing or dessicating process, so as to kill all odors, and then ship them to New York.

Inspector Herman Lind, who made the seizures, told your correspondent that it is quite difficult sometimes to ascertain whether the powdered and frozen eggs were made from fresh eggs or from old

# THREE LETTERS WHICH GO TO PROVE THE SUPERIORITY OF DANDELION BRAND BUTTER COLOR

DYER, IND., January 19, 1910.

DEAR SIRS:—Your letter of the 15th inst. received. In regard to the prizes I have won, as requested in your letter, will say that in the last year and a half I have won the following prizes and high scores with my butter, all with the Wells & Richardson Butter Color.

May 1908, Indiana Scoring Contest, 96 2nd place.  
Mar. 1909, Indiana Scoring Contest, 95 1st place.  
May 1909, Indiana Scoring Contest, 96½ highest whole milk.  
Sept. 1909, Indiana State Fair Contest, 93½ 1st premium creamery butter.  
Dec. 1909, Indiana Scoring Contest, 94½ 2nd place.  
Jan. 1910, State Dairy Convention, 94 highest score.

I will add that other scores made at the bi-monthly scoring contests were very creditable, my average for the six entries for 1909 being 93.83.

Dandelion Brand Butter Color is the best.

Yours very truly,

(Signed) W. F. MADAUS.

LONE ROCK CO-OPERATIVE  
CREAMERY COMPANY

LONE ROCK, IOWA, March 21, 1910

DEAR SIRS:—Yours of the 14th at hand. In regard to the Dandelion Brand Butter Color, I have been using it now for nearly three years, and can say that I am more than pleased with the results that I have had by using it. It gives the rich golden June color which takes the consumer's eyes, and never affects the flavor of the butter. In the past two years I have won three first prizes and four second prizes, which I have won by using Dandelion Brand Butter Color.

Yours very truly,

(Signed) G. J. GUDKNECHT.

DALLAS, WIS., March 6, 1910.

GENTLEMEN:—After experimenting with different colors, with fourteen years of butter making and have now been using your Dandelion Brand Butter Color for about two years past. I find that your Butter Color is more uniform and is stronger and I can color more butter with the same amount of color than any other color that I have used. Every can I find is the same—that bright June shade.

Yours respectfully,

(Signed) OLE ESKER.

Over 90% of the buttermakers in the country won't have any other kind. For Dandelion Brand is the best—proved so by years of trying tests. It gives butter the rich, golden color that makes it sell better.



## Dandelion Brand Butter Color PURELY VEGETABLE

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws, State and National.

WELLS & RICHARDSON CO., - - - - - BURLINGTON, VERMONT



and decomposed ones. The dessicated eggs are in a powdered form and a chemical analysis is necessary to discover their quality. The frozen eggs must be thawed out and then the odor will often tell the tale.

In preparing the dessicated eggs, as the moisture is taken out there is left a yellow powder without either odor or taste. This product if made from fresh eggs is said to be healthy, and it is much cheaper to ship in this form than in the shells.

The frozen eggs are put through a freezing process similar to that of making ice cream and are then moulded into bricks. These bricks are put into refrigerators until they are hard and then shipped to their destination in refrigerator cars.

The shipments which were destroyed were 1,100 pounds shipped by the Columbia Dessicated Egg Co.; 2,500 pounds from R. Smithson, and 1,000 pounds from the Monarch Dessicated Egg Co., all of Chicago.

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Sicilian imports have been attracting the attention of the Pure Food Bureau for the past couple of weeks, and this week it was announced that no more horse beans containing the small fleas, which the importers claim are natural to them, will be admitted.

The attention of the officials was first called to these imports by the Customs employees, who, after handling the beans, complained that their arms were itchy and frequently swollen. A physician was consulted and he said that the men were all suffering from the bites of some kind of an insect. Further investigation resulted in the finding of the fleas in the beans.

The importers claim that the fleas are not harmful to the beans, as consumers soak them overnight in water before cooking. The authorities, however, decided that no more would be admitted.

The officials then started to examine the other Sicilian imports and found that a large proportion of the olives imported from that country contained small worms, somewhat similar to the fig worm. Some Sicilians claim, surprising as it may appear, that the worm improves the flavor of their olives and do not eat them unless they do contain the worms. The officials decided to follow the precedent made in the fig case and will admit no more wormy olives.

California cherries are now on the market, the first box for the season of 1910 arriving last Friday. Prices for the first shipments are, as usual, rather high.

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A petition in bankruptcy was filed this week against Max Schoenberg, who has been doing business as M. Schoenberg & Co., wholesale dealer in pickles, sauer kraut and grocers' specialties, at 372 Hudson street. The creditors who filed the petition are A. Luedeman, \$163; A. C. Soper & Co., \$357; Leo Hirsch & Son, \$4. It is claimed that Schoenberg is insolvent and made preferential payments to the amount of \$1,500 and transferred accounts and merchandise valued at \$1,000.

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The latest rumor along Hudson street is that Austin, Nichols & Co. is to give up the present partnership form of organization, form a corporation and then consolidate with two other large New York jobbing houses. Both Harry Balfe and Thomas M. McCarthy, of Austin, Nichols & Co., denied the report, but some jobbers are still of the opinion that there is something about to happen in the large houses. The other two companies most commonly connected with the rumor are Francis H. Leggett & Co. and R. C. Williams & Co.

The report is credited by some men in the trade because, it is stated, that these three houses, sometimes called the "Big Three" of the trade, have acted in harmony on a number of trade issues in the past few weeks. A meeting held during the week by representatives of the three houses gave additional impetus to the rumor.

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John W. O'Brien, Charles De Witt Drew and George E. Bedell, all of whom have been trusted Customs employees for years, were arrested here this week charged with conspiracy to defraud the Government in connection with the underweighing of imports of sugar, figs, cheese and other products. They were indicted by the Grand Jury on April 21st, after having testified in the defense of other weighers. The three latest prisoners were not engaged in the actual work of weighing the sugar, but were supposed to see that the weights entered in the books were correct. The three prisoners were released in \$5,000 bail.

Cocoonut butter is the latest substitute for the expensive product of the cow. Franklin G. Colby, enthusiastic over the successful introduction of the product in Europe, has started a factory in Hackensack, N. J., and expects to have the product on the market in a few weeks. He claims that the vegetable butter can be sold much cheaper than the butter made from cream.

#### SUMMARIZED MARKET CONDITIONS.

The coffee market is quiet, but a slight improvement is noted in the demand for Santos. The jobbers in the country have been buying in fair quantities in the past week. Prices are well maintained, as the supply will be limited until the renewal of shipments from Brazil in July. In mild coffees, Maracaibos attract the greatest attention. Roasters are buying this grade in good sized lots. Bogotas are rather neglected. Mexicans are in fair demand with prices well maintained, owing to the short crop.

In the tea market basket fired Japans are in good demand, with prices well maintained. The supply of this grade is scarce, despite the heavy imports last season. Formosas are not attracting much attention, as buyers think that the prices asked are too high. Holders, however, show no inclination to make concessions. There is a fair inquiry for country greens. Congous are neglected, as London is not showing its customary interest in these lines.

The refiners have been buying considerable raw sugar this week. Prices were a little lower in sympathy with the London market and the refiners seem willing to take advantage of the concession.

The refined sugar market is dull. Very little new business is being taken and there are few outstanding contracts. Jobbers are said to be well supplied for some time, many of them having to resell lots which were forced on them through overdue contracts.

The demand for rice showed some improvement this week, distributors buying steadily in a small way. Prices are firm, the recent bad weather in the South, which affected the growing crop, making the farmer ask high prices for old stock.

Peppers are attracting interest in the spice market. Many large sales

have been reported during the week. Cables received here are bullish and quite a lot of speculative interest has been aroused.

The flour market is dull, the unsettled condition of the wheat market keeping away possible buyers. The distributors are buying in a hand-to-mouth way to fill immediate requirements, but no business of any size is being done.

Holders of canned California fruits show a disposition to advance prices on the strength of reports from the West, telling of the damage done by the recent bad weather, but buyers have shown no increased interest. Peaches are in a fair demand, with prices at previous levels. Apricots are moving slowly, but sales are not being urged. Pears are scarce, with prices firm. Good grades of State gallon apples are in good demand, with prices well maintained.

There is a steady jobbing demand for tomatoes. Occasionally large sales are booked, but the price offered is generally below the market quotations and the full standard qualities are demanded. In many of these cases it is impossible to fill the orders. Corn is in fair demand. Peas are rather dull, but prices are well maintained.

The butter market took quite a fall early this week, going down to 29½ cents, although later it advanced to 30 cents. Heavy receipts in the last couple of days of last week caused the decline, but at present there is hardly enough first-class stock to go round. Advances from shipping points, however, indicate that larger shipments may be expected in a day or two, so a further advance is unlikely.

The egg market is unchanged, holders refusing to take less than 23 to 25 cents for first-class stock. The arrivals continue heavy and stocks are accumulating rapidly. The demand is only moderate.

FRED. A. MCGILL.

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Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice





"We Can the Flavor  
as well as the Fruit"

## HOW A WISE GROCER INCREASED HIS SALES BY DEMONSTRATING HUNT'S QUALITY FRUITS

"The Kind That Are NOT Lye Peeled,"

A retail grocer in Oklahoma writes as follows: "Have just closed a two days' demonstration of **Hunt's Quality Fruits**, serving about 250 people. I cut and served 13 cans of different fruits, which gave me the best demonstration of the kind I ever had. I sold **Hunt's Quality Fruits** to a great many ladies who were not my regular customers, and from their expressions I will have that part of their grocery trade hereafter." That's the way to get the benefit of the sales we are

creating by our advertising in the big national magazines. You can easily make a similar demonstration and get a good trade on **Hunt's Quality Fruits**. Write us and we'll send you beautiful Display Cards, Artistic Calendars and Illustrated Booklets to give your customers. Once you get your customers started on **Hunt's Quality Fruits** they'll always buy them.

### HUNT BROTHERS COMPANY

San Francisco, California

### Largest Cannery of Highest Grade California Fruits

Distributors for Hunt's Quality Fruits.

PENNSYLVANIA:—Githens, Rexsamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville; Jas. A. McAteer & Son, Pittsburg; Love & Sunshine Co., Johnstown. OHIO:—The Chas. C. Higgins Co., Cleveland; A. Janszen & Co., Cincinnati; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville; Mosel-Johnson Co., Steubenville; Berdan & Co., Toledo; W. L. Adamson Co., Dayton. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seeman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.

## SPECIAL MAIL ORDER SERVICE

YOU ARE GETTING ACQUAINTED; GOOD!  
HERE ARE SOME MORE INTRODUCERS:

Send at once for Special Order Blanks and Special Return Envelopes.

Cal. Muir Peaches, fine, bright, clean stock and in perfect condition.  
25-lb. boxes . . . . . per lb., 7½c.  
Cal. Loose Muscatel Raisins, 3 Crown.  
50-lb. boxes . . . . . per lb., 5c.  
Just in from the Coast and for size this lot is equal to any 4 Crown on the market.  
Cal. 4 Crown Cluster Raisins, 20-1 lb. cartons to case . . . . . per case, \$1.50  
Choice Seeded Raisins, Packers' cartons equal to most packers' fancy obtainable, 36 No. 1 cartons . . . . 5½c.

Cal. Royal Anne White Cherries, No. 2 tin at . . . . . per doz., \$1.50  
Good syrup and fruit.  
Japanese Crab Meat, No. 1 round flat tins, packed 4 dozen to the case at . . . . . per doz., \$3.50  
Extra Fancy Pulled Figs, boxes about 3 lbs. each at . . . . . per lb., 11½c.  
Sugar Brand Corn Flakes, 36 pkgs. to case at . . . . . per case, \$2.25

#### SOUR PICKLES

1200s, per bbl., \$8.80. 1600s, per bbl., \$9.75. 1800s, per bbl., \$10.25

Have You Sent for "Special" Mail Order Blanks and Envelopes?

# FRANCIS H. LEGGETT & CO. NEW YORK

Proprietors of Premier Breakfast and Premier After-Dinner Coffee. Send for Catalogue "A"

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



We know our business.  
You know yours.  
Let's see if what we both  
know doesn't match.  
If this service isn't what  
we say it is we are  
only fooling ourselves.



## CONGRESSIONAL COMMITTEES HEAR ARGUMENTS ON IMPORTANT TRADE MEASURES.

(Continued from page 9.)

said, the cost of implements has increased about 25 per cent. All clothing, especially shoes and wool blankets and everything the farmer has to buy, has increased in price. He said that wages averaged \$18 per month in 1900, increased to \$25 in 1905, and are at present about \$30. Included in the wages are board and washing, which the farmer has to supply. Land, he said, was \$40 an acre in 1900; in 1905 it was \$50, and this year it is about \$80, and very little of it can be bought.

The witness had prepared a statement in which he attempted to show the average selling price of different products of the farm since 1900.

In 1900 wheat brought about 59 $\frac{3}{4}$  cents; in 1905 it was 88 $\frac{1}{2}$  cents; in 1907, 78 cents; in 1909, \$1.05 $\frac{1}{4}$ , and in 1910, 95 cents.

Corn was 26 cents in 1900; in 1905 it was 35 cents; in 1907 it was 40 cents; in 1909 it was 56 $\frac{1}{4}$  cents, and this year 45 cents.

Oats brought 18 $\frac{1}{4}$  cents in 1900; in 1905, 35 cents; in 1907 they were 34 $\frac{1}{2}$  cents, and in 1909 they were 42 cents.

Flaxseed was \$1.30 $\frac{3}{4}$  in 1900; in 1905 it was 85 cents; in 1907 it was \$1.09, and in 1909 it was \$1.30.

Hogs, however, represented the largest increase. In 1900 they brought \$4.50; in 1901 they

brought \$5.25; in 1902 they brought \$6.39, and in succeeding years fluctuated according to the following prices: \$5.52, \$4.65, \$4.73, \$5.47, \$5.28 $\frac{1}{2}$ , \$5.11, while last year they brought on the average \$6.53, and during this year up to April 20th, they brought on the average \$9.30.

Up to the time of sending this correspondence, there have been no hearings on the bill to compel manufacturers and jobbers to sell everybody on the same terms.

HOLT.

New Florida potatoes have dropped to \$3.25 to \$4.25 per barrel. Bermudas keep up, being quoted at \$6 to \$6.50. The demand is active.

### Packers Say Future Corn Outlook Strong.

**Acreage Reduced All Over Country. Raw Material Costs More Than Last Year. Most Packers Sold Up and Out of Market.**

The packers of corn, particularly Southern and Western corn, seem to think that their product, meaning futures especially, is in a very firm position and is likely to advance in price.

The sales of future corn have been large so far this season and the majority of Southern and Western packers have sold all they consider safe and are out of the market. Already the market has advanced about 5 cents per dozen above the opening. One reason future sales have been large is that spot corn is high—considerably higher than future—and last year's pack was short. Both of these factors make future corn seem a good purchase. Added to this stocks of corn in jobbers' and retailers' hands are very low everywhere.

Another reason the packers give for the present and prospective firmness is the uncertainty about the coming pack. All over the country the acreage is reduced, and it will take an unusually large yield per acre to make this deficiency good. The raw material costs \$1 to \$1.50 per ton more this year than it cost last. This figures out something like 2 $\frac{1}{2}$  cents per dozen in the packed corn, and the packers claim there are also some other slight increases.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

**Wholesome Salesmanship.**—If you don't leave the right impression you aren't a success. Sell goods to-day that will bring more sales to-morrow. That's one of the big modern ideas of business. Let truth prevail. As we said before, know your goods and describe them as you know them. "Didn't you find those peaches nice as I said they were?" To be able to say that with assurance and look your customer right in the eye is "wholesome salesmanship." The thing applies to the whole line. Never misuse your talking ability. It won't do to let a customer get anything back on you. Morally you are the sufferer. Financially the boss is. If you, in your eagerness to make a big sale, overstepped yourself, you may have cut out a business of five or six hundred dollars a year. That's just how touchy some women are. Be careful. Practice wholesome salesmanship.

\*\*\*

**"As a Man Thinketh."**—Many a time you have said to yourself "I'm not going to be a grocery clerk all my life." That's good. That's manly aspiration—but, are you working it out? The way to work it out is to be the best grocery clerk for the present that you are capable of being. That's the first principle of getting ahead. The manager's job will come with more pay and with considerable less of a soft snap than you now imagine. But forget that for the present. It's up to you to get there and you will if you dig into what you're doing now with all your might and main.

But that wasn't entirely what I intended to write about under the heading "As a Man Thinketh." Gentlemen, keep up the highest standard of thought. Keep clean. You are what you think you are. The best clerks to-day are the fellows that keep their thoughts in the channel where they belong. Aim good

and high and keep the aim right there.

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**The Spirit of 1910.**—What is the "spirit of 1910" as applied to the grocery store? It's cleanliness. "The papers are full of it." Women are shunning dirt as they never did before. If our stores come in on the condemnation crusade we deserve all we get. But the point is this: It's up to every clerk in the land to meet this "spirit of 1910" and show Wiley and every civic club woman in the country that *we do* run clean stores, that the kerosene tank isn't alongside the butter counter nor the mackerel barrel front of the tea counter. You men must be up to date. You must clean up, brush up, shine up, so that your store will be the talk of the town. That's what women insist on to-day and the good or bad reputation of the modern food store is entirely in your hands.

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**Points About Vegetables.**—Some vegetable stands are a sight to behold and others are a thing of beauty and profit. How's yours? The loose, dirty leaves should be plucked from lettuce and the stem part cut off close then packed stem up. Spinach should be sorted when laid on the stand. Asparagus should stand on a thoroughly water-soaked four-double sack or sacks. Cabbage should be trimmed. Celery should be washed and the yellow leaves pulled off. Radishes should be displayed with the leaves laying down. Beets the same. Watercress should be kept in the cooler. But to make your stand effective each kind of vegetable should be laid out neatly and *separately* and the whole business sprinkled occasionally from a small watering can kept underneath the stand. This sprinkling gives a most refreshing effect.

Florida cucumbers range from \$2 to \$2.50 per box. Hothouse cues are about out of the market.

HIGHEST IN HONORS

**Baker's Cocoa & CHOCOLATE**



Registered U. S. Pat. Off.

A perfect food, preserves health, prolongs life

**Walter Baker & Co. Ltd.**

Established 1780

DORCHESTER, MASS.

52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA



## The Time for Your Harvest on Puffed Wheat and Puffed Rice

During the next four months not a thing in your store will respond better to pushing than Puffed Wheat and Puffed Rice.

Note how the demand is growing. The things that are going fast are the easiest things to make go faster.

These are the summer foods. People mix them with berries for breakfast, and serve them for suppers in milk. But you haven't a tenth of your possible trade on them.

Let people see them. In every case we send you one package with a window in the front. Place that on your counters so people can see the curious foods of which everyone is reading.

We are increasing our advertising for the summer months to \$1500 per day. That is bound to increase your sale whether you help it or not. But it will double your sale if you'll let it.

The foods to push and display are those foods of which everyone is talking. And those are "The foods shot from guns."

---

We are doing our best to keep jobbers stocked with these foods. At the present time we are close up with our orders. But with this, as with any fast-growing demand, shortages are bound to occur.

During the summer months—the season of largest demand—please don't order from hand to mouth.

THE QUAKER OATS COMPANY, CHICAGO





### XLVIII.—What a Joint Stock Company Is and How to Organize It.

There is still another way of organizing a mercantile business, in addition to those which have already been discussed. I have considered the ordinary partnership, the corporation, the unincorporated association, and the limited partnership, explaining as clearly as I could how each was formed, and the legal advantages and disadvantages of each. The one remaining method is what is known as the joint stock company, which differs from all of the others in vital particulars.

Each one of these methods of business organization was originally devised to meet the peculiar requirements of some particular business, and the same condition makes it useful to have at least some fundamental knowledge of them all. I mean by that that any business can proceed much more smoothly if organized in the way best adapted to its own special circumstances.

Unlike a limited partnership, which as I have stated, rests alone on some State law, the joint stock company needs no law to support it, but rests wholly upon an agreement between or among the parties. At the same time most States have passed laws regulating joint stock companies to a greater or smaller degree, and before the organization of such a company the laws of the given State should always be examined to see if there is anything there that applies.

The joint stock company is a sort of unincorporated corporation, so to speak. It partakes somewhat of the nature of a corporation, and also of the nature of a partnership. In a nutshell, it is an association of individuals formed for carrying on a business, having a common capital divided into shares. Each member holds

one or more shares, which are transferable by the owner.

Thus the joint stock company differs from a partnership because a partnership never has its capital divided into shares, and the partnership interest held by the partners can never be transferred to an outsider without the other members' consent.

It also differs from a partnership in that the death or withdrawal of a member does not dissolve it, as such a condition dissolves a partnership. The death of a shareholder of a joint stock company merely dissolves his connection with it; the company itself goes on as before.

There are several points of resemblance between a joint stock company and a partnership, however. Both rest upon and are formed by an agreement between or among the members. The most important point of resemblance, however, is that the shareholders of a joint stock company are individually liable for its debts, as are the members of a partnership for the firm debts. That is, unless there is a State law to the contrary. In some States there are acts which permit shareholders of a joint stock company to limit their liability, as the special partners of a limited partnership can.

Here is another vital difference: In a partnership each member is the agent of the others, and what he does, within certain wide limits, binds the firm. Not so with the joint stock company. Its business is carried on by a Board of Directors, and an individual shareholder has no power to do that which will bind the concern. Everybody dealing with a joint stock company is charged with notice of this fact, if the concern has advertised itself as a joint stock company in the proper way.

To compare the joint stock company with a corporation, a corporation is created by the State and it can act only within the powers of the charter which the State has given it. A joint stock company is created by the agreement of its members and it knows no other limitation. But like a corporation, the joint stock company exists perpetually, can use an artificial name, uses transferable shares, and usually employs a seal. Thus it has all the convenience of operation that a corporation has, without being subject to the espionage of the State. It is usually, however, taxed on the same basis as a corporation.

In many States there are acts which prescribe the method for operating—and in some cases organizing—a joint stock company. Fixing the smallest number of shareholders which can organize such a company; authorizing the concern to sue and be sued in its own name, or in the name of a certain officer; providing for the management of the business and for the liability of its members and so on. These laws also, as a rule, provide for the recording of the agreement which is adopted and which should contain the names of the members, amount of capital and how divided; name of company, character and location of business, and so on. This in order to give notice to the public that it is not dealing with a partnership but with a joint stock company.

Joint stock companies cannot hold real estate as freely as either a corporation or a partnership. In many States there is a limitation upon their right to hold realty, usually taking the form of a provision that they can hold only what is necessary for immediate transactions; in other

words, they can hold temporarily but not permanently.

A joint stock company is usually dissolved by mutual consent.

Men who set out to organize themselves into a business concern should carefully consider their own peculiarities and then select the style of organization best suited to them. I have seen many disasters, or to put it more mildly, great inconveniences, follow a failure to observe this rule. I have seen businesses organized into corporations which should never have been anything but ordinary partnerships. And I have seen ordinary partnerships that should have been limited partnerships or corporations. Sometimes the joint stock company will serve very much better than anything else. The point is to analyze one's condition and then select the sort of organization which fits it best.

(Copyright, May, 1910, by  
Elton J. Buckley.)

Question: M. M. Campbell, Bridgeton, N. J.—In the month of February I bought two boxes of butterine from the Eastern Provision Co., of Philadelphia, and in April I received from the Department of Internal Revenue collector a notice to pay \$24 for selling butterine with coloring in it. All the butterine sold to me is free from coloring and there has never been a sample taken from my store. The charge against me is based on the fact that a company has been prosecuted in Jersey City for using coloring. This company also bought from the Eastern Provision Co.

First, can I be charged with selling colored butterine without a sample being taken from my store when I have bought nothing but absolutely pure goods without coloring?

Second, can the United States Revenue collector make me pay for a license to sell an article that the State of New Jersey says I cannot sell?

Answer.—The fact that no sample was taken is not important. Under your statement, the only question in the case is—are you selling colored oleomargarine or not? If you are, you must pay a tax whether sample was taken or not. If you are not, of course you are not liable for a colored oleo license. Whether your oleo contains color is a question of fact. If you are sure it does not, I should resist the payment of the tax on that ground. Didn't you get any sort of a guarantee from





## No Weak Places Here

Perfect baking powders with no legal or chemical complications about them—that is Rumford's Baking Powder and Rumford's Yeast Powder. No leavening agent has ever been discovered that would work as well as phosphate, and with such an absolute lack of evil chemical after effects. You can't say too much in favor of Rumford's Powders; they will do all the work of the best other baking powders, and more. Further, they are wholesome and nourishing.

No state or country has ever even dreamed of passing a law against a powder composed like Rumford's are—of pure phosphate, cornstarch and soda. One kind of baking powder has already been forbidden by law in Pennsylvania.

**Rumford**  
**Chemical Works**  
Providence, R. I.



the Eastern Provision Co. that their goods were legal?

Second.—This question is evidently mixed up. You say "Can the United States Revenue collector make me pay for a license to sell an article that the State of New Jersey says I cannot sell?" If you mean this literally my answer is yes, he can. The Federal Government makes certain laws which it will enforce without regard to the laws the State has made on the same subject. For instance, in Pennsylvania it is illegal to sell colored oleo under any circumstances, but under the Federal law it is not illegal, and the Revenue Department will therefore collect a license fee for selling colored oleo in Pennsylvania, leaving the seller to reckon with the State law as he thinks best.

Question: "F., Pa.—Last summer I ordered 250 souvenirs called "thermometers" from a New York house. These cards represented a farmhouse with a thermometer card pasted in the middle, which I wanted to give out as Christmas presents instead of calendars. When starting to give them out, I noticed that the thermometer did not register right and some of them refused to move if held above a hot stove or kept outside on a real cold day. I reported to the shipper and received a new lot of thermometers to replace the bad ones. The liquid of this new lot of thermometers was separated in the tubes and I was not able with all the trials according to directions to make them good. I notified the shipper again and mentioned that I intended to send them back. I received the answer not to do so as they (the shipper) would not lift it from the station. The bill is not paid. Do I have to pay the bill and keep the cards? I have all the correspondence and will send it to you if you think it would give you more light to answer my question correctly.

Answer.—Your rights in the case depend on what you bought. If the manufacturer agreed to sell you a card containing a "thermometer," then he is obliged under his contract to supply an apparatus that will reasonably tell the fluctuations of the temperature, for that is what a thermometer means, and all that it means. Of course you are held as having notice that the grades of thermometer which would be placed on an advertising card would not be very high; in other words, it

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

We guarantee this plan to sell *Skipper Sardines*. Isn't that worth investigating?

**Angus Watson & Company**

SOLE PROPRIETORS "*Skipper*" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

## You Ought to See SOME Butter

A retail grocer isn't supposed to be very squeamish, but if he could see some butter made and printed up he would go out of the business before he would offer it to his customers.

If we could take everybody through our Gurnse dairies, our business in Gurnse butter would quadruple in a week. It's a pet butter, made by pet methods—from thoroughbred milk, under the most fastidiously clean conditions. Such a butter as the most particular grocer can offer to his trade with absolute certainty that it is incomparable in quality.

Why risk your butter reputation on ordinary print butter when you can insure it with Gurnse?

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—36 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St. Philadelphia, Pa.





could not be expected to compare with a strictly scientific thermometer. Nevertheless it must record with reasonable accuracy the rise and fall of the temperature, and if it does not do that it is not in accordance with the contract, and you did right to refuse to accept it. The proper course in such a case is to notify the seller that you decline to accept the goods because they do not comply with the contract, and that he should remove them from your premises. You are not obliged to send them back.

In one case much like the above, which came under my own attention, the seller made it plain to the buyer, before taking the contract, that the thermometers were mainly for show, and that very little could be expected from them in the way of actual recording. If there is anything like that in your case, you must pay the bill, because you had full notice as to the character of the goods. If no notice was given you, however, that the thermometers would not do what thermometers usually do, I should decline to pay the bill and should defend any action that may be brought against you, on the ground that the goods were not what you bought.

Question: "H.," West Philadelphia, Pa.—What shall I do in this case? I have just stopped buying of a certain jobber, and I owe him \$28 at the present time. I offered him \$2 on the bill, which he refused because I wanted him to put the date on the bill. As

he left my store he said he would sue me.

Answer.—This is wholly inexplicable. It is hardly conceivable that a creditor would refuse to accept a payment on account merely because the debtor asked that the bill be dated. At any rate, if he chooses to sue for the whole bill, the incident as to refusing the \$2 would in no sense constitute a defence or be even relevant.

Question: Fischel, Du Bois, Pa.—Here is a nut that looks like a very hard one to crack: A conducts a grocery business and has a storeroom rented from B. B has other tenants in same building and C is in rooms above A's storeroom. C is a tenant of B and not of A. During the hard winter one of the supply water pipes in C's rooms froze during the night. C notified B and B responded by telling a plumber to attend to the pipes at once. The plumber promised, but did not attend. The frozen pipes bursted on Sunday when A was not in his place, the rushing water came down through the ceiling and damaged goods in store belonging to A. A telephoned to B and B had the plumber to attend. Is B liable for damage to A? A gave bill for damage to B, but B refuses to pay.

Answer.—The only fact absolutely established about this case is that A is the victim. He has been damaged by a burst water pipe in the rooms above his store, which rooms are rented and occupied by C, but owned by B. The sole question is—who was responsible for the bursting of the

pipe in C's rooms? If B, the owner was, then A should look to B for his damages. If C was, C must pay the bill. Of course it is quite conceivable that neither B nor C might be legally liable; there must be negligence on somebody's part to create liability, and if the accident occurred without either B or C being negligent—in other words, if the weather was so severe that all precautions failed—A has no action against anybody.

The chance is, however, that the pipe froze, or rather, burst through somebody's carelessness, as there are ways of keeping pipes from bursting. C was in charge of the premises, but gave B notice that the pipe was frozen and *might burst*, in time enough to fix it. B seemed to admit that the duty of general oversight rested on him, for he undertook to attend to the matter of fixing it.

The fact that B assumed jurisdiction over the matter by ordering the plumber to fix the pipe, before it burst, is a factor in the case, and may mean that something in the lease between B and C bound B to see to the pipes. If it was his duty to see to them, then his failure to do so or to see that it was done convicts him of negligence and he is liable. Under all the facts cited here the onus of liability rests much more clearly upon B than on C, for both B and C seem by their actions to have agreed that C's only duty, in case of a frozen pipe, was

to give B notice to fix it. This duty C performed, and for all that followed, the neglect of B's agent, the plumber, seems to have been responsible.

This is altogether too complicated a case to let any but the court decide. In case suit is brought, I should sue B and C jointly and let the court say who was legally responsible.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.

## MANY GROCERS

Find it pays them to read the "good stuff" in

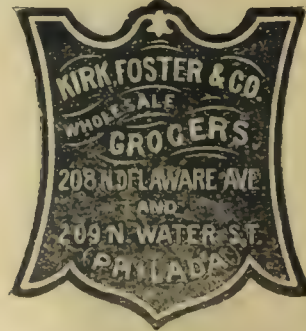
The Advertising World  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



# Profitable Liquids

You will find it pays to push profitable goods; you can make a profit on high-grade goods and have the satisfaction of pleasing your trade, thereby securing duplicate orders. Are you interested?



**SYRUPS.**—Syrup trade is exceptionally good; we have had a big demand for our popular brands, our prices are low, but the market has jumped one cent per gallon on glucose goods and we will have to follow. Orders mailed promptly we will try and take care of at old prices. *Quaker City Syrup, Gilt Edge Table Syrup, Royal Table Syrup, Crescent Syrup, King B Drips, White Clover Syrup, Ex. Amber Drips, etc.*

**GRAPE JUICE.**—There is a growing demand for Grape Juice, it is one of nature's best tonics. We handle one of the best brands on the market: *Royal Purple*, guaranteed absolutely pure. Full quarts, per doz., \$4.00; pints, per doz., \$2.00. Order now.

**OLIVE OIL.**—Most housekeepers are very particular about the quality of Olive Oil they use; we guarantee our goods to be superfine quality. Half pints, 2 doz. in case, per case, \$4.25; pints, 2 doz. in case, per case, \$6.30; quarts, 1 doz. in case, per case, \$5.75; Gallon cans, per can, \$2.50. Our Oil is good for medicinal purposes as well as for dressing, etc. Strictly pure.

**KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA**



## The New "Crown" Porcelain Lined Cap for Mason Jars



The demand for a better made and finished Porcelain Lined Cap for the Mason Jar has been met in the new "CROWN" Cap.

Made of Best Grade Zinc, Highly Polished.

The Porcelain Lining Securely Fastened.

The edges are smooth and turned over, thus overcoming the objectionable feature of the sharp, rough edges of the regular P. L. Caps.

WRITE FOR PRICES

**FISHER, BRUCE & CO.**

Importers and Wholesalers of China, Crockery,  
Lamps and Glassware  
221 Market Street, Philadelphia

## YOU CAN GET Ritter's Pure Tomato Catsup

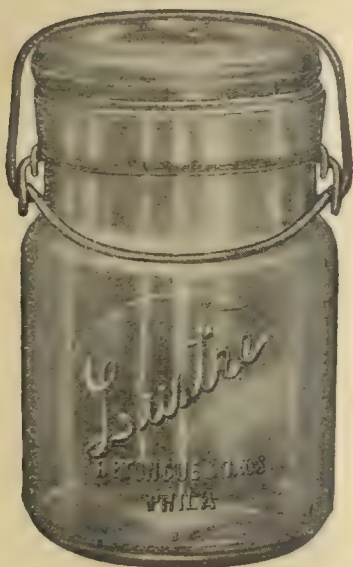
without Benzoate of Soda  
or other preservative

==  
This Season's product is  
finer than ever.

The price remains the same.

==  
**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.

## "Lustre" Wide Mouth Fruit Jar



WIDE MOUTH—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.

The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

**R. E. TONGUE & BROS.**

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

## We Have Kept Close to the Retailer

In selling **Egg-O-See** and **E-C Corn** we believe in keeping close to the retail dealer. Not as a grandstand play, but for straight business. We have proved that a retailer who is favorably disposed toward a product can do wonders for it.

So we have succeeded in showing retailers that we are working with them to create a demand for **Egg-O-See** and **E-C Corn**, and to enable the retailer to supply that demand at a profit to himself.

Every plan we have ever operated with **Egg-O-See** and **E-C Corn** has been along two lines: First, to make as good products as human hands can produce, and second, to help the retailer create a demand for them.

Our constantly increasing sales sheets show how well we have succeeded.

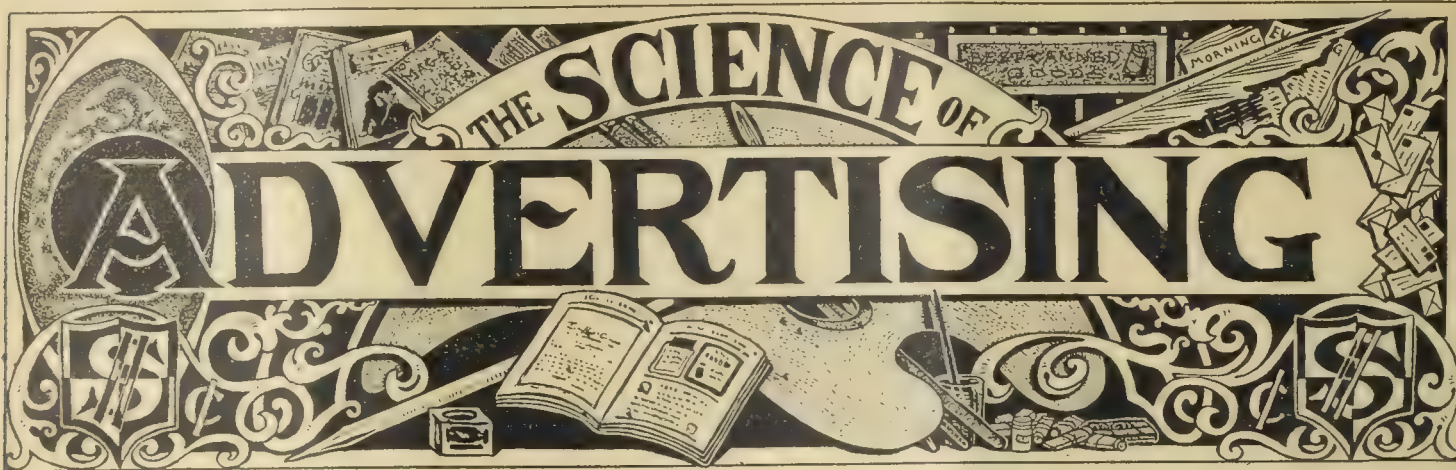
**UNITED CEREAL MILLS, Ltd.**

QUINCY

CHICAGO

BUFFALO





Messrs. M. G. Copinus & Co., retail grocers, send in a circular for criticism which, like much other grocery advertising one sees nowadays, plays upon the cost-of-living string. It is tastefully set and well printed on good paper and measures  $5\frac{1}{2} \times 8\frac{1}{2}$  inches. Here is the reduced reproduction:—

### The High Cost of Living

is a difficult problem, let us help you to solve it—don't miss these money savers—Thursday, Friday and Saturday:

Gold Medal Butter	-	35c 1 $\frac{1}{2}$ lb.
Uneda Biscuit, 3 packages	-	10c
Miller's Extract Vanilla, reg. 25c size	-	19c
Winter Park Oranges, sweet and juicy, 14 for	25c	
Hawaiian Sliced Pineapple, reg. 25c can	-	19c
Stamford Eggs, per doz.	-	30c
Fisher Mill's Pure Black Pepper, per can	-	7c
Babbitt's Laundry Soap, 7 cakes for	-	25c
Gold Dust, reg. 10c size	-	7c
Borax, reg. 10c size	-	7c
Snow Boy Washing Powder, 7 for	-	25c
Oolong Tea, reg. 50c grade	-	42c
B. B. Coffee, reg. 35c grade	-	28c
Worcestershire Sauce, reg. 25c size	-	18c
Santa Clara Prunes, 4 lbs. for	-	25c
Best Quality Hallowi Dates, 1 lb. package	-	5c

Seed Potatoes and Garden Seeds now on sale

**M. G. COPINUS & CO.**

Phone 1121

Cor. Hawthorne and Elm Sts.

There is nothing like comparison to make a bargain seem a bargain. When there is no intimation given of the regular price of an article offered as a bargain, the effect is almost wholly lost, except on those who remember the regular price, and they are very few. My belief is that every time an article is offered at a cut price the regular price should appear in connection with it. The department stores

Messrs. Copinus & Co. have done this with some of the articles they quote here, but not with all. It would have been much better to do it with all, and to keep it in mind as a rule to observe in every case where goods are advertised at a cut price.

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Another thing that occurs to me may not have so much force in it, but it is still worth considering. What the consumer who is

overridden by the high cost of living wants is to have the cost of staples reduced. The other things he isn't so particular about, for he can get along without them. So that when a grocer advertises that he is going to reduce the cost of living and then puts down the price of pepper and Worcestershire sauce, it comes with a certain disappointment. Copinus & Co. are not altogether deserving of this criticism, for they have included butter, crackers, oranges, tea and so on, but the list would have been stronger if everything on it had been a positive staple and a strong point made of that fact.

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I say again what I have often said before—it is always better, even in a cut-price advertisement, to say something for your goods. Perhaps it is more necessary to do it in a cut-price advertisement than any other, in order that people may not get the idea that the goods are below grade.

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Wheeling W. Va., April 18, 1910.  
Editor Science of Advertising.

Dear Sir:—I have been approached by a printer and newspaper man to advertise in a new paper he is about to get up here, which will be issued by several merchants co-operatively. It will be a small eight-page affair, and will contain reading matter and the advertisements of six merchants, each one in a different line. I will be the only grocer if I decide to advertise. Each advertiser gets a certain number of copies which he distributes. Thus each man is circulating his own advertisement and the advertisements of the other advertisers, who are not competitors. The plan looks good to me except that the printer expects to use boiler plate for the reading matter. Please let me have your opinion. Leave my name out. Respectfully yours,

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This is not a new scheme; I have seen it worked many times, and if my recollection serves me, I even worked it myself once or twice several years ago. It is founded on logic and common sense, and can be made to yield

good results if properly carried out. It all depends on the way the paper is gotten up. If it is filled with cheap boiler plate reading matter, selected at random, or with any boiler plate, for that matter, and printed on cheap paper, it will simply add to the other waste paper in the streets. On the contrary, if the paper is made as interesting and bright as such a paper can be, there is no reason why it shouldn't be a good advertising medium.

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This is about all I can do to help my Wheeling friend, for the answer to his question depends on the character of the paper it is proposed to produce.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

### Most Radical Oleo Bill Yet.

Introduced by Congressman From Illinois, Home of the Elgin Butter Board. Reduces Oleo Tax to Quarter Cent and Rigidly Restricts Making and Sale of Butter.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

April 28, 1910.

Still another oleomargarine bill has been introduced, this one being apparently aimed directly at the butter interests. The father of the latest measure is Representative Sabath, of Illinois, who introduced his idea of settling the oleo-butter controversy in the House last Monday. The bill reduces the tax on colored oleomargarine from 10 cents to  $\frac{1}{4}$  cent per pound, in which it goes much further than the Bursleson bill, which made the tax 2 cents. It also throws restrictions around the manufacture and sale of butter, particularly as to fixing market prices through butter exchanges such as those in Elgin, New York, Philadelphia and Chicago. The bill states that it is designed "to protect dealers, manufacturers and consumers of all kinds of butter." It was referred to the Committee on Agriculture.

HOLT.



# *The Hamilton Corporation!*

*Charles E. Barker and E. Hamilton Barker*

GENERAL MANAGERS

*Guaranteed Resources \$1,000,000.00*

*Executive Offices: 29-35 West 32<sup>nd</sup> Street  
New York!*

May 2, 1910.

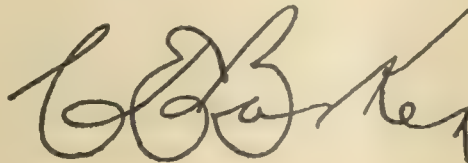
Grocers;-

Retailers,- make more money! We have a plan to increase retailers' profits on standard goods. The attractive part of our plan from the retailer's standpoint is that the expense falls entirely on the manufacturer instead of the retailer.

You write us for particulars with the understanding that you can't spend a dollar with us even if you want to. We simply tell you our plan if you want to make more money, and if the plan seems good to you, you say so, and if it doesn't, you say so. Write us quick if you are open for new ideas.

Very truly yours,

THE HAMILTON CORPORATION,



General Manager.





### Jim Mitchell at Sixty-nine.

God pity the salesman who stays too long on the road!

Nothing flippant about that; it comes from deep down.

The proper end for a fellow who has spent most of his life on the road is a little store somewhere. If a fellow has the brains to realize that and to do it, he'll probably find himself happier than he's been at all. If he don't realize it and keeps on hitting the road until he's too worn down either for the road or anything else—well, God help him. He'll be exactly like old Jim Mitchell, an old road pal of mine who I went out to see last week.

Jim was one of those who didn't realize it.

He spent a heap longer time on the road than I have—started long before I did. Hard worker. Kept going ahead year after year just as steady as an old machine, selling groceries.

This'll give you an idea—Jim told me on his last trip about two years ago that over half of the storekeepers he did business with when he first started out were dead, or had sold out or busted up. Over half his first stores were in other hands, but Jim still kept plugging along.

Two years ago Jim was 67 years old. He had a wife and two married daughters. The daughters had homes of their own; Jim and his wife had three rooms and did their housekeeping in 'em. It was comfortable enough; he was only away a few days at a time, and the old couple got along pretty snug. Jim never made a million a year, but he got enough to make out.

Two years ago he was still covering his regular territory. He had never given a thought to what he would do when he had to lay down.

"Jim," I remember saying to him one day, "why don't you get

out and get a little store somewhere?"

"Oh," he said, "I'm all right, I like traveling."

"But how long will you be able to do it?" I asked him. "You're getting along, just as I am. Suppose you get sick and *have* to give up?"

"Where am I going to get the money for any store?" he said.

Then he told me something about his money affairs. Outside of a thousand dollars' insurance he didn't have a dollar except what he made from month to month. And he sixty-seven! By George, but ain't that a peach of a sermon?

"Well, Jim, see here," I went on—I thought the thing was pretty fierce—"what in thunder are you going to do if you peter out?"

"Oh, I've got it all fixed," said Jim cheerily. "I'm going to die before my wife and she can go to one of the girls. The insurance money will bury me and leave a little for her."

"All right if it works out that way," I said, "but suppose it don't?"

He made some kind of an answer and I shut up. I saw I couldn't move him, and I wasn't sure it wouldn't have been rough to do it anyway, because the worst thing on earth is to have to worry night and day over what's to become of you.

Gee whiz, but it must make a man's heart want to stop to see the picture of the poorhouse, first kind of hazy, then getting sharper and closer every morning when he looks into his mind and sees it there!

Not only for him but for his old wife!

Well, it didn't work out Jim's way. He got a dose of grippe and went all to pieces. First he laid off for two weeks and they put a

new man on his territory. The new man sold more goods than Jim had—get that? Then Jim went back three times and had to lay off every time because he couldn't get his strength back. Finally his boss called him in and made it plain that the territory wasn't being looked after right and they would have to do something.

Jim's got a peppery temper and he's always been as independent as a hog on ice, so he up and resigned. Between you and me, he probably would have had to anyway. So he didn't lose anything.

Now there he was, with nothing saved; nothing in the world but a thousand dollars' insurance that he had to die to get. Plus two married daughters whose husbands didn't put on happy faces at the idea of taking 'em, and who really couldn't afford to if they had wanted to.

To make a long story short, they fixed up a scheme by which the old couple should live half the year with one and the other half with the other. Meanwhile Jim should see if he could find anything to do.

It was at one of the daughters that I saw him last week. The husband's a draughtsman who gets \$18 a week—Jim told me. There are three children, and unless my eyes are bad another one coming.

The little home looks as if they had to squeeze every cent, and the way Jim and me got booted out to sit on the steps while the parlor got cleaned showed me that Jim and his wife are there simply because "you can't let your own father and mother starve to death."

Jim and I talked about old times on the road. He used to smoke like a chimney all the time.

"What's the matter, Jim, don't

see you hitting the pipe like you used to," I said. "Ain't swore off, have you?"

It was a mutton-headed thing to say, pretty fierce even for me. The way he hemmed and hawed about it, and the way he grabbed at the cigar I handed him showed me—there wasn't any money to be smoked up.

That's only one thing, but you smoke up to 69 years old and then cut it out. See if the world don't seem pretty bleak.

Jim told me he hadn't made but \$6 since he left his job. "Have good prospects, though." Yes, a man seventy years old, sick and dependent, does have fine *prospects*! His prospects are that the people he's dependent on will come to wish he was dead more every year!

If he had only had sense enough to knock off ten years ago and fix up a little store somewhere, I'm sure he could have gotten somebody to back him. But he didn't, and I ain't sure I'll have sense enough to either. A blooming lot of us don't have.

I was telling my wife about Jim when I got home.

"You'll be just like the rest," she said. "I've been at you for years to stay home."

"I'll do it to-morrow," I said, "if you'll take a job somewhere. And I'll make a good housewife, too."

Ain't women selfish? She didn't give me her answer that day, but I'm sure she has no idea of doing it.

Maybe she'll have to do it some time.

THE STROLLER.

### Standard Apple Bill Dead.

The House Committee on Agriculture last week determined to lay upon the table the so-called Lafean bill, providing for the standardization of apples and of the packages, boxes or barrels in which they are put up. The bill has been discussed quite thoroughly and has been vigorously urged at elaborate hearings for the committee as well as by Representative Lafean himself. It has been feared by the committee, however, that the effect of pushing it to a passage, should that prove possible, would be to embarrass the producers. Inasmuch as there is no misrepresentation at the present time, but merely a lack of uniformity, it is not deemed wise to interfere.



MR. GROCER: We want you to push

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is a mighty good proposition; don't deny to your customers the pleasure of using the same Tea so many fancy grocers are selling, at a profit worth while.

## BULK COFFEES AND TEAS

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## PACKAGE RICE

should interest you *now*; *don't* be the last one to sell Rice that way, hurry up or you will be.

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**IMPORTERS AND TRADERS**

Booklet - "Fifty Years' Progress" - tells you about us.



# THE GROCERY MARKETS

## Tea.

The tea market continues very dull. There seems a general apathy as to buying tea, and the demand is for immediate wants only. Very likely a large percentage of buyers are waiting for the new tea season to open. As to price, the situation is unchanged throughout the line. Everything desirable is steadily held.

## Coffee.

The coffee market is unchanged and quiet. All grades of Santos are steadily held and show a good firm undertone, though the demand is light. The consumptive demand for coffee is only fair. Mild coffees are unchanged and about steady. The demand is quiet. Java and Mocha unchanged and dull.

## Sugar.

The raw sugar market shows no important change for the week. Refined is also unchanged and quiet. The demand shows some little signs of awakening, but not much.

## Syrup and Molasses.

Without any apparent reason glucose advanced 10 points during the week, and compound syrup went up with it 1 cent per gallon. Tinned syrup advanced in the same proportion. The demand for compound syrup is quiet. Sugar syrup is wanted for export, but is quiet for home consumption. Molasses quiet, steady and unchanged.

## Fish.

Mackerel is easier, and shows but light demand. There has been some price-cutting among the various holders during the week in an effort to push sales. Cod, hake and haddock are unchanged and quiet. Domestic sardines show no change, and are rather firmly held. Imported sardines are still quiet and inclined to be easy. Salmon on spot is scarce and high, though in fair demand considering the price. Future salmon has not yet been opened.

## Canned Goods.

Neither spot nor future tomatoes show any change for the week, and the demand for both is very light, but better for spot goods than futures. Spot corn is

in fair demand at unchanged prices. Future corn, particularly Western and Southern brands, is firm and many packers have withdrawn from the market. Spot and future peas are unchanged and quiet. The freeze in the West has strengthened the market for the brands of apples packed there to some extent, but generally speaking, conditions are unchanged. Eastern peaches show no change and no demand. California canned goods are quiet at about ruling prices. Future prices have not yet been generally named. Small Maryland canned goods are in fair demand at unchanged prices.

## Dried Fruits.

Spot prunes are dull and particularly in secondary markets weak. The warm season when prunes must be moved quickly or pay cold storage charges is too close to keep the market strong. Peaches are in fair demand at unchanged prices. Apricots quiet and unchanged. Raisins are dull and weak, the raisin day plan not having as yet the slightest effect upon the market. Future prices have been named on the full line of dried fruits during the week. On an average they are slightly below the opening prices last year, though not so low as prices finally went to last year. Future apricots have already dropped about  $\frac{3}{4}$  cent from the opening. Choice cots opened at  $8\frac{1}{2}$  cents, but are now quoted at  $7\frac{3}{4}$ . Spot currants are quiet and unchanged. Other dried fruits dull and unchanged.

## Beans and Peas.

Domestic pea beans are unchanged and in light demand. Imported are unchanged on a basis about like domestic, and for that reason are considered too high. The demand is light. Domestic marrows are unchanged and in light request. California limas unchanged and fairly active. Green and Scotch peas are lower; yellow splits unchanged; demand fair.

## Butter.

The butter market is firm. Fresh butter is still scarce and the market shows an advance of

1 cent over a week ago. The make is steadily increasing, but the situation is made firm by reason of the low supply of storage butter. There is practically no storage butter except undergrades, and the trade are therefore compelled to depend on fresh receipts, which are not yet adequate. The market will probably not go much higher, as it is even now 4 to 5 cents higher than a year ago. The quality of the current receipts is good, and some of the butter arriving is beginning to show grass.

## Eggs.

No change has occurred in the egg market during the past week. The receipts are increasing and the feeling is easier both in a consumptive and speculative way. The keen edge is off the demand for storage, although eggs will be bought for storage for several weeks yet. The egg market looks steady and should show no important change for the next few days.

## Cheese.

The supply of old cheese is now about exhausted, and the trade is compelled to depend wholly on new, which are still in very light receipt. The cheese market is stronger than it ought to be at this time, as old cheese has become exhausted sooner. New cheese is higher than last year, and is satisfying the trade fairly well, although the quality is by no means as good as it will be later.

## Provisions.

There has been no change in smoked meat during the week. As has been reported, there has been a little easier tone in hams, bellies and bacon for the last ten days, but at this writing a stronger feeling seems to be manifesting itself. The outlook is for a continued high price of hogs and a strong smoked meat market. Pure lard is  $\frac{1}{4}$  cent higher than a week ago; compound firm but unchanged; demand fair. Barrel pork unchanged and in fair demand, as is dried beef. Canned meats are strong and look higher; demand light.

## INDIVIDUAL MARKET REPORTS.

### Rice.

We beg to report a very strong rice market, particularly so on Japan styles, which have advanced fully  $\frac{3}{8}$  cent within the past week. Honduras styles are ruling steady and we must say that they look cheap to us.

There is no doubt that stocks throughout the country in jobbers' hands are very light and we would not be surprised to see a further advance in the near future owing to the increased demand from all quarters.

Our friends who expect to buy Japans at 2 to  $2\frac{1}{4}$  cents will be sadly disappointed, for we are satisfied that those prices are things of the past.

JAC. TRAUTMAN & Co.

New Orleans, La.

### Spices.

The market not so active at present. Changes have been few and the demand only fair. Futures are all more or less firmer in foreign markets.

Peppers.—Few changes to note during the week and there has been some large trading in Lampong futures. After a slightly lower market we can report a firmer market and prices have slightly recovered. The report of new crops is problematical, although it is reported that the Tellicherry and Aleppy crops are smaller, and nothing definite can be said of Singapore.

Cloves firmer and in better demand. We expect to see higher prices rule.

Pimento (Allspice) very steady and somewhat firmer. Demand is on the increase.

Mace.—Prime stock is exceedingly scarce and prices are slowly but steadily advancing.

Nutmegs.—Shipments are reported small and the market is dull and featureless. Present low prices are exceedingly safe.

Cassias.—Cables just in report higher prices for all grades, especially Saigon and China.

Gingers.—All grades of root are firm. Supply for this year is reported short and it is predicted that much higher prices will rule.

Tapioca in fair demand at very firm prices. All futures are quoted much higher than spot stock.

Seeds active and in fair demand. Caraway, Celery, Poppy and Mustard unchanged. Whole flaxseed very firm, with upward tendency.

McCORMICK & Co., Inc.  
Baltimore, Md.



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is made of the purest gelatine that can be bought. A jelly made from it is the clearest and firmest possible. You don't have to soak it like other kinds. It dissolves in less than a minute in boiling water or milk. Each package has four envelopes, each of which holds just enough to make a pint of jelly. This changes guess work to a certainty. A regular package makes a full half-gallon. No standard package makes any more. We refund the purchase price to any dissatisfied customer. You sell it at two packages for 25¢ and make 36% on the cost. Doesn't all this answer your question?

If you want to try MINUTE GELATINE (PLAIN) yourself, we'll send you a package free. Give us your jobber's name and the package is yours.

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202 W. Main St., Orange, Mass.

## BURK'S MEAT LOAF

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Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can also be served cold for luncheon or warmed in the oven in one piece to take the place of a roast.

MEAT LOAF was originated by us, now imitated by others, but none equal to Burk's, which is prepared from only the choicest materials.

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### IN ONE-POUND PRINTS

This Lard is open kettle rendered, absolutely pure and prepared in the most careful manner from the fat of young corn-fed pork. It contains no stiffening and as none of its original properties have been extracted, it is rich in oil and especially adapted for fine pastry.

Wrapped in parchment paper, resembling in size and shape a pound print of butter, making a clean, sanitary and ever ready package.

Particularly desirable at this time as the unusually high price of lard causes many housekeepers to buy it in smaller quantities than the customary three and five-pound can.

Economical for the dealer, as it saves all draughts and possible overweight during a rush or through the indifference of clerks, and makes unnecessary the use of wooden trays and similar contrivances.

Made additionally attractive by the use of the blue and white label which makes Burk's products so distinctive wherever displayed.

LOUIS BURK  
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PHILADELPHIA

## Sell the Good Things That Pay Best

Undoubtedly the best all 'round Cereal foods made are the gluten foods like our Gluten Cereal. The trouble with all but ours is that they pay so little profit. The best known, in fact, pay no profit.

Our's isn't so widely advertised or so well known as some wheat cereals, but since it pays 40 per cent., while the others pay little or none, wouldn't it pay you to help get it known?

A. C. Godshall & Co.

INCORPORATED

LANSDALE, PA.

## The First Warm Days

The first touch of Spring weather is a warning to the proprietor of the Grocery Store to prepare for summer weather. The use of Electric Fans and the installation of an Electric Refrigeration plant solves the problem of Grocery Store operation during the long summer months.

This is the time that you should make your arrangements for an Electric installation—do not wait until the hot weather finds you unprepared. For rates and estimates consult

The Philadelphia Electric  
Company  
10th and Chestnut Streets

## VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL

SWIFT'S PREMIUM HAMS"

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.



## MARKET NOTES.

Strawberries advanced somewhat during the week. Last Saturday the range was 9 to 10 cents, which subsequently advanced to 14 to 17 cents. Most of the berries on the market are from North Carolina, there being a few from Virginia. The quality of the current receipts is fair.

The first Florida lima beans are in market and bring \$6 per crate. There were only a few packages and the supply will not become regular for some time.

Beets are coming from Charleston, with a few from North Carolina. The latter bring as high as 6 cents per bunch, but the former range at \$2.50 to \$3.50. The demand is good.

Florida tomatoes also show a decline to \$1.50 to \$2.25. The supply is too heavy for the demand.

California cherries are still scarce and high. The range is \$4 to \$7 per box and the demand light.

Most of the salad now on the market is from nearby points and ranges from 4 to 8 cents per head. The demand is active.

Southern cabbage averages \$2.50 per crate, which is about the average price. Northern cabbage is still scarce and high.

#### Is It Harmful to Shellac Chocolates?

Whether the coating of candies, chocolate and other confectionery with shellac is detrimental to the health of those who eat the confectionery is a problem which the Pure Food and Drug Inspection Board of the Department of Agriculture is endeavoring to solve. To that end a hearing was held during the week at the department, at which the testimony of some of the large candy and chocolate manufacturers was taken. The hearing was attended by approximately twenty representatives of the leading confectionery interests of the country. The shellac is used on certain grades of chocolates in order to give firmness and prolong keeping qualities.



We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### In re the Oleo Fight.

Wilkes-Barre, Pa.,  
April 28, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Reading your editorial in the "Grocery World and General Merchant" of April 25th as to the oleo fight in Washington, I am glad to find you are on the right track. It's time now for all merchants to wake up and demand the repeal of this tax in toto. It's nothing but protection to a gang of butter speculators, and principally the creameries, to compel the consumers to pay such price as we have had to the past two years. And it looks worse this year unless this tax is taken off. The farmer or milk producer doesn't get the advance for the milk. The State law should be changed and the goods sold on their merits so that every dealer can sell butterine and butter—whatever the people want—at the difference in market price. All tariff between this country and Canada should also be removed on eggs, wheat, meats, lumber, etc. Keep at it and help to bring things to normal value.

Yours truly,  
INSURGENT.

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#### Takes Issue With National Canners' Association.

New York, April 26, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—I was interested in reading in your April 25th issue Mr. Frank E. Gorrell's statement in reference to so-called "fake ptomaine poisoning cases." It affords me pleasure to enclose copy of a letter I have sent Mr. Thompson on this subject.

Yours truly,  
H. L. HARRIS.

The copy of the letter is as follows:—

April 26, 1910.  
Mr. Charles P. Thompson,  
Supt. Associated Press,  
195 Broadway, City.

Dear Sir:—In the "Grocery World and General Merchant" of April 25th there is a letter which Mr. Frank E. Gorrell, secretary of the National Canners sent you in reference to two cases of ptomaine poisoning. In his letter he says in part, "One story came from Sawtelle, Col., reporting the death of a

number of people through eating canned pears. The other came from Los Angeles and reported deaths from eating canned peaches. Our Bureau of Publicity immediately took up these cases and after an exhaustive search finds, first, that there is no such place as Sawtelle, Col., and therefore the clipping enclosed marked No. 1 is absolutely without truth or foundation. Second, The cause of death in Los Angeles was from eating preserved pears which were put up by a member of the family that was poisoned and not canned peaches, as shown in the clipping."

I beg to say in reference to the above that Sawtelle is located in Los Angeles County, California. It is very easy for a clipping bureau to make an error and have the clipping read "Col." instead of "Cal." The same can be said in reference to "pears" and "peaches." The enclosed clipping will convince you of the authenticity of the reports quoted.

Ptomaine poisoning will form in most any food product that is not preserved. According to statistics which I have compiled, there has been since the Pure Food and Drugs Act was enacted, 17,930 cases of ptomaine poisoning, 714 of which were fatal. Such wholesale poisoning will continue as long as the law prohibits the use of preservatives, which, owing to their antiseptic properties, prevent toxic germs from propagating in flesh food. The proper sterilization and exclusion of air will prevent the formation of toxic germs in canned goods. After a can is opened, however, there is great danger of contamination, therefore the contents should be consumed immediately or emptied from the can into some suitable receptacle and placed in the ice box.

The public should be warned against the possibility of ptomaine poisoning. The contradiction of such reports does not alter the facts and instead of endeavoring to cover up such cases, the public should be notified through the press of the facts, and also warned through the press of the necessity of exercising extra precautions with food material during the coming summer.

Yours very truly,  
(Signed) H. L. HARRIS.

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#### Refrigerator Manufacturers.

Emaus, Pa., April 22, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Will you please furnish me the names of a few firms who manufacture refrigerators suitable for grocers

The McCray catalogue I have, but I want information from some other firms.

Yours truly,  
MILTON BERGSTRESSER.

Standard Refrigerator Co., 2543 Germantown avenue; Ridgway Refrigerator Co., 615 North Broad street, both of Philadelphia.

There is a large supply of asparagus in market, most of it coming from nearby points. Pennsylvania and New Jersey asparagus ranges from 15 to 30 cents per bunch. A little Maryland and Delaware asparagus is coming but not much. The demand is light.

#### AMONG THE TRADE.

Mrs. Samuel P. Heister, wife of a member of the wholesale grocery firm of Heister, Reiff & Co., died during the week.

Mr. Henry E. Kram, merchandise broker, has removed his offices from 109 South Front street to 17 South Front street, formerly occupied by C. F. Bon-sor & Co.

Advices were received during the week that future French peas were 30 cents a case higher.

#### MAGAZINE NOTES.

##### Lippincott's for May.

So keen is the call of the out-of-doors these days that only fiction of the most engaging sort can command attention. It is safe to say, however, that the May "Lippincott's" will not go unread.

The novelette—complete, of course—is "The Glowworm," by Will Levington Comfort, whose new novel, "Routledge Rides Alone," is keeping the booksellers busy supplying the demand for it. "The Glowworm" is also full of adventure and swift action. The heroine is a young newspaper woman, who goes to a small but turbulent island in the Caribbean in pursuit of a man who has been denounced as a defaulter. There is a strong love interest, and the characters are all clearly drawn and very human. "The Glowworm" will enhance this author's growing reputation.

"The Bed of Justice," by Mary Imlay Taylor, is a short story of unusual charm. "Gran'ma," by Luellen Teters Bussenius, relates a Decoration Day incident. "Policeman Flynn and the Tame Bear," by Elliott Flower, is funny. "The Heiress and the Orphan," by Augusta Kortrecht, is subtle and quaintly humorous. "The Balloon Terra-Contra," is unique and interesting.

**John Scott & Co.**  
INCORPORATED

**WHOLESALE GROCERS**  
**PHILADELPHIA**

and Direct Importers of

**Ceylon and Assam Teas**

These Teas are becoming more popular every day.

"Our prices are always correct"



Contributed.

## How the California Retail Grocer Won a Profit on Flour

Secretary of the California State Association and Director in the National Describes the Way Golden State Retailers Forced Millers to Give Them More Than a Nickel a Sack Profit. Fight Not Yet Over, But Grocers Ahead.

In January, 1905, the retail grocers of California were distributing flour at a profit of 5 cents a sack. This they were forced to do because competition had named the price and had reduced the profit down to a ridiculously low figure. As a result, the retail grocers of California rose up in their might and demanded that the millers assure them a fair profit.

This every one of the California mills, with one exception, refused to do. The one exception was a new milling concern who immediately saw the value of acceding to the wishes of the retail grocery trade and placed the retail protected price upon their flour.

By way of explanation, the flour milling companies of California distribute their goods direct to the retail grocer, having their own sales force and equipment to do so. The wholesale grocers very rarely handle California made flour, although in some cases they handle Eastern flours.

The new milling company, which had placed a protected price on its goods immediately sprang into popularity and its products were sold at every opportunity, especially by the legitimate retail grocer.

The older milling concerns realized their folly in not adopting this policy which the retailers so much desired, and smarting under the loss of business which naturally went to the milling company that adopted the plan, began to fall into line, and when January, 1906, arrived, just one year after the movement started, every milling concern in California had its three grades of flour listed to the retail grocer with a uniform price to the consumer, allowing the retailer \$1 a barrel, or 25 cents a 49-pound sack for his labor in distributing the same.

This condition existed up to

March, 1910, in spite of the fact that there was no association of milling concerns.

Among the six milling concerns doing business in San Francisco there were four large concerns and two smaller ones. One of the two smaller concerns, the Del Monte Milling Co., which cut very little figure in the flour market, devoting most of its energies to its cereals, was purchased by the Albers Bros. Milling Co., who have mills in other Pacific Coast cities (Portland, Tacoma and Seattle).

Up to the time the Albers Bros. purchased the Del Monte Milling Co. its policy was absolutely in harmony with the other California millers, and to its credit it must be said it did 75 per cent. of the package cereal business in California, but its new owners were not content with this condition.

Although its capacity for milling flour was very small, its salesmen went out among the trade offering secret rebates and other methods to cut under the uniform prices of the other mills and the uniform prices which Albers Bros. themselves had assured the retail grocers of California they would maintain when they purchased the mill. What was the result? The retail grocers of California saw in the action of Albers Bros. a desire to disrupt conditions by a constant turmoil, and by a ceaseless war of price-cutting put the retailer's profit of 5 cents a sack where it was previously in 1905 when the movement started.

It took the retail grocers of California a year to convince the larger millers in California that they must assure a profit on their flour if the retailers were to continue distributing it, and the grocers of California naturally look with alarm upon any action that would sooner or later eliminate its present profit.

When this controversy started flour was being sold to the retailer at \$6.40 a barrel and must be sold at \$1.85 a 49-pound sack, giving a return of \$7.40, or \$1 a barrel profit.

Albers started out in the latter part of February (this year) to introduce his Peacock flour (which, although the brand had been on the market some time, was not a popular seller among the consuming public and almost unknown to them) by offering it to our members at \$6 a barrel.

They were not interested in it and refused to buy, and feeling that Albers was engaged in a movement to disrupt conditions, they also individually transferred their business on meals and other cereals to other mills.

Albers Bros. then endeavored to enlist the sympathy of the daily press by claiming the retail grocers were a trust and were discriminating against his goods. The daily press mentioned it in a small space the first day Albers gave the matter out and after that took no notice of the same, feeling it was started by Albers with a desire of getting some free advertising for his goods.

When the newspaper reporters came to our association office we sat down and figured out with them just what our flour was costing us and the profit the millers allowed us. We proved to them that the 25 cents a sack allowed us a profit of 13 per cent., and upon our assurance that it cost the average retail grocer 17 per cent. to do business, which meant a loss of 4 per cent. on every sack of flour, they lost all faith in Albers' claim that trust prices were prevailing.

Failing to enlist the newspapers into the controversy, Albers Bros. then paid for quarter page ads. in most of the daily papers, claiming the retail grocers were a trust, vilifying the association and its secretary, mentioning his name in large boldface type, with the result that almost every retailer in the State of California became so incensed at the mill and its methods that they withdrew their patronage from the same.

Up to the present writing, April 12th, the fight is still on, with the retail grocers of California a long distance in the lead; we have them on the run. The entire re-

tail grocery trade of the Pacific Coast are now condemning the action of the Albers Bros. Milling Co. in this matter.

F. B. CONNOLLY,  
Director.

San Francisco, Cal.,

April 24, 1910.

¶ We don't care **what** you are now paying for premium merchandise, we believe we can sell it to you for less money.

¶ No matter what you want we can get it for you.

¶ If you will send for our catalogue it will tell you a lot of things on this subject which you ought to know.

AMERICAN MERCHANDISING CO.  
163 W. 29th Street, New York

### THEY SAY CLOTHES DON'T MAKE THE MAN

But you know **they help a lot with the ladies**, that's the reason we put the handsomest labels you ever saw on Victoria Canned Goods. It induces the ladies to try them once, and their unmatched quality **keeps** them buying them. You try them and see.

HOWELL & BURSK  
130-32 S. Front St., Philadelphia

### A Splendid Cigar Proposition

We offer with each 1000 "HAWTHORN" Cigars at \$35.00 per thousand, 100 FREE.

CROCKER GROCERY COMPANY  
WILKES-BARRE, PA.

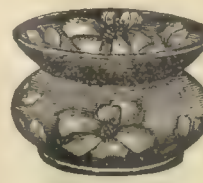
We have the most perfect HUMIDOR for curing Cigars in the United States.

### COFFEE FOR THE 400

"Four hundred Coffee" is the name of a Blend that will bring customers to you and keep them coming. No one can drink it without praising it. It is known to many people as "The Clean" Coffee because of the trouble and expense we go to to get out every particle of dust and dirt before we put it in air tight cans, to **keep it out**.

GITHENS, REXSAMER & CO.

15 and 17 S. Front St., Coffee Plant  
40 and 42 S. Front St., Office, Phila.



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



## National Dairy Union Sends "Grocery World and General Merchant" Its Version of Oleo Hearings to Date

**Says All of the Witnesses for Burleson Bill Helped Butter More Than Oleo. Thinks Cotton Seed Oil Argument Was Exploded, as Well as the Poor Man Point.**

Special correspondence from the National Dairy Union.

Washington, D. C.,

April 29, 1910.

The first round in the battle in Congress between the oleomargarine forces and those opposed to fraud in the sale and use of butter substitutes was fought before the House Agricultural Committee last Wednesday and Thursday. The first day was given over to the advocates of the Burleson bill, and its chief advocate was its author, Representative A. S. Burleson, of the Tenth Congressional District of Texas. He put several witnesses on the stand in an attempt to prove that oleomargarine is as wholesome, as palatable and as nutritious as butter, the chief one being Dr. H. W. Wiley, of pure food fame. Dr. Wiley made a good witness—for our side. He gave as his opinion that oleomargarine is a wholesome food product, when properly manufactured, but admitted on cross-examination that there is a difference in the nutritive value of different oils which might make the two products differ as regards their food value and effect upon the human system. He also made the significant statement, "I like butter, but I don't like oleomargarine," a remark which ought to quiet claims that have been made that the Doctor has been using his high office to promote the interests of the oleomargarine manufacturers.

Other witnesses called by Mr. Burleson proved quite as disappointing to him and it is a conservative statement to say that it was a poor day for the enemy.

Thursday was given over to the opponents of the bill and Hon. G. L. Flanders, president of the National Dairy Union, occupied the whole forenoon session, or rather he was occupied by the other side in their attempts to discredit the facts he had laid before the committee in his opening address.

In the afternoon the following parties spoke against the bill: A. J. Glover, Fort Atkinson, Wis.; W. F. Schilling, Northfield, Minn.; J. A. Walker, Chicago, Ill.; G. M. Tucker, Albany, N. Y.; ex-Governor Bachelder and W. D. Edson, of Philadelphia.

The time was given over chiefly to a refutation of the claims and alleged arguments advanced the previous day. As an illustration of the decisive manner in which these claims were refuted, attention is called to the answer to the claims of the cottonseed oil interests that this industry is suffering because of the alleged injustice of the present oleomargarine law. According to authentic statistics, the cotton growers of the South received in 1908 the sum of \$499,458.42 from the sale of cottonseed oil used in oleomargarine manufactured that year, or the munificent sum of 1½ cents per acre. The value of dairy products produced in the eleven principal cotton States during the year was 107 times the value of the cottonseed oil used in the manufacture of oleomargarine for the same year!

In answer to the claims that the present law militates against the poor man, samples of oleomargarine were submitted showing that at the same market uncolored oleomargarine sold for 20 cents a pound, while the yellow product, not artificially colored, but yellow because of its selected ingredients, sold for 27 cents a pound. This should demonstrate to anyone except an oleomargarine enthusiast that the color has a greater influence upon the retail price of oleomargarine than anything else, especially in view of the admission made by an oleomargarine manufacturer present, that it is impossible to select ingredients which will give the product a yellow color and still make the best grade of oleomargarine.

The hearings will be continued

on April 29th and 30th, and again on May 11th, 12th, 13th, 14th and 16th. The oleomargarine people will continue their case on April 29th and 30th, and on May 11th and the afternoon of May 16th. The rest of the time will be occupied by the opponents of the Burleson bill.

While the present hearings were granted for the announced purpose of considering this bill, it is tacitly understood that they will suffice for all the oleomargarine bills before the committee. In addition to the Burleson bill, there are the

Gallagher, Goebel, Lever, Bartholdt and McHenry bills under consideration. All of these are in the same class with the Burleson bill except the latter, which is identical with the Penrose bill in the Senate and which seeks to amend the present law that it may be made more effective.

E. K. SLATER,  
Secretary National Dairy Union.

North Carolina peas of good quality are coming forward and range from \$1.25 to \$1.50 per basket. The demand is good, as the price is low.

## Another State Adopts Political Espionage Over Grocery Store

**Indiana Sends "Grocery World and General Merchant" Copies of New Regulations Regarding the Keeping and Exposing for Sale of Meats, Bread, etc. To Be Enforced by Political Officers.**

From some matter sent the "Grocery World and General Merchant" during the week by Food Commissioner Barnard, of Indiana, it appears that Indiana is another State to go into the retail grocery and meat stores within its jurisdiction with a view to compelling the keeping of meats and other perishable goods in much cleaner condition than it is customary in many stores to keep them.

From the letter which the Indiana Commissioner sent, the extracts which appear below are taken. It appears that these are new regulations and that they become operative on May 15th:—

In order that the sale of meats may be conducted under sanitary conditions and in conformity with the laws of the State, butchers and dealers in meat are hereby instructed that on and after May 15, 1910, carcasses and parts of carcasses dressed for sale for food, fresh meat products of every description, such as hamburger steak, sausage, etc., poultry and game, fish and fish products, etc., must at all times be kept in a refrigerator, cold storage room, or ice box, or if displayed for sale, properly protected by glass, wood or metal cases.

Dealers shall be permitted to keep on the meat block such parts of carcasses as may be necessary to the expeditious conduct of their business. This notice shall not apply to hams and bacons wrapped in paper, burlap or other impervious material, or to the lard which is kept covered in containers. Whole carcasses of hogs, sheep or veal and quarters of beef, hams, bacon, smoked shoulders, and other smoked meat products prepared in skins, may be hung outside the re-

frigerator or cold storage room only when protected from flies, dust, dirt and all other foreign or injurious contamination by clean white curtains of cloth or other suitable material.

Another set of regulations has been adopted for all those who sell bread, cake and pastry. These do not go into effect until July 1st. The main provisions are as follows:—

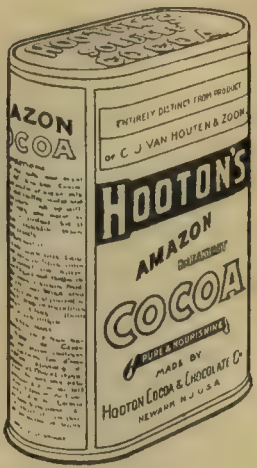
In order that the sale of bread, pastries and other baker's goods may be conducted under sanitary conditions and in conformity with the laws of the State, bakers are hereby instructed that on and after July 1, 1910, all such goods, including bread, buns, rolls, biscuits, cakes, crackers, doughnuts, pies, and other baker's products, must be properly protected while in transit or while displayed for sale.

It is ordered that bread shall be wrapped in suitable paper wrappers, or placed in suitable bags before being taken from the bake shop, and that other goods shall be carried in tight, dustproof boxes or cartons.

Bread, pastries and other baker's goods which are not delivered to the consumer at the bake shop, but which are carried unwrapped to the grocery stores and other distributing stations in wagons, carts or similar conveyances, are not properly protected, and the practice is in violation of law.

From a note at the foot of the letter of which the above are parts, it appears that the new provisions are to be enforced by "County, City and Town Health officers, State Food Inspectors and all other officers whose duty it is to enforce the Pure Food and Sanitary Food Laws," all of which are political offices.





## More for the Money and Better-- Hooton's Cocoa

**Q** We make our ten cent can the biggest first quality can on the market because we know **THAT** will cause your customers to **TRY** **HOOTON'S COCOA** and we know the **QUALITY** will make those who **TRY** it **BUY IT ALWAYS**. All you have to do is start your customers buying it and you'll not only please them but you'll **SELL MORE** of **HOOTON'S COCOA** than you ever can sell of all other kinds.

**HOOTON COCOA AND CHOCOLATE CO.**  
**NEWARK, N. J.**

**"REMEMBER HOOTON'S, NEWARK, N. J."**

## FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL



THE NEW FLAVOR  
**MAPLEINE**

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

**SUTTER & HARDING, Brokers**  
5 S. Front St., Philadelphia, Pa.



## Escape for a Dollar

If you have your show cards printed for you, you are paying too much for them.

If you buy them ready-made, you usually don't get what you want.

If you don't use any show cards at all, you are losing most valuable advertising chances.

Making your own is the all-round solution. Anybody can learn from **Davids' Practical Letterer**. Teaches anybody all sorts of sign card writing and commercial lettering with brush or pen.

**Letterine Ink**—Best for show cards—All colors.

PRICE \$1.00

**Thaddeus Davids Co.**  
New York

ESTABLISHED 1825

**A GOOD  
DELIVERY  
WAGON HARNESS**  
at **Wanamaker's Horse  
Goods Store** for **\$38.00**;  
or you can secure one  
not so fine for **\$30.00**.

**John Wanamaker**  
Philadelphia



## Wheatena Stays Where It's Put

A grocer ought to taste everything he's asked to sell; at least if he has any idea of handling it.

Have you ever tasted **Wheatena**? If you have, or will, you'll instantly see the difference between it and the average cereal. You'll see the difference in deliciousness, and the difference in the substantial food feeling.

These are the qualities that makes **Wheatena** stay where it's put.

The treated hearts of selected wheat.

**THE WHEATENA CO., Rahway, N. J.**

No. 2

No. 2

## William B. Harris, Coffee Expert

United States Department of Agriculture

Our Motto: "Deliver always the very coffees the purchasers believe they should receive."

Do you realize what the above means? That we make our profits fairly or we do not ship.

**William B. Harris Company**

Coffees, Teas, Spices, Cocoa

167 Front St., New York

## SEE THEM MELT!

Put a package of these on your counter, with a little card telling what they're are good for, and they'll melt away like snow. **ANKER'S BOUILLON CAPSULES** make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and a good profit.



**Anker's  
Bouillon  
Capsules**

**ROYAL SPECIALTY CO., Sole Manufacturers** 92 READE STREET  
NEW YORK





CONDUCTED BY IVAN P. THOMPSON

#### A Fruit Window.

Without going to much expense a grocer might advantageously have a few "props" on hand to help him display his goods attractively. For instance, a few artistic baskets will be found very useful in dressing fruit windows. A couple of preserved natural plants such as the chamaerops plant or areca plant will go a long way towards making a window look well dressed and they, like the baskets, will last until broken and can be used in the store if not necessary to the trimming of a window.

Now, here is an effective but very simple fruit window if you have the "props," i. e., the necessary accessories.

Along the front of your window place some cork bark, as in sketch. In centre of window place ornamental basket containing grapefruit decorated with laurel leaves. Have some light green crepe paper for a ground cover.

To right and left of centre basket place a twig basket with red

apples in it, and behind it place a barrel covered with cork bark. On this barrel place a basket of red apples, as in sketch. To right and left of this place a cork-bark covered barrel on its side and put on top of it a basket of oranges. In the crepe paper on the floor place loose oranges, apples and laurel leaves, and each side of the centre barrel place a chamaerops plant.

Now for the background. Fasten a board horizontally across the back of your window and drape it with a light green cloth. Then make a border of uva leaves, as in sketch, and you have a very attractive window without using much fruit. You see, by having a few what theatrical people call "properties" (that is, anything used on the stage that is not scenery) to use you reduce the quantity of goods required to make a design and you vary the effect and avoid monotony.

Having suggested accessories in getting up your windows, it might be a good idea to tell you where you can get them.

You can get all these supplies of H. Bayersdorfer & Co., 1129 Arch street, Philadelphia.

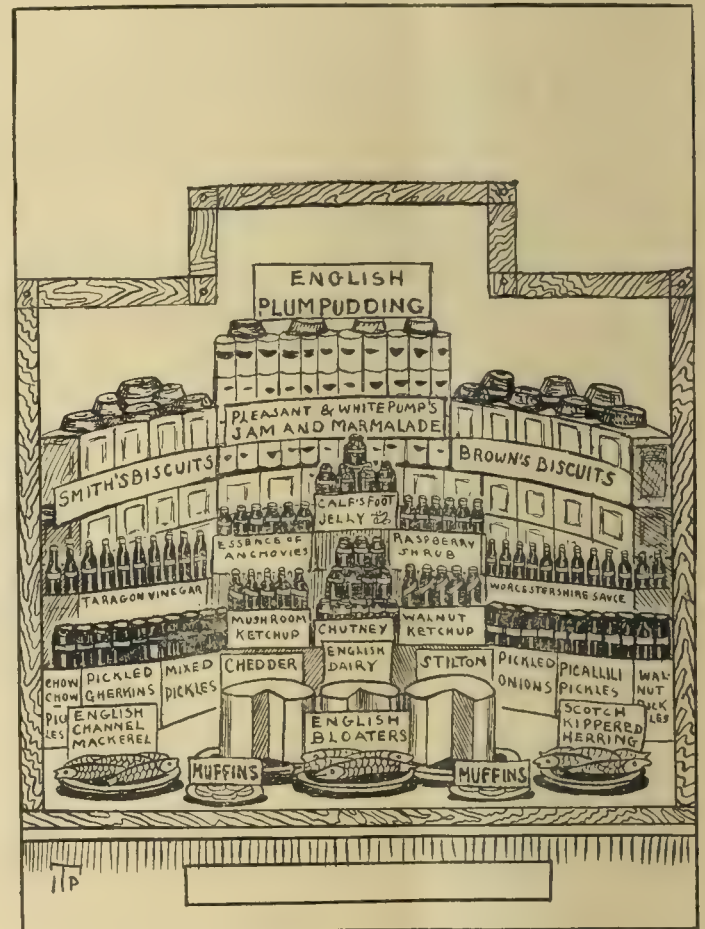
#### A Window of English Goods.

Why not have one window of imported goods and have them all, say English, then one all French, then one all German and

and on one side some mushroom ketchup and on the other some walnut ketchup. From the left end of boxes, forward to the left of window, place another row of boxes bearing pickles, chow-chow, gherkins and mixed pickles, and balance them with a row of boxes on the right bearing pickled onions, picallili and walnut pickles.

Behind this row build another of covered boxes and on it place Paragon vinegar, essence of anchovies, calf's foot jelly, raspberry shrub and Worcestershire sauce in the order named, as in sketch.

As a background pile up tins of imported biscuits until they are on a level with the bottom of the top jar of calf's foot jelly. Then, in the centre, pile up jars of jam and marmalade and top them with English plum pudding.



one all Italian. I'll give you an all-English one this week.

Get some boards and grain them simply with black, as in sketch, and then nail them (as in sketch) around the front of your window.

Reading from left to right place along the front of your window a dish of English Channel mackerel, one of English muffins, one of English bloaters, another of muffins and one of Scotch kippered herring. Back of the muffins and bloaters put three cheeses—Cheddar, English Dairy, Stilton.

Behind the cheese put a row of boxes covered with paper and pile in the centre some chutney

On each side of the centre add another row of tins of biscuits and top them with plum pudding, making a design as in sketch.

NOTE.—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.







To bring the retailer and manufacturer together RIGHT needs more than an occasional call from a specialty man, and the jobber's salesmen haven't time to introduce the two properly; yet they are natural brothers and SHOULD be as well acquainted.

Mr. Manufacturer, use the GROCERY AND ALLIED TRADE PRESS OF AMERICA. Through the publications represented, you can get in continual touch with over 150,000 merchants who are prospective distributors for you and you can talk to these people, who are so necessary to your success, TEN TIMES AS OFTEN through the GROCERY AND ALLIED TRADE PRESS OF AMERICA, as you can any other way for the same sum of money. These publications now represent even a more nearly ideal vehicle to convey the manufacturer's message to the retailer than the big magazines and newspapers do to convey his message to the consumer, because they are organized, their circulations are guaranteed, their rates are standardized and they have a co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which gives their subscribers MORE than the ordinary reason for being interested.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For detailed information on this subject, address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## FOR SALE.

FOR SALE.—Grocery and provision business, doing cash business in thickly settled neighborhood away from cutters. Moderate rent. 5944 Callowhill St., Philadelphia, Pa. 19

FOR SALE.—Grocery and provision store. Northwest section. Growing neighborhood. Will sell stock and fixtures for \$675. Dwelling, five rooms and bath, \$3,500. "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

FOR SALE.—Grocery, provision and meat store established six years. If sold at once will take \$750. Will sell house, containing eight rooms and bath, also stable, for \$3,000. Apply Front and Fern Sts., Darby, Pa. 21

FOR SALE.—Grocery and delicate sen store, with restaurant and furnished rooms attached, situated on main street of a city with 70,000 population. A good chance for man and wife. Total investment \$3,500. Fine up-to-date fixtures, large stock. Doing cash business. Small expenses, profits large. Owner in poor health, which is only reason for disposing, as it has been a very profitable stand for years. Open to the fullest investigation. Will be pleased to furnish full details on request. C. C. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

FOR SALE.—Grocery and provision store, corner Dearborn and Brown Streets. Rent of store and dwelling containing six rooms and bath \$25 per month. To a quick buyer will sell for \$375. F. H., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—In West Philadelphia, grocery and provision store. Established over ten years. Will sell for \$950, if sold at once. H. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

FOR SALE.—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

FOR SALE.—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

FOR SALE.—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 18

FOR SALE.—A three-story frame store building, 17x80 ft., with fixtures included, centrally located in town of Port Deposit, Md. An excellent and reliable stand. Last year's business \$19,000, mostly cash. Death of owner reason for selling. Terms quite reasonable. R. R. Todd, Carlisle, Pa. 19

FOR SALE.—One Templeton cheese cutter, good condition. No reasonable offer refused. G. Marshall, 625 W. Clearfield St., Philadelphia, Pa. 18

FOR SALE.—Cheap. Complete Coffee Roasting Plant, consisting of a one bag Henneman gas roaster, cooling box, 5 H. P. direct motor, piping, etc. In operation now. Installing larger plant. The H. G. Tomblor Grocery Co., Easton, Pa. 18

FOR SALE.—Outside oyster house. Fish box, refrigerator meat case, cash register, set harness. 221 S. Fifty-second St., Philadelphia, Pa. 18

FOR SALE.—Grocery store doing straight cash business, no credits, of about \$60,000 a year. Best location in a cracker-jack good town. Will require \$9,000. Such a place is for sale only once in a life time. H. S., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

FOR SALE.—Stock and fixtures of grocery and provision store on North Twenty-third St., Philadelphia, Pa. Will sell fixtures separately—they are Walker latest design. Also latest scales. Everything an up-to-date store should have. Been doing from \$350 to \$435 per week business, eighty per cent. cash and balance first-class credit. Store

established for twenty-four years and is one of the best paying places in Philadelphia for its size. Will stand strictest investigation. House contains ten rooms. Reason for selling, compelled to go to Europe to settle estate. S. G. 2, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

FOR SALE.—On account of sickness, butcher and grocery business, established for over twenty-two years, as the owner wishes to retire. Call or address, Louis Hildebrand, 247 Burnett St., New Brunswick, N. J. 19

FOR SALE.—Business and property of an up-to-date general merchandise business place, located in Donaldson Schuylkill Co., Pa. (west end of Schuylkill Co.). An opportunity for somebody to get hold of well established general merchandise business place, located in the best part of the town, with a population of 1,000 inhabitants and with good surrounding patches to draw from. Business of \$36,000 last year, with chances to improve. Carry a stock of from \$7,000 to \$8,000. Property worth from \$6,000 to \$7,000. All buildings in good repair, with all modern conveniences (steam heat, electric light, phone, etc.). Will sell stock at inventory. Reason for selling, ill health. A fine, large dwelling attached, with large lawn. A handsome place, with bath room, electric light, etc., such as makes home pleasant. Apply to R. A. Schwalm, Donaldson, Schuylkill Co., Pa. 20

## HELP WANTED.

WANTED.—Bookkeeper in grocery store. One that understands typewriting preferred. O. E. Zohe, Neshanic, N. J. 18

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 18

WANTED.—Salesman acquainted with trade in counties of Ocean, Monmouth and Burlington, New Jersey, by old-established wholesale grocery house with trade in those counties. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

WANTED.—Grocery manager at York, Pa. Must be A No. 1 salesman, card writer, capable of managing other clerks, having executive ability and able to adapt himself to all classes of people. No difference whether married or single, just so he meets the requirements. Applicant must give age, number of years of experience and not less than two references. Will pay \$12 to \$15 per week, according to ability, with splendid chances to increase salary. A man experienced in cut price stores preferred. Chas. E. Hummer, Beaver and Philadelphia Sts., York, Pa. 18

WANTED.—Salesman, experienced in wholesale grocery line. One acquainted with trade in Central Pennsylvania between Mifflin and Tyrone and on the Huntingdon and Broad-Top, etc. W. S., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

## WANTED.

WANTED.—To buy a Monitor o coffee roaster with alternating 110 volt motor, also a peanut roaster. Address Grocer, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

## SITUATION WANTED.

A YOUNG married man, experienced, acquainted with the grocery trade central Pennsylvania, working out of Harrisburg, is open for a proposition. Ten years at present place. Want to make a change. Philadelphia reference as to character and ability. R. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

PENNSYLVANIA CLERK OF LONG experience, much of it in his own store, wants position in country grocery or general store. Can run a wagon and care for team. Aged forty-two, married. Can give good references and am an able, steady, hard-working man. Wages wanted to start, if

inside, \$10 weekly; if outside, \$12.50. C 37, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

PENNSYLVANIA RETAIL MANAGER wants position as manager or second man. Aged thirty, married. Has had fourteen years experience in grocery business, including cut store and fancy lines. Knows window dressing. Good references. Will work capably and faithfully in congenial position. \$15 weekly wanted to start. C 36, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

GROCERY CLERK NOW EMPLOYED with large chain store wishes position under good manager where there is plenty of business and chance to hustle. Clerk or assistant bookkeeper. Good all round man and can give good references, among them present employer. Aged twenty seven, single. Wants \$12 weekly. Has had experience as manager. C 18, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

PENNSYLVANIA GROCERY CLERK wants position in Philadelphia or seashore store. Aged thirty-six and married. Has had four years experience and can furnish good references. Wages wanted to start, \$12 weekly. Can enter upon duties at once. C 29, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 18

WANTED.—An experienced young lady desires position as demonstrator. Can give best of reference as to ability, character and success. Will take permanent location or travel. Address Box 295, Harrisburg, Pa. 18

PHILADELPHIA GROCERY CLERK wants position as clerk or manager. Aged twenty-six. Has had eleven years experience, four as manager of a store doing \$900 to \$1,000 a week. Good window dresser. Will make good, active producer for good store. C 28, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

## BUSINESS OPPORTUNITIES.

## GROCERY, MEAT AND PROVISION STORES.

## EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment

about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. Net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,

927 Arch Street, Philadelphia, Pa.

## MISCELLANEOUS.



MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 25

## FOR RENT.

FOR RENT.—Store and dwelling in fine West Philadelphia neighborhood where there is a well established grocery, meat and provision business of over \$3,000 a month. Stock, good will and fixtures can be bought on reasonable terms. For any one desiring a business of this kind no better opening could be found. The present proprietor wishes to deal with a grocer who could hold the present trade and every assistance would be given the purchaser from present owner and help. For full particulars apply 6100 Lansdowne Avenue, Philadelphia, Pa. 18



# Why Your Customers Will Buy Clicquot Club Ginger Ale



FIRST, it's the best advertised; we use the biggest and best magazines.

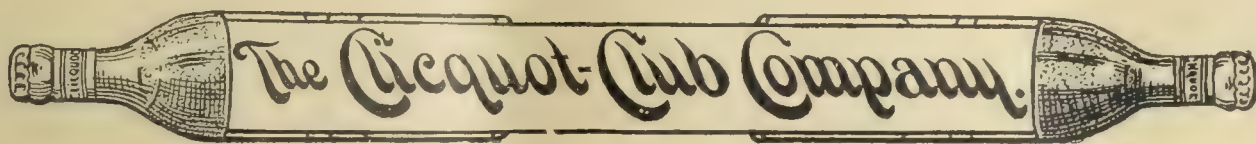
SECOND, it's Purer and Better than any other; surpasses the finest imported ginger ale. Anyone who tries CLICQUOT CLUB will always drink it—every customer you start on it will become a steady buyer of it. If you'll take advantage of our big advertising and the quality of CLICQUOT CLUB GINGER ALE and PUSH it, you'll sell more than you could possibly sell of any other, and that means you'll increase your business.

Other CLICQUOT PRODUCTS with the Clicquot Purity and Flavor:

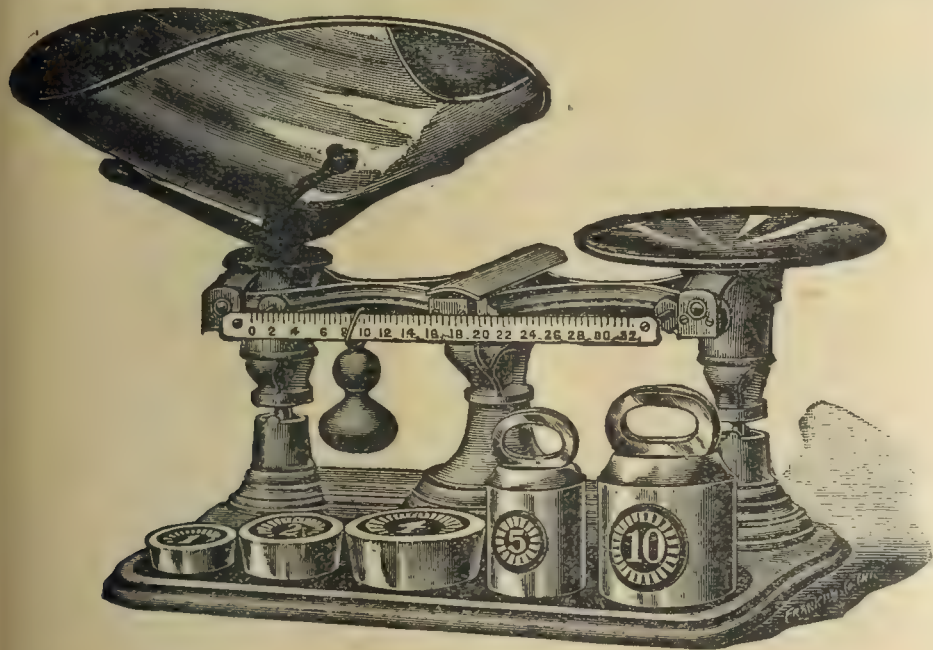
CLICQUOT CLUB SARSAPARILLA  
CLICQUOT CLUB ROOT BEER

CLICQUOT CLUB LEMON SODA  
CLICQUOT CLUB BLOOD ORANGE

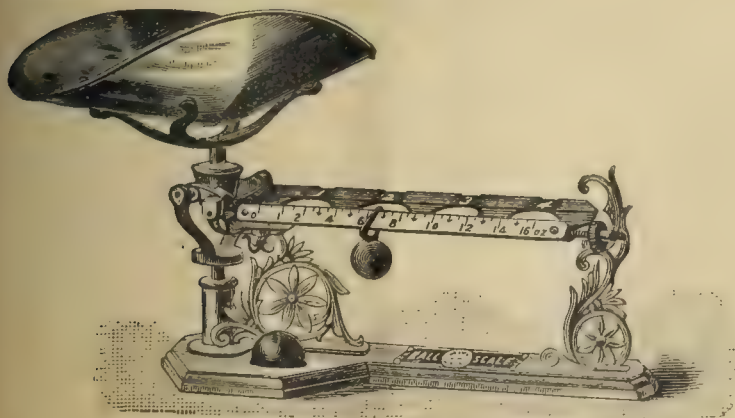
CLICQUOT CLUB BIRCH BEER



Millis, Massachusetts



Troemner's No. 151 B, "AGATE" Bearing Scale, sensibility 1-32 oz. Leaves your profit in the bin every time. NO OVERWEIGHT.

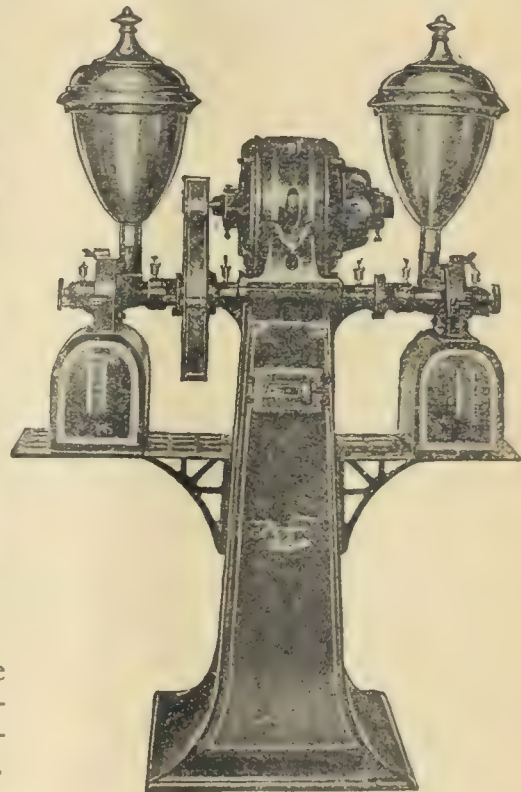


Troemner's No. 44, "BALL" SCALE

Standards of Excellence  
Used by All Leading Grocers

## Troemner's New Electric Coffee Mills

The ONLY successful machine of the kind on the market. PULVERIZING and GRANULATING coffee as it should be done.



FAMOUS "STAR" COFFEE MILLS  
STEEL and AGATE BEARING GROCER SCALES  
TEA, COFFEE and SPICE CANS AND BINS

Don't be talked into something "just as good;" there is NOTHING like GENUINE TROEMNER FIXTURE. WRITE FOR CATALOGUE.

## Henry Troemner

No. 911 ARCH STREET - - PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams Street - - CHICAGO, ILL.

GENERAL AGENTS FOR UNITED STATES

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. MAY 2, 1910.

Alarm Cash Drawer.....18	Sardines.....9	Drugs, Grocers'.....26	Ink.....31	Mustard.....30	Preserves.....26	Spices.....30
Alarm.....26	Meats.....9	Eggs.....16	Insect Powder.....31	Prepared.....31	Provisions.....24	Whole.....31
Ammonia.....3	Soups.....10	Essence of Coffee.....3	Ironing Wax.....38	Marmalade.....26	Prunes.....20	Starch.....31
Axle Grease.....3	Capers.....16	Extracts.....27	Jams.....26	Noodles, Egg.....17	Pudding.....18	Stove Polish.....31
Bags, Paper.....23	Catsup.....11	Fancy Groceries.....16	Jars and Jar Rubbers.....6	Nuts.....28	Putty.....26	Soap Powders.....30
Bag and Twine Holders.....18	Cereal Specialties.....17	Farinaceous Goods.....17	Jellies.....25	Oat Meal.....17	Reonet.....27	Sugars.....1
Baking Powder.....3	Cheese.....16	Figs.....30	Junket Tablets.....27	Oils.....28	Rice.....28	Sulphur.....26
Barley.....17	Chocolate and Cocoa.....11	Fish, Canned.....8	Ketchup.....11	Oil, American.....23	Roiled Oats.....17	Sundries.....30
Bath Brick.....28	Cider.....28	Fixtures.....18	Lamp Goods.....21	Olive Oil.....22	Root Beer.....20	Syrups.....33
Beans.....17	Clothes Pins.....35	Flour.....17	Lard.....25	Olives.....22	Rosin.....26	Tasks.....30
Blacking, Shoe.....4	Cocoonut.....13	Self Rising.....17	Lemons and Oranges.....25	Oysters.....20	Sago.....17	Tapoca.....17
Bluing.....6	Codfish.....19	Buckwheat.....17	Lentils.....17	Paper.....23	Salad Dressing.....28	Tar.....27
Borax.....26	Coffee.....5	Fly-paper.....17	Licorice.....26	Paper Bags.....23	Sal Soda.....28	Teas.....1
Brooms.....33	Essence.....5	Food, Bird.....32	Lime.....21	Peanut Butter.....24	Salt.....28	Tobacco, Chewing.....36
Brushes.....35	Chicory.....5	Fruit Butters.....25	Live Poultry.....21	Peas, Dried.....17	Sapolo.....30	Smoking.....36
Buckwheat Flour.....17	Coffee Mills.....18	Fruits, Domestic, Dried.....20	Lye and Potash.....21	Pickles.....24	Sardines.....9	Cutters.....18
Bung Boreers.....18	Cooking Herbs.....6	Foreign, Dried.....20	Macaroni.....18	Pickled Meats.....23	Sauce and Condiments.....29	Twine Holders.....18
Butchers' Sundries.....25	Condensed Milk.....12	Fish, Fresh.....20	Mackerel.....19	Plum Pudding.....26	Sauer Kraut.....25	Twine.....32
Butter Dishes.....34	Condensed Mince Meat.....21	Gelatine.....18	Maple Syrup.....33	Polishing and Cleaning.....29	Scaled.....18	Vermicelli.....18
Butter.....6	Corn Meal.....17	Gravel, Bird.....32	Matches.....21	Compound.....29	Scoops, Grocers'.....18	Vinegar.....24
Butter Color.....26	Corn Starch.....31	Herring.....15	Meat.....24	Popping Corn.....29	Scouring Soap.....30	Washboards.....34
Camphor.....26	Cottolene.....13	Hominy and Grits.....17	Milk, Evaporated.....18	Pork and Beef.....24	Seeds.....29	Wax, Fruit Jar.....30
Candles.....10	Crackers, Cakes, etc.....13	Honey.....33	Mince Meat.....28	Potash.....21	Shoe Dressing.....4	Wrapping Paper.....20
Candles.....6	Crescent Mapleine.....33	Horseradish.....21	Mineral Water.....29	Potato Chips.....23	Shot.....6	Woodenware.....34
Canned Goods.....7	Cutters, Tobacco.....18		Molasses.....33	Poultry Seasoning.....25	Smoked Fish.....18	
California Fruits.....8	Counters.....18			Dressed.....25	Soap, all kinds.....29	
Domestic Fruits.....8	Dates.....20			Live.....25	Soda, Bicarb.....29	
Vegetables.....7	Delicatessen.....14				Soft Drinks.....29	
Flah.....7	Dressed Meats.....25				Soups.....20	
Pie Fruit.....8					Specialties.....30	
						Yeast Cakes.....36

## -1- SUGAR.

	Barrels.	Halves.
Cut Loaf.....	6.35	6.15
Eagle Tablets.....	6.85	
Crystal Dominoes, 24 5-lb. pkgs.....	7.50	
" 60 2-lb. pkgs.....	8.40	
Cubes.....	5.70	5.90
Lozenge.....	5.60	5.80
Powdered.....	5.55	5.75
Granulated, fine or stand., McCahan.....	5.40	5.60
" Franklin.....	5.40	5.60
" special fine.....	5.45	
" fine, 2-lb. bags.....	5.70	
" 2-lb. pkgs., cases.....	5.60	
" 5-lb. bags.....	5.60	
" 10 10-lb. bags.....	5.55	
" 25-lb. bags.....	5.45	
" 100-lb. bags.....	5.40	
" coarse.....	5.50	
" extra coarse.....	5.70	
A Crystal.....	5.45	100-lb.
A Confectioners.....	5.25	Bags.
No. 2.....	5.15	5.15
No. 3.....	5.05	5.05
No. 6.....	4.95	4.95
No. 8.....	4.85	4.85
No. 10.....	4.75	4.75

## TEA.

	Per lb.
Foochow Oolong—	
Choice.....	.34
Extra choice.....	.39
Fancy.....	.45
Formosa Oolong—	
Choice.....	.33
Extra choice.....	.39
Fancy.....	.45
Imperial—	
Choice.....	.33
Extra choice.....	.33
Fancy.....	.40
Young Hyson—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Gunpowder—	
Choice.....	.38
Fancy.....	.45
Japan, pan fired or basket fired—	
Choice.....	.35
Extra choice.....	.40
Fancy.....	.45
English Breakfast—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Ceylon—	
Tetley's, No. 1, lbs., 1/2s or 1/4s.....	.60
" No. 2, 1/2 lb.....	.45
" Troubadour, 1 lb. tins.....	.25
Bungalow, 1 lb.....	.25
" 1/2 lb.....	.28

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
O. K., 3 doz.....	.75
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87 1/2
Tibbals Dri-Monia (con. dry), 10c. size, 1/2 gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, 1/2 gross package.....	4.80
Free goods with 1/2 gross 5- or 10-cent sizes.	

## -2- AXLE GREASE.

Frazer's, 15 lb. pails.....	.85
Frazer's, boxes, 1/4 gross.....	9.40
Mica, 1/4 gross.....	9.00
Castor Oil, 36 1-lb. tins, 1/4 gross.....	10.00
Castor Oil, 24 3-lb. pails, 1/4 gross.....	26.00

## BAKING POWDER.

Sea Foam Baking Powder—	
1/2 lb., 4 doz. in case.....	.95
1/2 lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., 1/4 lb., 4 doz.....	.45
Davis' O. K., 1/2 lb., 3 doz.....	.90
Davis' O. K., 1-lb., 2 doz.....	1.65
Davis' O. K., 5-lb., 1/2 doz.....	7.20
Cleveland's, 10-c. size, 4 doz.....	.84
Cleveland's 1/2-lb., 4 doz.....	1.23
Leslie's, nickel.....	.45
Leslie's, 1/2-lb. cans, 2 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder—	
4 oz. glass, 2 doz.....	.82 1/2
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	1.08
Rumford Baking Powder—	
5c.-tins, 4 doz.....	.45
10c.-can, 2 doz. in box.....	.94
1/2-lb. cans, 2 doz in case.....	1.25
1-lb. cans, 1 doz. in case.....	2.50
Royal, 10c. size, 4 doz.....	.86
" 1/2 lb., 4 doz.....	1.30
" 1/2 " 2 ".....	2.40
" 1 " 1 ".....	4.65

## BLACKING—Shoe.

Shinola (premiums).....	per gross 10.00
Blackola, 1 doz., 10 cent size.....	.85
Mason's No. 1, 1/4 gross.....	2.70
" " 2, ".....	3.00
" " 3, ".....	3.30
" " 4, ".....	5.40
" " 5, ".....	13.80
T. M. French.....	per doz. 1.10

## SHOE DRESSING.

Mason's—	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.12 1/2
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.85
" Oil Polish.....	.85
Easy Bright, ladies.....	1.25
waterproof.....	.90
Admiral Russet Combination.....	.90
Admiral Shoe Dressing.....	.90

## -3- GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25 1/2
Java, Interior.....	.21
Bogatos.....	.14
Washed, Caracas.....	.14 1/2
Washed, Mexican.....	.14 1/2
Bucaramango.....	.13 1/2
Guatemala.....	.12 1/2
Maracaibo.....	.14
Washed Santos.....	.14
Mocha Seed Santos.....	.19
Santos.....	.11
Rio.....	.11 1/2

## ROASTED COFFEE IN BULK.

Private Estate.....	.33
Fancy East India.....	.28
Fancy Blend.....	.27
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.26
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	.13 1/2	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—	
50 tins in box.....	per box 4.15
12 in tin box.....	per carton 1.00
3-lb. tins.....	per doz. 3.75

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	3.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" No. 2, 3 doz.....	2.65
" A. No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	4.80
" No. 2, 3 doz.....	4.80
Reckitt's, e. and roc. aast., 8 lbs.....	Per lb. .30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
" " 1 " 6 " @ 39c. ".....	2.34

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/4 gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	5.90
French Laundry, large, 1/2 gross in barrel.....	8.45
Tibbals Cream Indigo, 5c. size, 1/2 gross case.....	4.80
" " 10c. size, 1/2 gross case.....	9.00
Free goods with 1/2 gross 5-cent size and 1/4 gross 10-cent size.	

## -4- BUTTER.

	Per lb.
Tub Butter—	
Creamery, extra, 60-lb. tubs.....	.33
" first, ".....	.32
" second, ".....	.31
" third, ".....	.29-30
" dairy, extra, bakers' use, 30-60 lbs.....	.24-28
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.32-34

Print Butter—	
Star or S. D. brands, 1 lb., 20-30-lb. boxes.....	.37
B. B., E. D. brands, 20-30-lb. boxes.....	.36
J. J., C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes.....	.35
Sheaf ("400") Elgin, 20-30-lb. boxes.....	.34
Sheaf.....	.32-33
Milken Farm, lbs. and 1/2 lbs.....	.30
Gurnee, lbs. and 1/2 lbs.....	.36
Belle Spring.....	.33
White Rock.....	.36

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11 1/2
" 16's, 30 lbs.....	.12 1/2
Neverout, 8's.....	per box 1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons.....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps, fluted, bbls., 21 doz.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

## CANNED GOODS.

	Per doz.
Tomatoes—	
Fancy Jersey.....	.87 1/2
New Jersey, No. 10, 1 doz.....	2.20
" standard No. 3.....	.80
" 5 1/2 inch.....	1.20
Maryland, No. 10, 1 doz.....	1.95
Mrs. Lippincott's, frying.....	1.15
Our Best, 50 oz.....	1.00
Fancy Maryland.....	.75
Luncheon, fancy Maryland.....	.80
Lima Beans—	
New Jersey, No. 2.....	.90
" 10.....	4.50
String Beans—	
Fancy cut Refugee.....	per doz 1.05
" Refugee.....	1.20
Small.....	1.35
Fancy small Refugee.....	1.60
Smallest Refugee.....	1.80
New York, No. 10.....	4.25

IN WRITING TO ADVERTISER, KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





## “The First Lesson” for Grocers

Learn to sell **Knox Gelatine** to every customer you can. Sell **Knox** because we guarantee it will please them and they'll use it constantly **and because** it sells at 15 cents a package, paying you a **good profit**. Get your customers buying **Knox Gelatine** and you can depend on constantly increasing trade at a good profit to you and no risk, because if your customer is dissatisfied for **any reason** we'll refund the money.

**CHARLES B. KNOX CO.**

**JOHNSTOWN, N. Y.**



The grocer  
really  
doesn't want  
to sell bulk  
starch.

He realizes the trouble and loss in handling it—scooping and weighing and putting it in a paper bag,

to say nothing of the little broken pieces which settle at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big, clean package to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—if she tries it, she'll order it again. To sell Argo—stock it.

**CORN PRODUCTS REFINING COMPANY**  
NEW YORK



Wax Beans—	
Small.....	1.35
Fancy, small.....	1.60
Cut wax.....	1.05
Baked Beans—	
Fancy Maine, No. 3, sauce.....	1.60
" " " 3, plain.....	1.45
" " " 2, sauce.....	1.25
" " " 2, plain.....	1.15
" " Picnic sauce.....	.70
" " Individual sauce.....	.50
Maryland, No. 3, sauce.....	1.20
" " 3, plain.....	1.25
Good, No. 3, plain or sauce.....	.95
Campbell's, No. 2, sauce.....	.95
Red Kidney Bean—	
New York, fancy, No. 2.....	.95
Maryland, standard, No. 2.....	.80
Corn—	
Fancy Maine.....	1.25
" New York, cream crushed.....	1.00
" " Country Gentleman.....	1.15
Fancy Shoe Peg.....	1.00
" " ".....	.85
Maryland, crushed.....	.85
Peas—	
Fancy New York, sweet.....	1.05
" " sifted, sweet.....	1.20
" " extra sifted, sweet.....	1.35
" " fancy sifted, sweet.....	1.65
" " June.....	1.05
" " sifted June.....	1.20
" " extra sifted June.....	1.35
" " fancy sifted June.....	1.65
" " No. 10 cans.....	5.00
Extra sifted, E. J.....	1.25
Sifted, E. J.....	1.05
Sweet Dimpled.....	1.00
Maryland, sifted E. J.....	.85
" " June.....	.80
Beets—	
New Jersey fancy, No. 3.....	1.10
" " " 10.....	3.25
Succotash—	
New York, fancy, No. 2.....	1.20
" standard, No. 2.....	1.05
Maryland Slavery, No. 2.....	.95
Spinach—	
Maryland, standard, No. 3.....	.95
New York, fancy, No. 3.....	1.50
Sweet Potatoes—	
New York, fancy, No. 3.....	1.25
New Jersey, standard, No. 3.....	.90
Pumpkin—	
New York, extra fancy, No. 3.....	1.15
" " " 2.....	.90
" " fancy, No. 3.....	1.00
New Jersey, fancy, No. 3.....	.85
" standard, No. 3.....	.75
Maryland, standard, No. 3.....	.65
Asparagus—	
Mammoth, 2 1/2s.....	3.00
Large, 2 1/2s.....	2.75
Oak, large, 1 1/2s.....	2.65
standard, 1 1/2s.....	2.45
Fancy tips, No. 1, square.....	2.65
Extra standard, No. 1, square.....	2.45

## California Canned Fruit.

Apricots—	
Extra quality.....	Per doz. 2.50
Extra standard.....	2.60
Standard.....	1.40
Pears—	
Bartlett, extra quality, 2 1/2s.....	2.60
" extra standard, 2 1/2s.....	2.15
" standard, 2 1/2s.....	1.80
Cherries—	
Extra quality, 2 1/2s.....	2.90
" standard, 2 1/2s.....	2.35
Standard, 2 1/2s.....	1.80
Peaches—	
Extra quality, lemon cling.....	2.50
Standard, lemon cling.....	1.90
Extra standard, No. 8.....	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.05
Plums—	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples—	
Extra standard, No. 3, 2 doz.....	.90
Standard, No. 3, 2 doz.....	.85
New York State, No. 10.....	2.85
Blackberries—	
New Jersey, syrup, No. 2.....	1.30
Standard, No. 2.....	1.03 1/2
Blueberries—	
Maine, Eagle No. 2.....	1.25
Loggins, No. 10.....	6.00
Cherries—	
Maryland, No. 2, white, extra.....	1.35
New York, white, No. 2.....	2.65
Flour City, red, No. 2.....	
Peaches—	
Extra standard, yellow, No. 3.....	1.25
Standard, white, No. 3.....	1.05
Standard, pie, No. 3.....	.95
Pears—	
New Jersey, No. 10.....	3.75
Delaware, standard, No. 3.....	1.00
Raspberries—	
New York, extra preserved, No. 2.....	2.45
Strawberries—	
Anchor, No. 2, water.....	.75
New Jersey, standard, No. 2.....	1.50

Pineapple—	
Hawaiian, No. 2 1/2, sliced.....	2.50
" " 2, ".....	2.20
" " 2, grated.....	1.75
" " 2, crushed.....	1.80
" " extra, grated in juice.....	5.75
" " crushed in juice.....	5.75
Baltimore, extra, grated, No. 2.....	2.00
" " sliced.....	2.00
Singapore, heavy syrup, No. 1 1/2, cubes.....	1.10
" " " 1 1/2, chunks.....	1.20
" " " 1 1/2, sliced.....	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	Per doz. 2.17 1/2
No. 2, 2 doz., McMenamin's.....	3.25
Clams—	
Star, No. 1, 4 doz.....	.85
Lobster—	
B & M., No. 1, tall, 2 doz.....	4.35
" " flat, 4 doz.....	4.35
B & M., No. 1/2, flat, 4 doz.....	1.40
No. 1/2, flat, 4 doz.....	1.35
Star brand, No. 1/2, flat, 4 doz.....	2.25
No. 1/2, flat, 4 doz.....	
Shrimps—	
Dunbar, No. 1, pickle, 4 doz.....	1.30
Mackerel—	
Pickert's, souse, No. 1, 4 doz.....	
" " No. 2, 2 doz.....	
" " No. 3, 2 doz.....	
Underwood, souse, No. 1, 50 cans.....	
" " No. 1, 4 doz.....	
Oysters—	
Boyer's, No. 1, 2 doz.....	.78
" " No. 2, 2 doz.....	1.45
Stewart's, No. 2, 2 doz.....	1.35
" " No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75
Kipperd Herring—	
Maconache's, 2 doz., plain.....	1.60
Bonaccard, 6 doz.....	1.60
Salmon—	
Hagood's, No. 1, tall.....	2.05
" " 1, flat.....	2.15
Horseshoe, No. 1.....	1.65
Alaska, red.....	1.55
White Raven, red, 1/2s.....	
Red, No. 1/2, flat, 4 doz.....	.90
Pink, No. 1/2, 4 doz.....	.80
Herringtons, 1/2s, in pure olive oil, key, 50 tins.....	7.65
" " 1/2s, in tomato sauce, key, 50 tins.....	7.65

## SARDINES—Imported.

Boneless and peeled, 1/2s.....	
" D. & G., 1/2s.....	26.50
" Ispa, 1/2s.....	28.00
" Gondolier, 1/2s.....	17.00
" Landell, 1/2s.....	8.50
" Martel, 1/2s.....	10.50
" " 1/2s.....	14.00
" Loyal, 1/2s.....	9.50
Argonauts, 1/2s.....	14.00
Orion, smoked, 1/2s, key.....	10.00
Tomato sauce, 1/2s.....	15.00
Truffled, 1/2s, key.....	12.50
Spiced, 1/2s.....	10.00
Skipper, 1/2s.....	11.50
tomato sauce, 1/2s.....	11.50
Royanette, oval, 1/2s.....	9.50
Angus Watson & Co.—	
Skipper Sardines, 1/2s, oil.....	11.50
" " 1/2s, oil.....	10.75
" " 1/2s, tomato sauce.....	11.50
" " 1/2s, tomato sauce.....	10.75
Sea Queen Sardines, 1/2s, oil.....	9.20
Sea Pearl Sardines, 1/2s, oil.....	8.00

## Domestic.

American Oil—	
No. 2, 1/2s.....	100 3.00
1/2s, key.....	100 3.15
Irma, 1/2s.....	100 4.00
Mustard—	
Irma, 1/2s.....	100 3.85
1/2s.....	100 3.15
1/2s.....	50 2.75
Continental, 1/2s, key.....	48 3.00
Irma, fancy, 1/2s.....	50 3.80
Gold Label, 1/2s.....	50 4.50
1/2s.....	100 7.00
Underwood's, 1/2s.....	50 4.25

## CANNED MEATS.

## Corned Beef.

Fairbank's—	
No. 1, key, 2 doz.....	1.60
No. 2, key, 1 doz.....	9.75
No. 6, key, 1 doz.....	11.00
No. 14, key, 1/2 doz.....	24.00
Libby's—	
No. 1, key, 2 doz.....	1.95
No. 2, key, 1 doz.....	3.00

## Chipped Beef.

Libby's—	
No. 1/2, 2 doz.....	1.30
No. 1, 2 doz.....	1.35
No. 1/2, glass, 2 doz.....	1.35
No. 1, glass, 2 doz.....	2.32 1/2
Beckman's—	
No. 1/2, sliced, glass jars.....	1.70
No. 1, sliced, glass jars.....	2.80

## Sliced Bacon.

Bechnut—	
Medium, glass jars.....	1.80
Large, glass jars.....	3.00

## Roast Beef.

Fairbank's—	
No. 1, 2 doz.....	1.65
No. 2, 1 doz.....	2.75
Libby's—	
No. 1, 2 doz.....	1.75
No. 2, 1 doz.....	3.00
Kings's—	
No. 1, 2 doz.....	1.57 1/2
No. 2, 1 doz.....	2.75

## Lunch Tongue.

Fairbank's, No. 1, 2 doz.....	
Libby's, No. 1, 2 doz.....	2.80
Libby's, No. 1/2, 2 doz.....	1.85

## Whole Ox Tongue.

Fairbank's, No. 2, 1 doz.....	
Libby's, No. 2, 1 doz.....	8.00
Libby's, No. 2, 1 doz.....	9.50

## Potted or Deviled Meats.

Libby's—	
No. 1/2, 4 doz.....	.50
No. 1/2, 4 doz.....	.90
R. & K.—	
No. 1/2, 4 doz.....	1.15
No. 1/2, 2 doz.....	1.95

## Potted Chicken or Turkey.

Libby's—	
No. 1/2, 4 doz.....	
No. 1/2, 2 doz.....	
R. & K., No. 1/2, 4 doz.....	
	1.75

## Boned Meats.

Curtice Brothers, "Blue Label," in tins—	
Chicken, No. 1/2.....	3.50
" No. 1.....	6.00
Turkey, No. 1/2.....	3.50
" No. 1.....	6.00
Whole Rolled Ox Tongue, No. 2.....	12.50
Boneless Whole Ham, No. 1 1/2.....	8.75
" " No. 2 1/2.....	12.50
All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

## Deviled Meats.

Curtice Brothers, "Blue Label"—	
Ham.....	No. 5 oz. No. 10 oz.
Tongue.....	1.50 2.80
Chicken.....	1.50 2.80
Turkey.....	2.00 3.30
No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.	

## Potted Meats.

Curtice Brothers, "Blue Label"—	
Ham.....	No. 1/2 Tin. No. 1/4 Tin.
Tongue.....	1.45 2.45
Chicken.....	1.45 2.45
Turkey.....	1.95 2.95
No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.	

## Soups.

Campbell's—	
Asparagus.....	Per doz. .90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.95
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Pepper Pot.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.90
Vermicelli-Tomato.....	.90
No. 10 cans, Tomato only.....	per doz. 6.50

Curtice Brothers, "Blue Label"—	
Consomme.....	Quarts. Pints. 1/2 Pints.
Bouillon.....	3.15 1.75 1.25
Beef.....	3.15 1.75 1.25
Julienne.....	3.15 1.75 1.25
Printanier.....	3.15 1.75 1.25
Vegetable.....	3.15 1.75 1.25
Tomato.....	3.15 1.75 1.25
Ox Tail.....	3.15 1.75 1.25
Mock Turtle.....	3.15 1.75 1.25
Pea.....	3.15 1.75 1.25
Mutton Broth.....	3.15 1.75 1.25
Clam Chowder.....	3.15 1.75 1.25
Clam Broth.....	3.15 1.75 1.25
Chicken Gumbo.....	3.15 1.75 1.25
Mulligatawny.....	3.15 1.75 1.25
Chicken.....	3.15 1.75 1.25
Green Turtle.....	6.50 3.50 2.00
Green Turtle, Clear.....	7.25 3.75 2.25
Terrapin.....	7.25 3.75 2.25
Schimmel's, assorted, 1 lb., 4 doz.....	
	.85

## CATSUP.

Beefsteak Catsup, medium.....	
Waldorf, medium, 12 oz., screw top, 2 doz.....	Per doz. 2.00
Campbell's—	.87 1/2
Tomato, roc. size, bottles.....	.90
Tobasco, roc. size, bottles.....	.90
Snider's—	
Pints, 2 doz.....	2.10
Half-pints, 2 doz.....	1.30
Quarts, 1 doz.....	3.25
Gallons, 6 jugs in crate.....	per jug .25

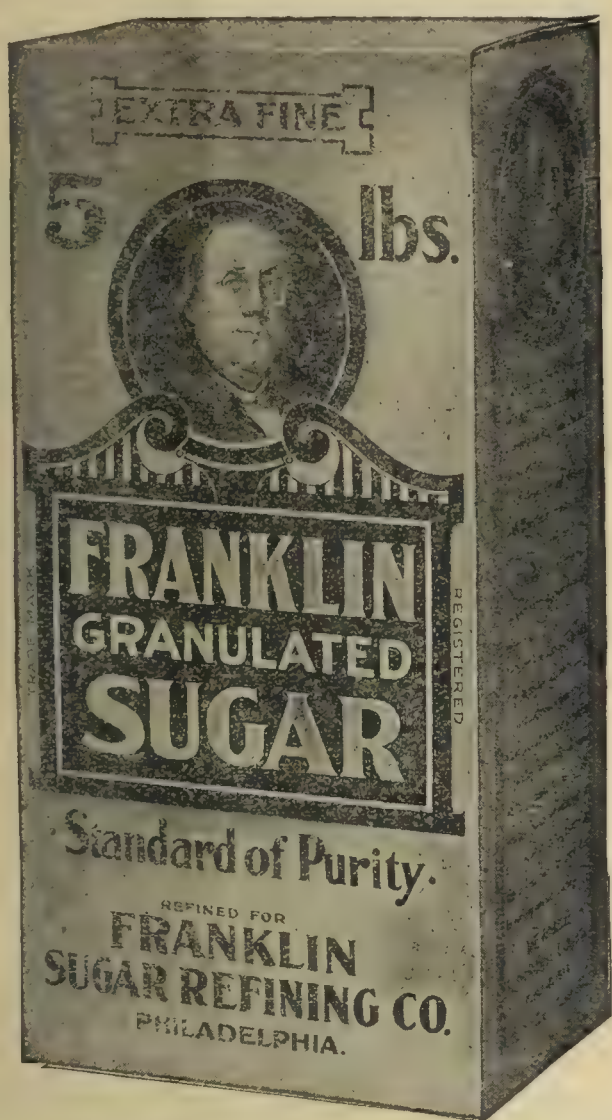
## KETCHUP.

Curtice's "Blue Label" Tomato Ketchup—	
Small, 25 bottles in case.....	Per Case 2.75
Medium, 25 bottles in case.....	4.25
Large, 12 bottles in case.....	3.25

## CHOCOLATE AND COCOA.

Walter Baker & Co's—	
Premium, 1/2s, 12 to 25 lbs.....	Per lb. .30
Premium, 1/2s, 12 lbs.....	.70
Caracas, sweet, 6 lbs.....	.32
German, sweet, 12 lbs.....	.28
Auto, sweet, 6 lbs.....	.35
Cocoa, 1/2-lb. cans, 12 lbs. in box.....	.36
Cocoa, 1/2-lb. tins, 6 lbs.....	.36
W. H. Baker's—	
Best Cocoa, 1/2-lb. size.....	per lb. .38
" " 1-lb. ".....	.33
Premium Chocolate, 1/2s, 12 lbs.....	.38
" " 1/2s, 12 lbs.....	.29
Best Sweet Chocolate, 1-5s, 6 lbs.....	.19 1/2
" " 1-5s, 12 lbs.....	.19 1/2
Hershey's—	
Milk, 48 5 cent.....	per box 1.60
Epp's—	
Cocoa, 1/2-lb. tins, 7 lbs.....	.48
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins.....	per tin .75
" " 12-lb. boxes, 1/2-lb. tins.....	.40
" " 6-lb. boxes, 1/2-lb. tins.....	.20
" " square tins, 48 in box.....	.18
Hooton Cocoa and Chocolate Co.—	
Cocoa, labeled, 1/2s.....	.35
Cocoa, labeled, 1/2s.....	.37
Premium Chocolate, 1/2s.....	.23
Premium Chocolate, 1/2s.....	.29
Bensdorp's Royal Dutch Cocoa, 12 lb. cases—	
1/2-lb. round cans.....	Per can. Per doz.
1/2-lb. round cans.....	.18 2.17
1-lb. ".....	.29 3.60
1 1/2-lb. ".....	.57 6.84
5-lb. ".....	
	Per lb. .75 .35
Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—	





PACKED ALSO IN 2-POUND CARTONS

## Avoid Unnecessary Work

The hot days are coming when you will go to your bed at night just about all in. Too much work, much of it unnecessary. Some of the unnecessary work is grubbing in the sugar barrel, for instance, when you could sell **Franklin Carton Sugar**.

Isn't it inconceivable that some grocers still insist on following the old laborious plan of selling sugar—that makes them *no money*—when there is a plan that cuts out all the work, and makes them twice the money!

A product that saves a man work and doubles his profits can stand up before any man's reasoning.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**  
PHILADELPHIA, PENNA.

There are two sides to every man. Which side are **YOU** developing?



Develop the *profitable* side of yourself. You can't make money doing work that *doesn't pay* a good salary. Get trained for the work that *does pay*. Learn to be a salesman. Many of them who used to be clerks but weren't satisfied to grub all their lives have taken the Sheldon Course in Scientific Salesmanship and are making from \$1,000 to \$10,000 a year.

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**SHELDON SCHOOL**  
504 Republic Building - - Chicago







WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers

IN

## 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



## Any Boy Can Drive This

An automobile delivery car can be a never ending joy, or it can drive one to insanity and drink. These qualities never combine in one car; a car is either of the one kind or the other.

Our Model A Delivery Car is without doubt the simplest motor car built. It has none of those gears, valves, springs, etc., that not only go wrong but rattle and rasp. It has no adjustments worth mentioning, and altogether is a good deal simpler than you'd think any piece of machinery could be.

Runs smoothly, quietly, easily, swiftly, and a boy of ordinary intelligence can care for it. Very inexpensive to operate.

A high grade, dependable car at a very moderate price. Write for figures.

**KEARNS MOTOR CAR CO.**

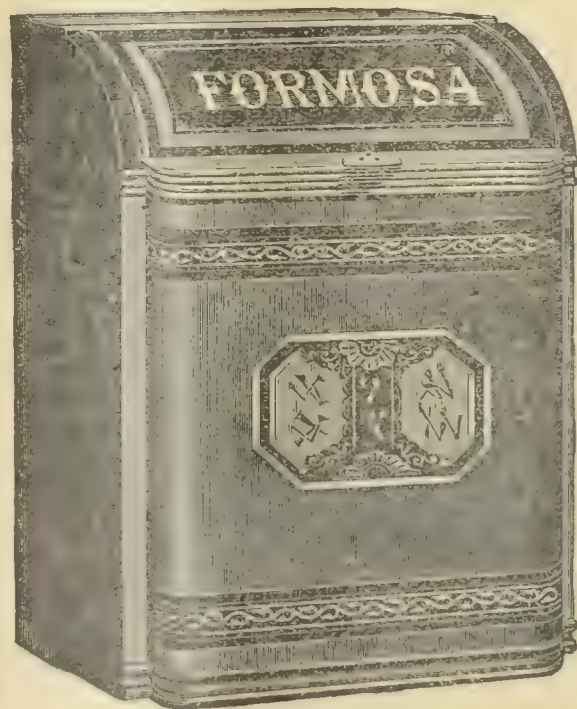
BEAVERTOWN, PENNA.



## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese Scenery Paper for Tea-store Decoration



**TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills**

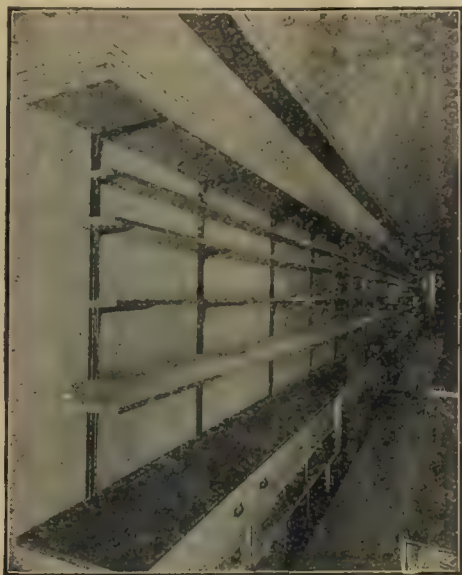
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**MORGAN & CORNELL**
**211 DUANE ST.  
NEW YORK**









## Stores That Look Like Junk Shops

No matter how hard you try to avoid it, your store will look like a junk shop if its shelves are overcrowded.

Of course you can overcrowd shelves supported by **Baines' Brackets**, but you won't reach the crowded point until you've got 25 per cent. more goods on the shelves than you can put on the old-fashioned shelves.

**Baines' Brackets** hold up shelves without the old-time uprights that eat up space. The whole, unobstructed shelf-length is available for goods. We've figured up the gain many times—it amounts to a clear increase in shelf room of 25 per cent.

**PIQUA BRACKET CO. = = Piqua, Ohio**

## RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

## THE ONE WAY TO BEAT BABBITT'S

**BABBITT'S BEST LAUNDRY SOAP** is not only our best—it is your best, too.

The grocers who sell **BABBITT'S BEST** will find, if they average the sales of all their laundry soaps, that **BABBITT'S BEST** has always stood at the head. It has a place in the household that only one thing could displace.

That one thing is this—if somebody could find a soap to do better work, **BABBITT'S BEST** might have to yield. Nobody has come within a mile of finding it yet, however.

MADE BY

**B. T. BABBITT**  
NEW YORK



## Star Egg Carriers Make Egg Selling Profitable

You're throwing away a cent on every dozen eggs you handle without **STAR EGG CARRIERS AND TRAYS**—losing it in breakage and time wasted. We'll show you how to save the cent, we'll show you how this cent a dozen can be piled up in profit—a neat saving on a year's business. Write for our booklet "No Broken Eggs"—it shows you how you can save **breakage** and **time** by delivering eggs in **STAR EGG CARRIERS AND TRAYS**.

**Star Egg Carrier and Tray Manufacturing Co.**

ROCHESTER, N. Y.



## -17-

Seeded Raisins—		
Owl, extra fancy, 36 is.	07 1/2	
Fancy, 36 is.	07 1/2	
Blue Pennant, 36 is.	07 1/2	
Parrot, 36 is.	05 1/4	
Souvenir, 36 is.	06 1/2	
Glen Rosa, 36 is.	07 1/2	
Blue Ribbon, 36 is.	06 1/4	
California Seedless Raisins—		
Gold Cord, bleached, 36 is.	10	
Not-A-Seed, 36 is.	07 1/2	
Griffin, 50 is.	06 1/4	
Gray's, 36 is.	06 1/2	
Loose Muscatels, 3 crown, 50-lb. boxes.	05 1/2	
Sultana, 50-lb. boxes.	04 1/4	
Thompson's, 50-lb. boxes.	05	
Prunes—		
Fancy Santa Clara, 20-30.	14	50 lb.
" " 30-40.	09 1/4	
" " 40-50.	08 1/2	
" " 50-60.	07 1/2	
" " 60-70.	06 1/2	
Ruby, 30-40.	09 1/4	
" " 40-50.	08 1/2	
" " 50-60.	07 1/2	
Oregon, 40-50.	07 1/4	
" " 50-60.	07 1/4	
Silver	11 1/2	
Currants—		
Fancy, re-cleaned, new, 40 is.	08 1/4	
Extra choice, re-cleaned, new, 40 is.	07 3/4	
Fancy, re-cleaned, 30 lbs. loose.	08	
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.	13 3/4	
Lemon Peel, fancy, 10-lb. hinge lid boxes.	12 1/2	
Orange Peel—		
Fancy 10 lb., hinge lid boxes.	12 1/2	
Dates—		
Fard, fancy, new, boxes about 14 lbs.	11 1/2	
Haliwe'en, very fcy, new (Gldn) abt. 70 lb.	05	
Orient, new, pitted, 30 packs.	06	
Figs—		
Fancy, new, Cal., 10-is.	77 1/2	
Extra fancy new Smyrna layers, 5 crown,		
boxes about 12 lbs.	11 1/4	
Fancy new Smyrna layers, 5 crown, boxes		
about 12 lbs.	12 1/4	
5 or 10 box lots.	12	
Apricots—		
Blenheim, extra fancy large, very bright		
Santa Claras, 25 lb. boxes.	15 1/4	
5 or 10 box lots.	15 1/4	
Fancy Royals, new, 25 lb. boxes.	14	
Extra choice Royals, new, 25 lb. boxes.	13 1/4	
5 box lots.	13 1/4	
Choice Royals, new, 25 lb. boxes.	12 1/2	
5 or 10 box lots.	12 1/2	
Moorpark Slabs, fancy, very bright, 50 lb.	12 1/2	
Cherries—		
Extra fancy California, pitted, 25 lb. boxes.	21	
Pennsylvania, pitted, 25 lb. boxes.	19	
Nectarines—		
Fancy, white, 25 lbs.	09 1/2	
5 or 10 box lots.	09 1/4	
Peaches—		
Fancy Muir, 25 lbs.	09 1/2	
Extra choice Muir, 25 lbs.	09	
Choice Muir, 25 lbs.	07 1/2	
Good, 25 lbs.	06	
Extra choice Yellow, 50 lbs.	07 1/4	
Whole, 50 lbs.	05 1/2	
Fancy, pared, 25 lbs.	18 1/4	

## FOREIGN AND DOMESTIC GREEN FRUITS.

Jamaica Bananas—		
Selected, 10 hands, packed 1 in barrel.	2.00	Per bunch.
" " 9 " 1 " "	1.75	
" " 8 " 2 in crate	1.65	
" " 8 " 1 in barrel.	1.25	
" " 8 " 2 in crate.	1.15	
" " 7 " 3 " "	1.10	
" " 7 " 2 " "	.95	
" " 7 " 3 " "	.85	
Cocoanuts—		
Porto Rico, extra fancy, 80 size.	3.75	Per sack
Jamaica, extra fancy, 100 size.	3.25	
Florida Oranges—		
Fancy Brights, 126-150.	3.25	-3.75
" " 176-200.	3.50	-4.00
" " 216-250.	3.25	-3.75
" " 288-300.	3.25	-3.75
Golden Russetts, 126-150.	3.00	-3.50
" " 176-200.	3.00	-3.50
" " 216-250.	3.25	-3.75
" " 288-300.	3.00	-3.50
Florida Grape Fruit—		
Fancy Brights, 54-64-80.	4.00	
" " 54-64-80.	4.50	
Russetts, 36-46-96.	3.50	
" " 54-64-80.	4.25	
Messina Lemons—		
Extra fancy, 300 size.	3.50	Per box
" " 360 size.	3.50	
Choice, 300 size.	3.25	
" " 360 size.	3.25	
California Lemons—		
Extra fancy, 300 size.	3.75	Per box
" " 360 size.	3.75	
Choice, 300 size.	3.25	
" " 360 size.	3.25	
Pineapples—		
Fancy, 18-24.	3.50	-4.00
Fancy, 30 size.	4.00	
Fancy, 36-42 size.	4.00	
California Oranges—		
Extra fancy Navel, 96-112.	2.50	
Extra fancy Navel, 126-150.	3.5	-3.75
Extra fancy Navel, 176-216.	3.00	-3.75
Extra fancy Navel, 250, 288-324.	3.00	-3.75

## HORSE RADISH.

Tumblers, 10-c. size, a doz.	per doz.	.65
Tumblers, 5-c. size, a doz.	"	.45
Tumblers, 10-c., Lord's Prayer, a doz.	"	.85
Tumblers, int. cut glass, 10-c., a doz.	"	.85

## -18-

## INK.

Arnold's, black, 32.	per bottle	.48
Continental, red, 1 doz.		.30
" " black, 3 doz.		.25
Royal, black, 3 doz.		.25
Superior, black, 3 doz.		.25
Stafford, Commercial, 32.	per bottle	.60

## LAMP GOODS.

		Per case of 6 doz.		
		No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Macbeth, Pearl Top.		4.80	4.50	5.10
Acme, Victor Top.		3.60	4.20	4.80
Pure Flint, Lustre Top.		2.70	3.30	3.90
Crystal, Crimp Top.		2.10	2.70	3.30
No. 0, Tubular Lantern Globes.		5 doz.		2.75
Cold Blast.		5 doz.		3.75
Jumbo Chimneys, plain.			No. 1.	No. 2.
			.75	.85
Banner Burners.		No. 0.	No. 1.	No. 2.
		.45	.55	.75
No charge for packages.				

		Per doz.		
Oil Cans—				
1-gal., glass.		2.25		
1-gal., galvanized, Pearl.		1.90		
5-gal., Lennox, spout.		5.50		
5-gal., " spigot.		6.50		
5-gal., Columbia.		7.00		
5-gal., Banner.		8.00		
5-gal., Climax, pump.		10.00		
5-gal., Home Rule, pump.		12.00		
Lanterns—				
No. 0, Standard.		4.50		
No. 0, Dash.		6.50		
Cold Blast.		8.00		

## LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb.	1.50
--	------

## LYE AND POTASH.

		Per case.	
Banner Lye, 4 doz.		3.75	
Babbitt's Lye, 4 doz.		3.25	
Lewis' Lye.		3.25	
Red Seal, 2 doz.		1.90	
" " 4 doz.		4.00	

## MATCHES.

		Per case	
Double Dip Brands—			
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots.		3.35	
Black Diamond, Dia. 5 size, 100 bxs., 4 cs.		3.00	
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.		4.25	
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots.		3.75	
Swallow, Dia. 5 size, 144 bxs., 4 cs. lots.		3.75	
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.		3.50	
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.		.95	
" " " 2 1/2 gr. cs., 8 cs. lots.		2.35	
" " " 5 gr. cs., 4 cs. lots.		4.70	
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs.		.85	
" " " 3 gr. cs., 7 cs. lots.		2.55	
" " " 5 " 4 " "		4.25	
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.		2.50	
Parlor Brands—			
Search Light, Dia. 5 size, 4 cs. lots.		4.25	
" " Dia. 1 size, 2 1/2 gr. cs., 8 cs. lots.		2.40	
" " " 3 gr. cs., 7 cs. lots.		2.85	
" " " 5 gr. cs., 4 cs. lots.		4.75	
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots.		3.50	
" " Dia. 5 size, 144 bxs., 4 cs. lots.		3.75	
Chips, Dia. 5 size, 50/3 bx. pkgs., 10 cs. lots.		1.65	
" " " 100/3 bx. pkgs., 5 cs. lots.		3.30	
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.		.93	
" " " 3 gr. cs., 7 cs. lots.		2.70	
" " " 5 " 4 " "		4.50	
Doric, Dia. 1 size, 1 gr. cases.		.90	
" " " 5 " "		4.50	
Big Buffalo, Dia. B size, 144 bxs.		3.85	
Little Stars, Dia. L S. size, 10 gr. cs., 2 cs. lots.		3.80	
Vulcan, Dia. 5 size, 144 bxs.		4.20	
Safety Matches—			
Three Noses, Dia. 1 size, 5 gr. cs., 4 cs. lots.		4.50	
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.		3.75	
" " " 6 " 4 " "		2.00	
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.		2.25	
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.		2.50	
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs.		1.00	
" " " 10 " 2 " "		3.80	
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.		2.25	
Vulcan, No. 2, 50 gr. to case.		25.00	
" " less than 50 gr.		.55	

## MINCE MEAT.

		Per case.	
Atmore & Son—			
Extra Family, Seedless—			
No. 5, 6 glass jars.		4.50	
No. 5, 6 glass jars.		3.10	
No. 18, 17 and 68, wooden pails.		per lb.	.13
Barrels, halves, quarters and kits.		"	.13 1/4
Family, Seedless—			
No. 5, 6 wooden pails.		3.65	
No. 10, 6 wooden pails.		6.50	
Celebrated, Seedless—			
Bbls. 1/2 and 1/4.		per lb.	.08 1/4
Wooden pails, 18, 37 and 68 lbs.		"	.09 1/4
Wooden kits, Nos. 30-35.		"	.09
Wooden kits, Nos. 20-35.		"	.08
Keystone—			
Bbls. 1/2 and 1/4.		per lb.	.07 1/4
Wooden pails, 18, 37 and 68 lbs.		"	.08 1/4
Condensed cartons, 3 doz. to case.		gross	11.00
Condensed cartons, 6 1/2 doz. to case.		gross	11.00
Barrels, 1/2, 1/4.		per lb.	.10
Wooden kits, Nos. 30-35.		"	.08
Wooden kits, Nos. 25-40.		"	.10 1/4

## -19-

Schimmel's—		
Bbls., 1/2 bbls. and 30-lb. kits.		.07 1/4
18 and 37-lb. kanakins.		.07 3/4
10-lb. kanakins, 6 to crate.	per doz.	10.30
5-lb. " 6 to crate.	"	5.75
5-lb. glass jars, 6 to crate.	"	6.15
Campbell's, 30-lb. pails.		.08
Mrs. Wells, bbls., 1/2 bbls. and 30-lb. kits.		.06
New Year, bbls., kegs and 30-lb. kits.		.05
Crecent, bbls., 1/2 bbls. and 30-lb. kits.		.04 1/2
National, bbls., 1/2 bbls. and 30-lb. kits.		.07
Southark, bbls., 1/2 bbls. and 30-lb. pails.		.06 1/4
Brick's Nonpareil Brand—		Per lb.
Bbls. 440 lbs., 1/2 bbls. 250 lbs. 1/4 bbls. 125		
lbs., 1/2 bbls. 65 lbs.		.09
Tubs, 70 lbs., 35 lbs., 18 lbs.		.09
Charge for packages as follows: 70 lbs. 60c.;		
35 lbs., 40c.; 18 lbs., 25c. Returnable if		
in good order.		
Tins, 5 lb., 1/2 doz. in crate.	Per crate	
Brick's Old Homestead—		
Bbls., 28 lb. pails, etc.		.07 1/2
35, 28 and 18 lb. tubs.		.08
Packages not returnable.		
None Such—New Eng. Cond.		
12 oz. pkge., per 1/2 gr.	Per case	
12 " " " 1/2 " "		5.75

## OILS.

Stove Gasoline.	Per gal.	.15 1/4
Headlight, 150 test.		.11 1/4

## OLIVES.

		Per doz.	
Extra Queen—			
Imported, No. 10, 2 doz.		2.70	
" " 19, 1 " "		4.50	
" " 32, 1 " "		6.80	
" " 16, 2 " "		2.40	
" " 8, 3 " "		.90	
Cyldr., imported, No. 10, 2 doz.		1.45	
Fancy, No. 16, 1 doz.		3.30	
" " 14, 2 doz.		2.20	
Special, No. 14, 2 doz.		1.50	
Stuffed—			
Ring, 3 doz.		.90	
Fancy, No. 14, panel bottle, 2 doz.		2.25	
" " 10, " 2 " "		1.40	
Olives in bulk—			
1 gal. pails. 2 gal. pails. 5 gal. kegs			
X.	1.35	2.65	5.65
XX.	1.45	2.85	6.15
XXX.	1.75	3.35	7.00
XXXX.	2.00	3.85	8.00
XXXXX.	2.40	4.20	10.25
Mammoth.	2.70	5.15	11.60
Kegs, large, 1 gallon.			1.60

## PURE OLIVE OIL.

Special importation, large, 1 doz. case.....	7.00
"    "    medium, 2 doz. case.....	8.00
"    "    small, 2 doz. case.....	5.00
Trois Croix, French, 8-½ gal. cans, case.....	12.00
"    "    "    glass, small, 2 doz. case	
"    "    "    med.,          "    "	
Table and Cooking Oil—	
Cottonseed, large, 1 doz.....	Per doz 1.90
"    "    medium, 2 doz.....	.95
"    "    small, 2 doz.....	.48
Wesson's Cooking, 30—No. 2.....	Per case 7.00

## American Oil.

		Per doz.	
Stohrer's, No. 8, 2 doz.			.55
" " No. 16, 2 doz.			.90
" " No. 32, 1 doz.			1.85
Keystone, bottles, 2 doz.			.90

</



## Don't Buy a Cheap Wagon



If you do, you'll remember this advice. A cheap wagon looks nearly as well in the factory as our "J. M.," but oh, what a difference in six months!

The "J. M." wagon is the best delivery wagon made. Only the finest materials go into it, and they're put together right, too.

If we haven't what you want, though we probably have, we'll build it for you.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PENNA.

## Are you making any "Exton" effort?

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And excellence unapproached. Ask your jobber. The name EXTON is easy to remember, and your profit will be satisfactory.

**A. EXTON & CO.,** = **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton Oyster Crackers Stamped "Exton"

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The Blending and Roasting of Coffee is an art that can be acquired only through years of experience.

We have that experience, gained through nearly one hundred years of business life, and we give to you the benefit of our knowledge.

We send you the exact Coffee you buy and see that it is properly blended and roasted so as to insure the best results.

**Samuel Wilde's Sons Co.,** Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## HERE IS YOUR QUESTION ANSWERED

Why put in Croft's Swiss Milk Cocoa when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, Croft's Swiss Milk Cocoa is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

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Will you mention the "Grocery World" when you write?

40 cents a pound  
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**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA







For the Retail Grocer

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The top notch of clean-  
ser quality.  
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peats permanently.  
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Branch House



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### AND FOR CREDITS

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counts and increase your cash trade.

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**J. P. FORBES, Coshocton, Ohio**

## Sells Because It Satisfies

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imitated but  
never equaled



One of  
the famous  
Three Leaders

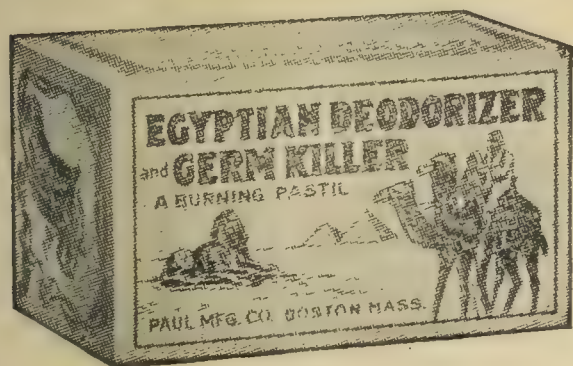
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Makers of Soaps of Merit

Philadelphia, Pa.

## Want to make your Customers grateful to you?



Most of them will be bothered with mos-  
quitoes and most of them don't know how to  
drive them away. Tell them **Egyptian Deodorizer**  
will not only do that but it will drive away all  
kinds of insects and at the same time purify  
the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your cus-  
tomers about it and you will soon want more.  
A splendid profit which you might just as well  
have as the druggist.

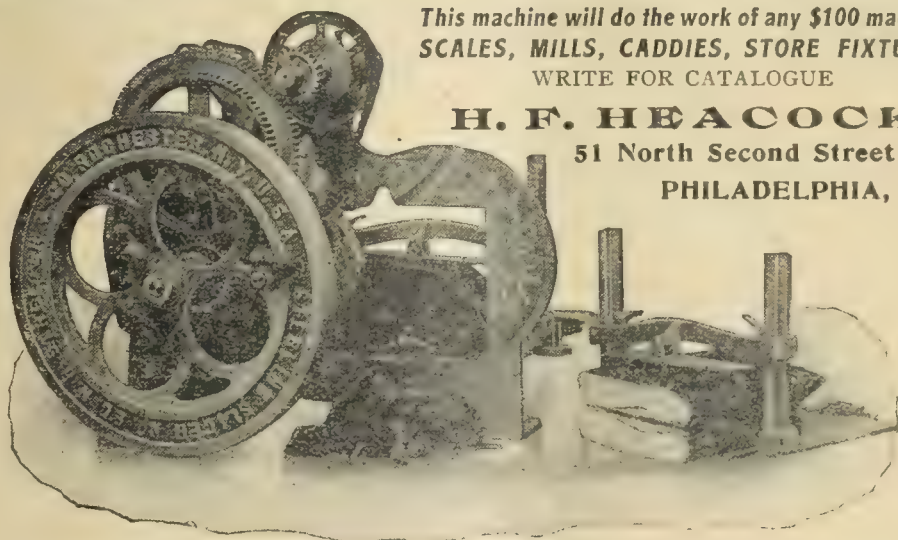
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**SCALES, MILLS, CADDIES, STORE FIXTURES**  
WRITE FOR CATALOGUE

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PHILADELPHIA, PA.



## Do You Know Both Ways of Buying Teas and Coffees?

One way is to buy through salesmen, whose salaries are  
invariably added to the cost of the goods.

The other is to buy by mail, which means no salesmen's  
salaries and therefore lower prices if the seller is honest.

We will guarantee to sell you **Teas and Coffees** cheaper  
than any house which sells through salesmen. There's no  
magic about it: it's a plain and simple business proposition.

Send for samples, or send your own samples and let us  
match.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, May 9, 1910.

No. 19.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONE

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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## Trouble Ahead for Colored Oleo in Pennsylvania

**State Dairy and Food Department Has Henceforth Permitted Its Sale Because the Color Came From a Natural Ingredient, and That Kind of Oleo Was Taxed as Uncolored by the United States Government. Is Now Persuaded That Pennsylvania Law Forbids Sale of Colored Oleo No Matter How Colored, and Will Revoke Licenses of Firms Selling Colored Article.**

There is probably some trouble ahead for the Philadelphia concerns, and also for those in Pennsylvania, outside of Philadelphia, who have been selling colored oleomargarine. The leading retail concerns in Philadelphia who are doing this are Gimbel Bros. and the Eastern Provision Co. Up to the present time the State Dairy and Food Department has permitted the sale of

yellow oleomargarine on the ground that it was colored with a natural ingredient and was therefore taxed as uncolored oleo by the Federal Government. There is information now, however, that the State Department intends to adopt a radically different course from now on.

In Pennsylvania the sale of oleomargarine is forbidden in toto if it shall be colored in imi-

tation of yellow butter. The oleo interests say this means artificially colored, and if the color comes from some natural ingredient the law cannot touch it. In confirmation of this view, they point to the Internal Revenue Department, which in spite of the fact that the law taxes artificially colored oleo 10 cents, imposes on oleo which is colored by some natural ingredient, such as butter, cotton oil or palm oil, a tax of only 1/4 cent per pound.

Up to this time the Pennsylvania Dairy and Food Department has accepted this view of the law and has allowed Gimbel Bros. and all other concerns who chose to, to sell oleo which at times has been even more highly colored than butter. The butter men of the State are now making strenuous protests against this, and Dairy and Food Commissioner Foust has informed the Philadelphia butter men that

from now on he proposed to prevent, if he could, the sale of any oleomargarine which was colored at all in semblance of butter, no matter where the color came from. To that end he will hereafter issue revocable licenses only. In all licenses issued from now on will be included a clause that they are to cover the sale of uncolored oleo alone. Commissioner Foust takes the ground that if under such a license the licensee sells oleomargarine that contains any color whatever, the license can be revoked and the seller put out of business. The Pennsylvania Pure Butter Protective Association will aid the campaign and will take an active part in gathering evidence.

There is no doubt that the sales of colored oleomargarine are rapidly and continually increasing. The demand in Philadelphia alone undoubtedly affects the butter market.

## "Grocery World and General Merchant's" Staff Correspondent Tours Through Local Associations of Pennsylvania

**Will Visit Various Retail Merchants' Associations of the State to See What They Are Doing, and, if Possible, Inspire Them to Renewed Endeavor. Two District Conventions at Easton and Bangor.**

Staff Correspondence of the GROCERY WORLD AND GENERAL MERCHANT.

Easton, Pa., May 5, 1910.

The Retail Grocers' Protective Association held its second annual meeting and banquet on Monday evening, May 2d, and elected officers. The reports of the officers showed the association to be in good condition and that the benefits derived from the organization were many.

The following officers were elected: President, J. W. Gilds; first vice-president, George Kline; second vice-president, Ernest W. Sandt; third vice-president, Jacob Stein; fourth vice-president, M. L. Clewell; recording secretary, H. E. Arnold; financial secretary and treasurer, F. A. Oyer; board of directors, Howard Osterstock, W. S. Lerch.

After the close of the business session the members and guests assembled in the large banquet hall of the Franklin House, where a fine menu had been prepared.

J. W. Gilds, the president of the association, acted as toastmaster, and the following gentlemen were called upon to respond to toasts: Charles Stauffer, secretary of J. A. Eberts & Co., of Bethlehem, "Association Work: Its Rights and Good Fellowship." Mr. Stauffer delivered a very instructive address on the many advantages of association, showing that since the organization of the various associations in the field that his house covered there was less destructive business rivalry than ever before, the result being that both jobbers and retailers were the gainers. He also told of the wonderful good organization had been to the jobbers. Instead of having fear of one another, which was the case several years ago, now the three jobbers selling the trade in that field work hand in hand, and through their good fellowship are better able to hold the good will of their trade.

Charles Magee, of Magee Bros.,

"Co-operation and Advancement"; William A. Titus, of H. G. Tombler Grocery Co., "Organization Work," and Fred. R. Drake, of Drake & Co., wholesale grocers, "Board of Trade and Advancement of City." Mr. Drake showed the right spirit of working in harmony with the retailers by inviting on behalf of the wholesalers any complaint that any retailer of Easton had to make about unfair treatment received at their hands. He also promised to stop selling direct to the hotel and restaurant keepers if the retail grocers' association requested, but pointed out that these people would buy outside of Easton if the jobbers would not sell them, and felt sure that as the merchants themselves believed in home buying, and as such a request would mean money spent out of town, the attitude the retailers had taken on this question was wrong and would not be for the advancement of the city.

On the Wednesday evening before this the regular quarterly convention of the Retail Merchants' Associations of the Delaware and Lehigh Valleys had occurred at Bangor. A banquet was served to one hundred and twenty-five guests and several fine addresses were made.

The meeting in the evening was opened by W. C. Weber,

who gave way to John Wilhelm, president of the Bangor local association. C. C. Sauerwine, of Pen Argyl, was elected secretary. The minutes of the last meeting at Slatington were read by C. L. Harvey.

The first address was made by J. W. Gilds, of Easton, who told of the work of the Easton Association. He stated his belief in the separation of the various businesses in forming of associations.

The first discussion was on the subject "How Can a Local Association Support a Collector of Delinquent Accounts?" George Kline, of Easton, was called on to start the discussion, and suggested the plan that a man could be employed in the capacity of both secretary and collector, the work of the secretary to be done on a salary and the work of collecting to be paid for on a commission basis. Other speakers were C. E. Sauerwine, of Pen Argyl; J. O. Haines, of Slating-

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



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you sell it?**

**If you do sell it, could you sell  
more of it?**

If your answer to the first question is no, and your answer to the second is yes, or uncertain, then you'll be interested in **SHINN'S LIQUID RENNET**.

**SHINN'S RENNET** pays the retailer an even hundred per cent., but that alone isn't enough to make you sell it. Before you sell it be sure for everybody's sake it's the best rennet made. Go as far as you like in that; the further you go the surer you are to come back.

One point about **SHINN'S RENNET** is its scrupulous cleanliness. Without doubt it is the cleanest rennet made. But even that isn't enough of itself. Here's the main thing—it makes junkets, curds and whey in from two to five minutes—makes them rich and even—and it is guaranteed against spoilage.

There are hundreds of grocers who won't let any other rennet inside their stores.

**Shinn & Kirk**

**1400 Spruce Street, = Philadelphia**



ton; J. W. Gilds, of Easton, and Josiah Cole, of Bangor.

On Wednesday evening I visited the Sayre Business Men's Association, which held their annual election. The following officers were elected for a term of one year: President, D. Cleary; vice-president, O. N. Nicholson; secretary, F. J. Taylor; treasurer, C. L. Burlingham.

The retiring president, F. E. Sager, spoke of the poor help given him by the members in making the organization a success, and asking that every member of the association put his shoulder to the wheel for the new president. Mr. Sager told of members who complained of not getting any good out of the association, and he cited cases where old bills had been collected for them, and since the rating system had been put in operation the loss from dead beats had been reduced.

Mr. D. Cleary told of the progress made by the association in inducing the Lehigh Valley Railroad to assist in collecting bad accounts. The division superintendent promised to do his best to collect bills presented by the secretary.

Mr. O. N. Nicholson, superintendent of the Sayre Electric Light Co., told of the workings of the Lykens Valley Association, stating that since the forming of this association the merchants had benefited in many ways by the bringing in of a number of new manufacturing plants and the publicity given the valley had attracted many new residents.

A general discussion was held by the members as to the best way of assisting in the passing of the garnishment bill. It was decided to hold a special meeting of the associations of Sayre and Athens and invite the representative from that district to be present and show him the need of the bill, also to ask the other associations to do the same.

W. H. Naylor, of the "Grocery World and General Merchant," spoke of the value of the State Association to the local organization, and the value of trade publications to the retailer, saying in part that without the State Association the local would never be able to have laws enacted that would better the conditions of the

retail business. He also urged Sayre to send a representative to the next State convention instead of complaining about the inactivity of the State organization. He also pointed out that unless the retailer within the next several years was able to conduct business on a smaller percentage of profit by eliminating a number of expenses that he was under today, he as a middleman must go out of business, as the live, up-to-date merchants who were in closer touch with the markets would take his place. The latter type of merchant was in a better position to conduct his business at a smaller margin of profit. Mr. Naylor urged retailers to read trade papers, for after all that was the only way the merchant could be informed of the modern methods of conducting his business at a profit.

WILLIAM H. NAYLOR.

## Propose to Popularize Porto Rico Coffee in This Country by Mailing Two-pound Packages to Consumers.

**Unique and Apparently Questionable Enterprise Likely to Be Undertaken Shortly. Government Supposed to Be Behind Plan to Give It Free Mail Facilities.**

The following interesting dispatch appeared in the Philadelphia "Public Ledger" and some other Northern papers a few days ago:—

### COFFEE FREE BY MAIL.

Plan Evolved to Help the Planters of Porto Rico.

(Special Telegram to the Public Ledger.)

WASHINGTON, April 27.—War Department officials who have been much exercised over the distress in Porto Rico from the failure of the market for the island's chief crop, coffee, are about to submit to Congress a plan aimed at reviving that dying trade.

It is nothing less than that the privilege of franking through the mails packages of Porto Rican coffee weighing not more than two pounds, to be given to its producers for a period of six months. It is almost wholly a question of tariffs that has put Porto Rican coffee out of the market. It is a coffee which was used very largely in Spain and in the principal restaurants in France.

In this country it has never had much of a market. But when Porto Rico became United States territory it lost the advantage it had in the Spanish market and now has lost its chance in France. It has been unable to meet the competi-

## Oleo Factories So Clean That Workmen Cannot Grow Beards or Swear.

**So Says an Ohio Manufacturer Before the Congressional Committee on Oleo Bills. Head of Capital City Dairy Co. Says Butter Price Would Drop if Oleo Tax Were Reduced.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

May 4, 1910.

The hearings on the oleomargarine bills have been resumed, but only one witness has been heard so far. He is H. C. Pirrung, of the Capitol City Dairy Co., Columbus, Ohio. When Mr. Pirrung took the stand he was told by Chairman Scott that he need spend no time on the question of the cleanliness and wholesomeness of oleomargarine, as it was conceded that in these respects it was all right.

Another member of the committee, however, said he did not agree that oleomargarine was wholesome and cleanly, and quoted from some testimony given before Congress several years ago to sustain his position. Mr. Pirrung said that the Food Commissioners have been so hot on the trial of manufacturers of oleo that it became an absolute necessity for them to have their factories scrupulously clean.

Mr. Pirrung explained in detail the method of manufacture of oleo as carried on in his factory. He said that cleanliness is practiced to the limit, and that every two weeks there is a fingernail inspection and if a man is caught with dirty nails three times he is discharged. Moreover the workmen are always clean shaven and they are not allowed to grow any form of hair on their faces. This oleo is packed in clean new wooden boxes.

The workmen, he said, were not allowed to use tobacco in any form and immoral language and swearing was never permitted in the factory.

The witness said that if the present restrictions on oleo were removed the price of butter would come down.

He added that it is impossible for the manufacturer of oleo to sell his product fraudulently, as he is continually watched by agents from the Internal Revenue Bureau, the Department of Agriculture and of the State Food Commissioners. However, he contended that oleo was colored uniformly yellow before the butter people began coloring their product uniformly butter color and therefore the oleo people did not undertake to imitate.

The witness did not object to the quarter cent tax, but he said that the 10-cent tax is the one objected to by the trade, and it is under the 10-cent tax provision that most of the frauds appear. He reminded the committee that while the 2-cent tax law was in force the percentage of frauds were 2 per cent.

HOLT.

tion of the cheaper Brazilian coffee without some tariff advantages.

Since this plan is of considerable importance to all classes of the grocery trade in this country, the "Grocery World and General Merchant" has made some effort to obtain some information about it. The effort has not had much success, however. The Governor of Porto Rico, Hon. George R. Colton, is now in New York City. It was learned during the week that a combination has been effected between two organizations of Porto Rico coffee growers and merchants, and that considerable money will be spent to exploit Porto Rico coffee in the United States. The plan will be operated, according to information received, through a retail company of New York City called the Villa Alba.

Any plan to establish Porto Rico coffee by large free distribution through the Post-Office Department would probably call forth some strenuous protests from the trade.

The first nearby cauliflower is in market and \$10 per barrel was asked for it. As soon as the supply increases the price will very materially decline.



## More Arguments Against Net Weight Bill.

Congressional Committee Hears Representatives of Kellogg Toasted Corn Flake Co. and District of Columbia Wholesale Grocers' Association Tell Why Above Bill and Another Bill Would Harm Their Interests.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

May 6, 1910.

On Wednesday the Committee on the District of Columbia heard additional arguments why the bills requiring food packages sold within the District of Columbia to bear their net weight upon the labels, and requiring manufacturers and jobbers to sell anybody with the price, should not pass. A representative of the Kellogg Manufacturing Co. and a lawyer for the Wholesale Grocers' Association of the District of Columbia were the only witnesses.

Ellis L. Howland, of Battle Creek, Mich., for the Kellogg people, said that his company refused to sell to retailers direct, but that their contracts are all made with wholesalers. The contract made with the wholesaler stipulates the method of sale, and if a dealer is found breaking this contract the Kellogg people will refuse to supply him with their products in the future. A form of this contract with the dealers was made a part of the record, after a little hesitation on the part of the witness.

Discussing his power to make a contract, Mr. Howland said that certainly a manufacturer is at liberty to sell to whoever he pleases and not to sell to those he does not choose. He further said that it was never the intention of his company to sell a certain weight, but certain sizes and boxes were filled regardless of their weight or of the varying contents. He did not think it necessary that the contents should be marked on the outside.

P. M. Brown, attorney for the Wholesale Grocers' Association of the District of Columbia, said that his association objected to both the labeling and vending bills. He explained that the association had been in existence about thirty years and that its object is largely social, having no by-laws, constitution or set procedure.

Mr. Brown contended that to label the contents on a package is a very impractical thing to do, owing to the large variation with the season and conditions. In fact this could not be done unless a very large range of variation would be permitted under the law. On the other hand he foresaw that the law would result in many prosecutions which should not take place.

To force the labeling regulation, he claimed, would put all the wholesale merchants in the District out of business and retail merchants would send to Alexandria and Baltimore for their supplies.

HOLT.

## Oil Trust Can't Sell Oil in Tennessee.

The decree of the Supreme Court of Tennessee ousting the Standard Oil Co. of Kentucky from doing business in the State of Tennessee, was last Monday affirmed by the Supreme Court of the United States. The proceedings were begun in 1907 under the Tennessee anti-trust act. The charges against the Standard originated out of a transaction at Gallatin, Tenn. The Standard of Kentucky had oil stored in tanks in Tennessee, from which it procured a supply to serve merchants throughout various sections of the State. The Evansville Oil Co., of Evansville, Ind., sent a salesman to Gallatin to sell oil. He obtained a number of orders, whereupon the agent of the Standard Oil offered to give the merchants 10 gallons of oil per barrel to countermand their purchase orders with the Evansville Oil Co. Four of them accepted. The Standard and two of its agents were indicted under the State anti-trust act. One of the agents was convicted, but the Standard escaped punishment on the ground that it could not be fined under the act, but could only be ousted. Ouster proceedings were then begun against it, the charges being based on the Gallatin transaction. The State courts issued an ousting decree from which an appeal was taken to the Supreme Court of the United States.

Florida limas are beginning to come forward and average \$4 per box. The quality is fair, but the demand light.

## Sold but forgot to charge



Pat June 14th 1898,  
Cut shows Cabinet open ready for use.

has been the cause of many a storekeeper's failure.

Use the "KIRKWOOD SHORT ACCOUNT SYSTEM" and it is impossible to forget to make the charge.

It will prevent losses through mistakes in figuring, and bringing forward wrong balances.

It is the only Credit system on the market, that enforces the record of charge sales, and the proper credit of money received on account.

Shows every detail of each transaction, the date, customer's name, the items purchased, the amount, as well as the total amount the customer owes to date.

The accounts are always posted, no disputes with customers over their accounts, the best collector you ever had, will pay for itself over and over again, and it cannot cost you over two cents per month to keep each customer's account.

For catalogue, prices and full information, write

**E. C. FELL MFG. CO.**

1112-1114 Sansom Street,

Philadelphia, Pa.

Manufacturers of Duplicate and Triplicate Sales Books of all kinds.

## A Pennsylvania Sausage That Stands Alone

Here's a dry smoked sausage that's like no other made. We originated it and we make it. We call it

### LEHIGH SAUSAGE

The special things about it count with sausage-eaters. First, the flavor. The seasoning is different—delightful and delectable. Then it eats just as well hot or cold, which isn't true of other sausage. And it keeps good as long as any smoked meats, which also isn't true of all other sausage.

We slaughter the meat for **Lehigh Sausage**, and from beginning to end it's ours and we're behind it. Wherever we've sold it it has had astonishing success. Very likely it would with you, too. Will you write us?

## ARBOGAST & BASTIAN COMPANY

Wholesale Slaughterers of Cattle, Hogs, Sheep and Calves  
Pork Packers and Provision Dealers

ALLENTOWN, LEHIGH COUNTY, PA.



# WITH THE EDITOR

The "Wooden and Willow Trade Review" has quite a tantrum over the fight which the California grocers are waging for a better flour profit. Mr. F. B. Connolly described this in last week's "Grocery World and General Merchant." A part of the "Wooden and Willow Trade Review's" comment is as follows.—

## Gross Misconception.

One of the most extraordinary situations that a body of merchants has ever gotten itself into is the present position of the organized retail grocers of San Francisco, which is due to one of the baneful effects of the fixed price plan. Apparently the fight in San Francisco is to establish the principle that the adoption of the fixed price plan means the formation of an iron-bound combination between manufacturers and merchants which prevent any one—firm or individual, either producer or distributor, who is a party to the arrangement from altering his prices without the consent of the other members of the combination; in other words, the effort is to demonstrate that the fixed price plan involves the creation of a so-called "trust," such as the Sherman anti-trust law prohibits.

If Mr. Connolly knew the correct policy of the retail grocers, he would be fighting for the Albers Bros. Milling Co. and not against it. He has succeeded in placing the retailers on the wrong side of the most important question of the day, the question of the cost of living. His association should have welcomed an opportunity to reduce the selling price of such a prime necessity as flour when a reduction, following a decline in the cost of the raw material, wheat, was logical. It is no part of the duty of a shrewd trader to enhance the cost, to himself or his customers, of any article that he handles; quite the contrary, it is best for himself and his customers that the cost of what he handles should be as moderate as possible. And at this time especially is the merchant working directly against his own interests when he appears to be trying to keep up the price of goods by any kind of a combination with producers.

Of course the retail dealer should always think of others, never of himself, and if one of his customers thinks a price too high he should at once reduce it, whether he takes the bread out of his own mouth or not!

The "Wooden and Willow Trade Review" hopelessly or wilfully misconceives this whole California situation. The grocers there are not dictating the price at which flour manufacturers should sell their goods, except as incidental to their dictation as to

the profit flour should pay them. If a retail dealer has no right to dictate his own profit, who has? Before this fight San Francisco grocers made 5 cents a sack on flour. Was that enough? And if in order to make it enough manufacturers were compelled to establish and protect a higher price, can any reasonable person accuse the grocers of having done an arbitrary or improper thing?

Another railroad man has gone out of his way to accuse merchants of being chiefly responsible for the high cost of living. He is B. T. Yoakum, chairman of the Executive Committee of the St. Louis and San Francisco Railroad, who made an address last Tuesday before the Farmers' Educational and Co-operative Union in which the following occurred:—

This organization is important, not only for the benefits which will come to the farmers, but on account of money which will be saved by the consumers. It is not prices received by farmers which make living expenses high, but the profits of the dealers handling the foods between the farmer and the consumer. The Florida farmer receives \$2.25 for a bushel of green beans, the railroad gets 50 cents for the 800-mile haul to New York, and the consumer pays \$6.40 for this same bushel of beans. There is 35 per cent. for the grower, 8 per cent. for the carrier and 57 per cent. for the dealer. This is not a fair division.

Thirty cents a dozen was the average price of eggs in New York last year, while the farmers of Arkansas and Missouri received 15 cents. The freight was 2 cents a dozen. The men who receive the eggs at a freight station in New York and deliver them to the consumer take 13 cents a dozen profit.

The rice farmer of Texas, Louisiana and Arkansas gets 2½ cents a pound for the grain and the consumer in New York pays 10 cents a pound for this rice. The freight is ½ cent a pound. If the rice farmer were paid 3½ cents, 1 cent more than he is now getting, and the dealer took 1 cent profit, which is 25 per cent., the New York consumer would get twenty pounds of rice for a dollar instead of ten pounds as now.

The "Grocery World and General Merchant" would like Mr. Yoakum and others of his ilk who have been attempting to divert attention from their own shortcomings by accusing merchants to get around this:—

1—Under present conditions or anything like present conditions there must be middlemen. The man who produces vegetables or eggs cannot sell them direct to consumers; at least under the present system. In the large cities there must be wholesale distributing depots and in the resident sections of both the cities and the towns there must be retail distributing depots.

2—These necessary middlemen must make a profit or they cannot live. Before they can make a profit they must pay the expenses of doing business, and the expenses of doing business are mainly what consumers make them. A merchant's constant effort is to reduce expenses, not inflate them.

3—Generally speaking, neither the wholesale nor retail distributor of food products is to-day making one cent more than he should make over and above his expenses. On many things he makes less than nothing. This can be proved without the slightest difficulty.

If then, there must be middlemen and those middlemen are making no more than they must make, what is there but piffle to Mr. Yoakum's argument?

In another column some unnamed can manufacturer suggests that chil-

Teaching Children What Canned Goods Are. dren should be taught the virtues of canned goods. The National Canned Goods Association has taken the matter up and asks for suggestions how it can be done. The more consideration this idea is given, the stronger it appears.

"As the twig is bent, so the tree inclines." "Bring up a child," etc. All these old saws are based on the fundamental principle that what a child learns deeply he never forgets. It is certain to become a part of his later life, and this is proven, if it needs proof, by the thousands of persons who never touch canned goods in any form. From their youth they have learned that goods packed in tins were unclean. Practically

none of the prejudices against canned goods were formed in mature life; they have come up with childhood.

The producers of canned goods should therefore use in their own behalf the weapon that has proven so potent against them. In whatever way it can be done, the child in school, in home and through his books, should be taught that canned goods are clean, pure and meritorious. A child taught thus is as sure to be a canned goods consumer as anything can be.

Written for the "Grocery World and General Merchant."

**Canners' Association Asks How Children Can Be Taught Good About Canned Goods.**

**Large Can Manufacturer Suggests That if This Were Done the Effect Would Be Seen in After Years.**

The Bureau of Publicity has lately received a letter written to one of the can companies by a school teacher of New York City asking for information on the subject of making cans. This letter was sent to us with the following suggestions:—

It's far more important for children to be educated on canned goods than on cans. I confess I don't know how to go about it to get the idea worked up in the proper courses, but one starting point would be through the schools of domestic science and through the teachers of domestic science in connection with the leading public school system in the country.

Bearing in mind the old saying, "As the twig is bent, the tree is inclined," it is evident that if we can get the children interested in using canned goods, it may have its influence on the present generation, and will certainly have its influence on the coming generation.

The National Canners' Association would be glad to receive any practical suggestions which would aid in distributing information through this agency. We have always found from experience that the parent can be most surely reached through the medium of the child. We would like our interested friends to give us all the help they can.

FRANK E. GORRELL,  
Director of Publicity, National Canners' Association.  
Bel Air, Md., May 5, 1910.



## If You Sell Patent Medicines Read This

There is another word to be said to the general storekeeper who sells patent medicines. Evidently the United States Government realizes the need of reaching the general store on this question, for it takes particular pains to send the "Grocery World and General Merchant" everything it issues about patent remedies that are not what they claim.

Comes along this week some information regarding a list of just the sort of medicines one can find in general stores. In every one some fraud was found lurking, almost always that low fraud that gives a stone while pretending to give bread.

I have made a little summary of these medicines, giving in each case the evil ingredient found present:—

"Children's Comfort." Contains morphine.  
"Dr. Fahey's Pepsin Anodyne Compound." Contains morphine.

Dr. Fahrney's Teething Syrup." Contains morphine and chloroform.  
"Dr. Fowler's Strawberry and Peppermint Mixture." Contains morphine.

"Hoope's Anodyne, the Infants' Friend." Contains morphine.  
"Jadway's Elixir for Infants." Contains codeine, a drug similar to morphine.

"Dr. James' Soothing Syrup Cordial." Contains a drug similar to morphine.

"Kopp's Baby's Friend." Contains morphine.

"Dr. Miller's Anodyne for Babies." Contains morphine.

Dr. Moffett's Teethina, Teething Powder." Contains powdered opium.

"Victor Infant Relief." Contains chloroform and cannabis indica.

"Mrs Winslow's Soothing Syrup." Contains morphine.

Every one of these frauds is for children—little babies! No need to denounce them—they characterize themselves.

Here is another group of common remedies all of which contain cocaine: Dr. Birney's catarrh powder, Dr. Agnew's catarrh powder, Dr. Cole's catarrh

cure, and Crown catarrh powder. The sale of catarrh remedies through general stores is exceedingly large. He who knowingly habituates a customer to the use of any cocaine preparation is doing that which may ruin him for life.

Allied with catarrh remedies are cold and cough cures, also sold generally by general stores. The following hints as to some of these may help:—

"Acker's English Remedy." Contains chloroform.

"Adamson's Botanic Cough Syrup." Contains heroin hydrochlorid.

"Dr. A. Boschee's German Syrup." Contains morphine.

Dr. Bull's Cough Syrup." Did contain morphine, but now contains codein, a weaker but similar drug.

"Dr. Fenner's Cough-Cold Syrup." Contains morphine.

"Jackson's Magic Balsam." Contains chloroform and morphine.

"Kohler's One Night Cough Cure." Contains morphine, chloroform and cannabis indica.

"Von Totta's Cough Pectoral." Contains morphine and chloroform.

Headache remedies are all likely to contain some powerful habit-forming drug.

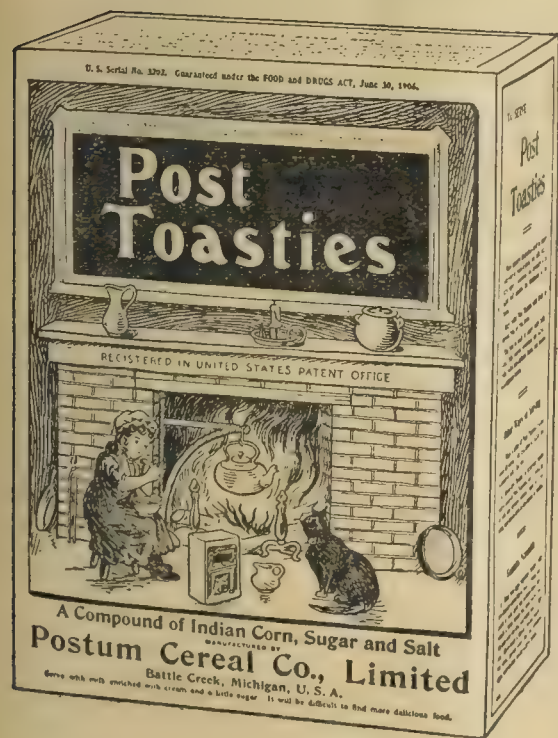
Another type of patent medicine, perhaps not sold so widely through general stores as the other preparations I have men-

tioned, but still sold more or less, are those to be used by persons who have formed drug habits. The Government has found that nearly all of these contain the drug they are supposed to antidote—an unspeakable outrage upon the man anxious to escape from drug slavery.

In a communication sent me from Washington the following appears, the italics being mine:

There are at present at least thirty of these treatments sold throughout the United States. They are sent indiscriminately into any home, although some of them contain sufficient poison to kill a dozen men, and in only one instance has the writer observed a statement of warning relative to their poisonous character. Some of the promoters themselves have little knowledge of the dangerous character of the mixtures they are handling. For example, it was found that one of these treatments, *handled by a groceryman who had neither medical or pharmaceutical knowledge*, was distributed to anyone asking for it.

The Government accompanies this with a statement that it will ask for the passage of a law forbidding the handling of all such things by all merchants save manufacturers and wholesale and retail druggists. If I were a general storekeeper I believe I



# People Want Post Toasties—

Sweet, fluffy bits of white corn, toasted to a crisp, appetizing brown.

Heavy, continuous advertising makes first sales, and the real merit of the food keeps Post Toasties a steady seller.

There's good profit to grocers in supplying the demand, and the sale of every package is guaranteed.

Postum Cereal Company, Ltd., Battle Creek, Mich.



should pray that such a law be passed. The responsibility of selling patent medicines is a great deal heavier than some merchants realize.

E. J. B.

#### New Co operative Grocery Begins Business in New York State.

The Elmhurst (N. Y.) Co-operative Co., to handle groceries, began business last Monday. The company is capitalized at \$5,000, under the laws of New York, and the shares are sold at \$10 each, with one share only to a shareholder. At a recent meeting of the Board of Directors seven candidates for the position of manager of the store were examined and the choice fell upon Charles Healey, who for a number of years has been head salesman in the grocery department of Abraham & Straus, of Brooklyn. It is understood that the intention of the company is to open other branches of trade as the business progresses, and already is receiving orders for some larger staples. George M. Wheeler, of Ninth street, is president of the company; James H. McCall is secretary, and George H. Kingsbury is treasurer. A long lease of the store and out-buildings has been taken, with provision made for an increase of floor space, as it believed that the plan cannot be otherwise than successful here, as it has been in other places for many years past. It is said not to be the plan of the company to undersell the other merchants and thus create rivalry. The store will not do a credit business with any customers, but will treat all fairly with goods and prices, and the stockholders will be given regular returns of a division of the profits, in which the non-shareholders of course will not participate. Nor is it the intention of the company to pile up the profits. The expenses will be figured on a conservative and yet liberal basis, and the profits on sales will be fixed to cover these expenses and allow a fair surplus for depreciation and possible losses.

Asparagus is abundant and cheap. The canners paid 8-10-12 cents during the week, but anything choice to fancy brought 25 to 35 cents. All the asparagus on the market is from nearby points.

## The New York Letter

**United States Department of Agriculture Investigating Cold Storage in New York. Standard Oil Convicted on New York Appeal. American Representative of French Manufacturers Forced to Account to Principals for \$14,000. Shepp Coconut Company Settles Internal Troubles. Small Trade Plans and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, May 5, 1910.

Miss M. E. Pennington, who is connected with the Department of Agriculture at Washington, was in this city during the week. She visited the warehouses of the city where food products are stored and is to report on their condition to the Department. Miss Pennington has just returned from a tour of the Western egg producing sections and left orders there for deliveries of different grades of eggs which she is to keep over the coming summer to determine just how long eggs may be stored without injuring the quality. These eggs will be stored in the various ways in vogue in the trade. Others will be left unpacked and will be subjected to different temperatures. Miss Pennington expects to report in the fall on the progress of deterioration in the eggs.

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A strike of the bakers is causing hotels, restaurants and other large consumers some worry. The original intention of the union was to call for a general strike. This would have involved 10,000 bakers. Through the efforts of several of the Rabbis, the "kosher" bakers were not called out. There are 6,000 men on strike, however, and the large buyers are delayed in having their orders filled. The strikers demand a nine-hour day and an increase of \$1 a week in salary. The shops of the Cushman Baking Co. and the Fleischmann Baking Co. are the largest that are affected.

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Judge Noyes, of the United States Supreme Court of Appeals, handed down a decision Tuesday in behalf of the bench, affirming the conviction of the Standard Oil Co. of New York on 40 counts of an indictment, setting up the acceptance of concessions from published tariff rates on oil ship-

ments over the Pennsylvania, the New York Central and the Rutland Railroads. The oil company was fined \$20,000 by the Federal Court of the Western district of this State and this fine, like the verdict, was upheld.

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Justice FitzGerald, of the Supreme Court, this week ordered Arthur J. Koehler, 11 Broadway, to account to three French merchants, a chocolate manufacturer, a champagne dealer and a distiller for money and goods. The plaintiffs claim that a man holding the power of attorney from Mr. Koehler visited them in France and proposed that Mr. Koehler should represent them in this country. To pay advertising expenses, to be incurred by Mr. Koehler in promoting the sale of their products, considerable money was given to his alleged representative, and goods were shipped to Mr. Koehler, the receipt of which, according to the plaintiffs, he admitted. The defendant made no defense, so the court ordered him to give an account of the money and products, which amounted in all to \$14,000.

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The suit of Payne L. Kretzmer and Herman Obertubessing, stockholders and former officers of the L. Shepp & Co., coconut dealers, against that firm for an injunction restraining the company from doing any corporate business and from electing officers according to the desire of Leopold Shepp, founder of the firm, has been settled.

The case was called in the Supreme Court this week and the lawyer for the plaintiffs announced that it had been settled out of court. The plaintiffs started in the firm when boys, became officers in the company and bought stock. Then they were deposed and brought suit, claiming that Shepp had voted stock held by dummies represent-

ing him and had also borrowed money from the firm at a nominal rate and loaned it to bankers in times of distress at high rates of interest.

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Members of the New York Retail Grocers' Union visited the factory of Francis H. Leggett & Co., the well-known wholesale house this week. The grocers were much pleased with the factory and watched the manufacture of the different goods put up by this firm, so that they can now talk to customers about them in a more intelligent manner. After inspecting the factory the visitors were guests at a luncheon given by the firm. Speeches were made by the president of the union, George Stadtlander, also by Mr. Whitmarsh, of the firm, and other grocers and representatives of the jobbing house.

The Brooklyn Association has received an invitation to make a similar visit and have promised to do so in the near future.

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Resolutions have been adopted by all the local grocers' associations approving of the bill now before the Legislature which would prohibit the laying of any more wooden pavements in this city. The resolutions are to be sent to the members of the Legislature.

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Among the local jobbers the sentiment seems to be somewhat against the plans of the companies that are to offer coffee free from caffeine. Representatives of a German company have been calling on the jobbers in the last week with reference to introducing coffee of this kind. Several of the jobbers told your correspondent that, as far as they were informed, none of the large companies have been willing to put this coffee on the market. It seems that the unfavorable impression made by one or two brands of coffee supposed to be free from caffeine, or nearly free from it, in the past, has made the jobbers suspicious.

If any contracts to handle the new products have been made here the facts have not been divulged.

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Figures compiled by the New York Mercantile Exchange show that the receipts of eggs in this city in the month of April were





"We Can the Flavor  
as well as the Fruit"

PEOPLE ALL OVER THE COUNTRY ARE  
WRITING TO ASK US WHAT GROCERS SELL

# Hunt's Quality Fruits

"The Kind That Is NOT Lye Peeled,"

in other words, our advertising in the national magazines is creating a demand which **it will pay you to supply**. Your customers know that **HUNT'S QUALITY FRUITS** are Real California Canned Fruits, tree ripened, full flavored, picked at the right moment and **knife peeled!** No fruit that is peeled by the lye-process can retain its full flavor and deliciousness. Because of these facts your customers will not hesitate to pay a few cents more for **HUNT'S QUALITY FRUITS** because it makes a lot of difference what goes into the can. Order a supply from your nearest distributor and let people know **you** have **HUNT'S QUALITY FRUITS!** Write us for the beautiful calendars, cards and booklets we'll gladly send you.

**HUNT BROTHERS COMPANY**

San Francisco, California

**Largest Cannery of Highest Grade California Fruits**

**Distributors for Hunt's Quality Fruits.**

PENNSYLVANIA:—Githens, Rexsamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville; Jas. A. McAteer & Son, Pittsburg; Love & Sunshine Co., Johnstown. OHIO:—The Chas. C. Higgins Co., Cleveland; A. Janszen & Co., Cincinnati; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville; Mosel-Johnson Co., Steubenville; Berdan & Co., Toledo; W. L. Adamson Co., Dayton. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seeman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.



## SPECIAL MAIL ORDER SERVICE

**A FEW SPECIALS TO BRING US**

**A LITTLE NEARER**

Send at once for Special Order Blanks and Special Return Envelopes.

**This Department  
means what it says.  
The way to find out is  
to send a trial order**

Norwegian Fat Herring in Bouillon,  
small, fat, about 14-16 fish to tin,  
slightly salted and smoked, packed  
in regular size oval tins, 100 tins to  
case . . . . . per case, \$7.50

Norwegian Smoked Sardines, ¼s in  
pure Olive Oil, 20-25 fish to tin, 100  
tins to case . . . . . per case, 6 75

Genuine French Sardines, good grade  
with bones, full size ½s in pure Olive  
Oil, 100 tins to case . . . . . per case, 8.00

Le Marchand Brand Boneless Sar-  
dines, high ¼s, 30 M . . per case, \$23.50

California Standard Lemon Cling  
Peaches, No. 2½, 2 doz. to case,  
per doz., 1.30  
Good Fruit and Syrup.

Cranberry Sauce, New York State  
packing, nothing but fruit and pure  
granulated sugar in the tin, No. 2  
tins, 2 doz. to case . . . . . per doz., 1.00

California Asparagus, large green  
spears, 30-33 to tin, No. 2½, 2 doz.  
to case . . . . . per doz., 2.25



*All Quotations F. O. B. New York.*

# FRANCIS H. LEGGETT & CO. NEW YORK

Proprietors of Premier Breakfast and Premier After-Dinner Coffee. Send for Catalogue "A"

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



the largest for that month in several years. The total receipts for April of this year were 1,800,000 cases, against 1,350,000 cases for the corresponding month of last year. These figures, however, do not fully indicate how great is the increase in production, dealers say, as a large part of the output is being stored in Chicago.

Now, however, Chicago is said to have a surplus of eggs, the receipts having been especially heavy in the latter part of last week. It is estimated that there are between 700,000 and 800,000 cases of eggs accumulated in that city. During the past month representatives of Chicago meat packers have been buying eggs at the shipping points, packing them themselves and sending them to their warehouses for storage. Swift & Co. and Armour & Co. are said to have been especially large buyers.

The meat packers now have all the eggs that they wish to handle, it seems, and the farmers are rushing supplies to the market points to be shipped East. The dealers here say that now New York is receiving the greater part of the production and that a sharp decline in the market may be expected by the end of this week.

Although the production has been large, the scale of prices for the month of April was the highest for that month in the history of the trade. Brokers' prices at New York have ranged from 22 to 25 cents all month. Last year the best eggs could be bought during April for 24 cents. First could be bought at 20 cents a dozen without any trouble, but this year they cannot be obtained for less than 22 cents.

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The controversy as to the merits of imported peanuts continues. On one side it is repeated that imported peanuts cannot be stored throughout the summer without injury to their quality. The importers claim that they regularly store Spanish peanuts which do not become rancid nor deteriorate in quality. Habricht, Braun & Co., in a circular letter sent to the trade, call attention to the quantity of peanuts imported in the last few years. If the planters in Virginia would produce enough peanuts there would be no imports, it is added,

so what is the use of continuing the useless controversy? Imports for ten months preceding February at Portsmouth and Norfolk amounted to 772,163 pounds. In addition, say the importers, about 32,000 bags, or about 4,320,000 pounds of peanuts are annually imported at New York. It is claimed that a large part of the imports are repacked in American bags by Virginian peanut cleaners and sold as Virginia peanuts.

The importers say that no question has been raised as to the quality of the peanuts repacked in this manner, but such a question is raised now because the imported peanuts are sold at New York without repacking in Virginia bags and at prices a little below those that are asked by the holders of domestic supplies.

#### SUMMARIZED MARKET CONDITIONS.

The coffee market continues dull. There is a small but steady demand from distributors for supplies to meet current needs. Not much interest is shown in the cost and freight market, buyers considering the prices asked by shippers too high. Prices of Santos are well maintained and hope is expressed in some quarters that the country may be forced to restock before the shipments from Brazil are resumed. There is a good inquiry for Mexicans with prices firm. Maracaibos are held at too high a price to suit buyers. Bogotas are neglected.

There is a good demand for most grades of teas, distributors buying in fairly large lots. Formosas are selling well, with prices firm. Larger sales could be made by holders if they would make slight concessions, but they prefer to wait and get the full prices. Country greens are rather scarce as a result of the recent heavy buying. Japans and Pingsueys are in fair demand, with prices firm. Desirable grades of these teas are scarce. Congous continue dull, London not taking any interest in them.

Higher cables from Europe on raw sugar served to stimulate the buying of the refiners. The American and Federal refineries have been heavy buyers all week. Prices are firm and advices received here from Cuba indicate that they may advance soon.

Refined sugar advanced in price a little this week, but despite the raise business is better than it has been for some weeks. Dealers are beginning to anticipate their spring needs and the brokers have been receiving quite a little new business. It is thought that distributors will begin to make contracts for the year very soon.

Although little actual business is being done in the flour market, dealers feel that the active season is not far off. They point to the recent advance on wheat as a warning to buyers to take advantage of the present prices. They say that wheat and flour have both touched their lowest level and that from now on the tendency will be upward.

Canned tomatoes are in better demand this week, jobbers through the South and West being pretty heavy buyers. The jobbers are now more willing to pay the holders' prices than they were a short time ago, so brokers claim that the consumption must have increased of late and prices have probably touched the lowest point. Corn is in good demand and holders refuse to make concessions. Some of the choice stock, in fact, is held above the regular quotations. Peas are in a fair demand with prices firm.

California canned fruits are not selling well, but holders show no anxiety and are not trying to make any business. Prices are well maintained, although there is only a small jobbing demand. Southern peaches have a fair inquiry, and the demand for small fruits is increasing. The West is buying heavily of Southern fruits on account of the expected failure of crops in some Western States, which have been visited by late frosts and storms.

Receipts of butter this week have been increasing. Specials sell for 29 to 30 cents. Extras are about half a cent lower, with firsts at 28 cents. Offerings were freely made at these prices, but distributors are buying only enough to fill their immediate needs, as they expect a break in a few days. It is now almost certain that the receipts will continue heavy, so brokers are doing all they can to move the stock into immediate consumption.

The current receipts of eggs decreased a little this week, but

supplies are still heavy, with only a moderate movement into consumption. The best grades are still quoted at 23 to 25 cents, but few sales are made at the top price. Western eggs range from 22 to 23 cents and some extra choice stock brings as high as 23½ cents. Storage-packed eggs sell at from 22 to 22½ cents, but few buyers will pay over 22. The decrease in receipts is expected to be merely temporary and a decline in prices is predicted within a few days.

FRED. A. MCGILL.

#### Olives' Advancing Tendency Continues.

Both Large and Small Sizes Seem to Be Scarce and Show Advances. Spot Stock Small and Firmly Held, and Coming Crop Light.

The advancing tendency of the olive market, which has been referred to in recent issues, is growing more pronounced, and practically all packers have now advanced their prices.

With most packers it has been found necessary to advance the smaller sizes only, while with others the large sizes are the scarcer. In some holders' hands 70-80s, 80-90s and 90-100s have advanced 10 to 15 per cent. The advance in the smaller sizes has been about 10 cents per gallon. Bottled olives have not generally advanced as yet, but surely will if the above advances in bulk olives are maintained. Some of the smaller sizes of bottled olives have advanced 10 cents per dozen.

The outlook for olives is for firm prices for some time to come. The coming crop bids fair to be small, and the available spot stock is also much reduced and is in strong hands. Reports from Spain received during the week stated that the supply of large queens would soon be exhausted.

#### Gorton-Pew Co.'s First Reunion.

The first annual reunion and banquet of the employees of the Gorton-Pew Fisheries Co. was held at Gloucester, Mass., last week. The employees of the firm assembled at the Smith branch of the concern, and formed into line, 300 strong and headed by a platoon of police, marched through Main, Washington, Middle, Pleasant and Prospect streets to the armory, the way being lighted by brilliant red fire from one end to the other. The toastmaster at the banquet was Eben C. Carroll, chairman of the Committee on Arrangements. The Gorton-Pew Co. has become a power in the New England fish business and proposes to make a feature of these reunions every year.



# When Goods Are Sold From Your Shelves



will the sale be handled **absolutely** without loss to you?

That's the one question that has caused storekeepers so much worry and money in answering. Thousands of merchants say "**Yes, absolutely sure,**" because they are using National Cash Registers.

A National Cash Register will insure a permanent record of all the goods sold from your shelves.

With a National Cash Register you are sure to get all the money in exchange for the goods you sell. The National is the **only register** that will do this.

**Don't guess**—it is costing you more every year than the price of a National Cash Register to guess at this question.

With a National Cash Register in your store, you know, no matter where you are, that you have a **perfect mechanical record** in the register, under lock and key, of **every penny's worth** of goods sold from your shelves, whether the purchase be cash, charge, C. O. D., goods carried or delivered.

That's a strong statement. **Think** what it means to you—all the profit on all the goods that leave your store.

We can prove this. **You** will be convinced when you **understand** how it's done.

We manufacture 250 styles and sizes of National Cash Registers. There is one just suited to your particular needs. Prices as low as \$15. Small monthly payments if desired.

Send for catalogue showing cuts, prices and facts which will help you. This will not obligate you in any way.

**We guarantee to furnish a better cash register for less money than any other concern in the world**

**The  
National Cash Register Co.  
Dayton, Ohio**

OFFICES IN ALL PRINCIPAL CITIES

**The  
National  
Cash  
Register Co.**

Please send me Catalogue and prices of National Cash Registers; also other information that may be of interest to me.

I understand this does not obligate me to buy.

Name.....  
Street.....  
City..... State.....  
Business.....No. of Clerks.....

TEAR OUT AND MAIL TO-DAY

No. 225  
Detail Adder  
Price  
\$30.00



Detail Adder with all latest improvements. 20 keys registering from 5c. to \$1.95, or from 1c. to \$1.99.

No. 420  
Total Adder  
Price  
\$75.00



Total Adder with all latest improvements. 27 amount keys registering from 1c. to \$9.99. 4 special keys

No. 1054  
Total Adder  
Detail Strip  
Printer  
Drawer  
Operated  
Price  
\$100.00



Total Adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c. to \$9.99, or from 5c. to \$9.95. 5 special keys



No. 416  
Total Adder  
Detail Strip  
Printer  
Price  
\$100.00

Total Adder with all latest improvements. 25 amount keys registering from 1c. to \$7.99. No-sale key. Prints record of all sales on detail strip.





### XLIX.—How to Look Out for One's Self Under the Law of Agency.

I have had a number of experiences in my own practice recently which strongly indicate the great need of information regarding the law of agency; that legal principle, in other words, which holds a man liable for the acts of another. Every man in business has various agents—his employees—and when it is remembered that within the scope of their employment they can bind him, it is obvious that a man likely to find himself in such a position should know something about how to look out for himself. Naturally agency is a large subject. It is, in fact, one of the widest and most complicated subjects known to the law and I can do no more, in an article of this scope, than scratch the surface. I can perhaps illuminate some of the fundamental principles, however, and to that extent this article should be useful.

A business man has two relations in which the principle of agency may arise: 1, his relations to his employees, and to any others whom he constitutes his agents for some particular purpose, in which he is a principal; and 2, his relation as an agent of somebody else. Naturally the principles governing these relations are the same, but their application is reversed.

Any person performing a duty for another, with authority, is that other's agent, and can bind his principal to the extent of his authority. By the same token, where the agent has made a contract with some third person, the principal can claim the benefit of it and enforce it against such third person.

A salesman, clerk, housekeeper, or any other employee whose employer gives him authority is an agent. So, as has been explained in another article, is the member

of a partnership the agent of the other members, and the officers of a corporation its agents. All these can bind the persons they are representing to the full limit of their authority.

There is a class of acts which a man cannot delegate to an agent, and if he tries it the agent's act will be wholly null and void. Familiar examples of these are making a will and getting married. Obviously one must do such things for himself if at all, but everything outside of these purely personal acts can be performed by an agent with the same legal effect as if one had done it for himself.

Where one's employee or agent has performed some act and the question arises whether the employer or principal is liable, the first thing to examine is the agent's authority. Was he empowered by his principal to do that particular thing? If he was, the employer or principal is liable, but if he was not the agent must stand good himself.

The point is not always what authority the principal actually gave the agent, but what authority the agent apparently had, or what authority the principal has allowed him to hold himself out as having. An agent's actual authority is often secret, and a third person dealing with him cannot always know it. If the act under examination, therefore, is in line with the work which the agent is known to be authorized to do, it binds his principal whether he was actually authorized to do it or not.

Usually it is incumbent upon a third party who deals with an agent to learn something of that agent's authority before he trusts him.

Let me give some simple examples of these principles. A

wholesale dealer sends out a salesman to sell goods, with authority to sell them on credit. He sells them to A on credit for several months, A paying his bills, when they fall due, direct to the house. One day A pays a bill to the salesman, who uses the money. When the wholesaler asks A to pay, A reports that he has paid the salesman. Under the laws of all States he must pay again, because the salesman had neither express nor implied authority to collect bills, and the collection of bills was not a part of his work of taking orders. But if the wholesaler had allowed the salesman to collect from A before, then the payment to the salesman this time would hold his employer.

Using the salesman for another illustration, he cannot run up a hotel bill and bind his employer, without express authority, there being no implied authority to do such a thing in a salesman sent out to take orders.

Not long ago the following case came under my own observation: A large retail dealer had a department manager whom he authorized to buy canned goods only. The salesman who called at the store regularly knew that the buyer bought only canned goods, for he had been told that and furthermore knew it from his own experience. One day this same salesman called at the store in the absence of the proprietor and induced the buyer to contract for a good-sized block of dried fruits, which because of their low price the buyer bought, believing he was doing his employer a good turn. The retailer repudiated the contract when he heard of it, and was sued by the wholesaler on the ground that he was bound by the buyer's contract. The court said no; the buyer was a *canned goods*

buyer, and the salesman knew it. There was no evidence of express authority to buy dried fruits, and no implied authority, for buying dried fruits was not a part of the ordinary duty of a canned goods buyer.

Where an employer or principal acts through agents, he should have his agents' authority clearly understood, and should, wherever possible, see that the scope of it is known to people who are dealing with them. If this precaution had been taken it would have prevented literally thousands of lawsuits, in all of which one of the parties—the employer who didn't mean to be bound, or the third person who thought he was binding him—was compelled to bear a wholly unexpected and often unjust loss.

Where one's agent makes a contract or does any act with express or implied authority, the employer or principal is bound as completely as if the act had been his own. If the agent doesn't reveal the fact that he is acting as an agent, he himself is bound. If he does reveal the fact that he is acting as agent, but doesn't tell for whom, the other party to the contract can hold either him or his principal liable. And of course the agent is personally liable where he acts without authority.

In many cases the employer is also liable for injuries which the employee may inflict upon third persons. For instance, the janitor of a store building forgets to shut off a running spigot on the top floor. It overflows and damages goods on the floors below. The janitor's employer must pay for every cent.

Even where an agent has acted without the slightest authority, and where the principal would ordinarily not be liable at all, he can make himself liable in two ways: By ratifying the agent's act, which puts him exactly where he would have been had he authorized it to start with; or by taking the benefit of it. Even if he still persists that he shouldn't be bound because the agent wasn't authorized to do what he did, if he holds on to the profit or the benefit that flows from the agent's contract, he must pay for it. Of course this is simple justice.

It is a good rule for a man who has employees to keep in mind that he should first know quite



## Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



*Anker's*  
Bouillon  
Capsules

Sole Manufacturers

• ROYAL SPECIALTY CO.  
92 Reade St. NEW YORK

## FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

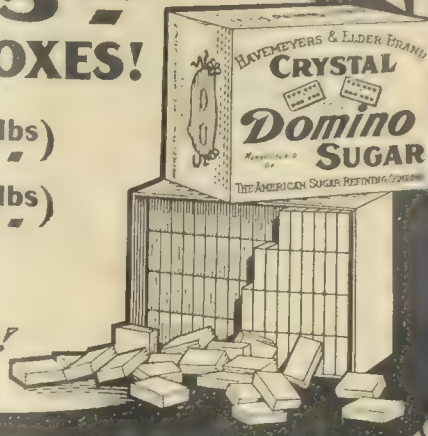
## CRYSTAL DOMINO SUGAR

2 <sup>1</sup>/<sub>2</sub> AND 5 <sup>1</sup>/<sub>2</sub>  
SEALED BOXES!

2 <sup>1</sup>/<sub>2</sub> BOXES-60 IN CASE (120 <sup>1</sup>/<sub>2</sub> lbs)

5 <sup>1</sup>/<sub>2</sub> BOXES-24 IN CASE (120 <sup>1</sup>/<sub>2</sub> lbs)

BEST SUGAR FOR  
TEA AND COFFEE!



## Order Quick and Save 25%

### RAISIN DAY PRICES

Malpaco Fancy Seeded	1-lb. pkg., .6
Gray's Fancy Cleaned Thompson,	" .57 <sup>7</sup> / <sub>8</sub>
Gold Cord Bleached Fancy Thompson, seedless	" .9

Buy NOW for we'll soon be Raisin prices

REEVES, PARVIN & CO., Philadelphia  
RIVER FRONT STORES

## Let Me Sell You Cheese

I am Philadelphia's largest importer of Emmenthaler, Roquefort, Camembert and other fancy Cheese.

Owing to the large quantities that I import I am able to sell you the best at the lowest market price.

I also have a full line of Delicatessen and Fancy Groceries on which I can save you money.

Write to me now.

CARL WILDE, 357 North Second Street, Philadelphia

## Grocery and Specialty Salesmen

If you cover any portion of the States of Pennsylvania, New Jersey or New York, you can carry a well-paying side line that will not interfere in any way with your present work.

Write for particulars.

The Grocery World, 927 Arch St., Philadelphia

## Suppose Your Competitor Sees This First?

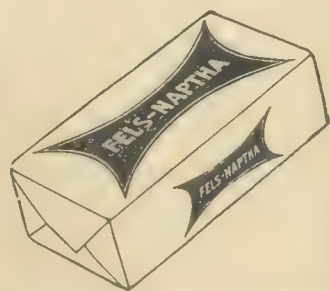
If you've never bought tea or coffee by mail, you may think it would be inconvenient. Try it and see. If, as we say, it's much cheaper, can you afford to lose *any* chance of saving.

How can it fail to be cheaper, when we don't have to add salesmen's salaries to the cost of our goods? But talk doesn't convince; let's get down to matching samples. Send us some of your own samples to match or tell us what samples to send.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT ST., NEW YORK  
ESTABLISHED 1897

THE truth is mighty and must prevail. And after the flourish of Fels-Naptha soap imitations, the sales of the genuine are improved.

American women are keen buyers and know that Fels-Naptha soap really does just all that is claimed for it.





clearly whom he is clothing with the right to bind him, and next how far that right goes.

(Copyright, May, 1910, by  
Elton J. Buckley.)

Question: P. M., Los Angeles, Cal.—I am handing you here-with a draft of a legal notice which I will explain later. This was prepared by Mr. B. Franklin McAdll, a retail dealer of this city.

His scheme is to print this on the back of his duplicate order slips where he is selling for credit. It has occurred to Mr. McAdll that in view of the fact that the retail fixed price plan has been declared legal and is based upon the pasting of a slip on a case of goods, that the same conditions would apply here; that is, a consumer on receiving goods with this on the back of his order slips would be bound by the stipulations in the implied agreement.

Of course I do not know whether this would be legal at all, but it seems to me is a very unique idea. I am putting it up to you with the request that in your Legal Department that you comment upon the same. I believe even if it is not legal that where a merchant so desires he could put this on the back and it would make an excellent bluff and might have the effect of bringing some fraudulent creditors to payment, even though it would have no standing in court.

Answer.—The notice that Mr. McAdll puts on the back of his order slips is as follows:—

The goods described on the face of this invoice are sold to the purchaser whose name appears thereon under the following conditions, which are agreed to and made a part of the consideration of the sale: that the purchaser agrees to pay for said goods within sixty days from date of delivery, also agreeing that in case he fails to do so and it becomes necessary for the creditor to bring action to secure said payment to waive all rights of exemption which he enjoys under the statutes and constitution of this State upon all of his real or personal property. The acceptance of this invoice with the goods is sufficient evidence of the purchaser's familiarity with these conditions and that by said acceptance he waives the above stated rights and agrees to abide by our requirements.

Mr. McAdll's intention is good, and as you say, his plan may serve as a bluff, but the greater part of it has no other value. The matter making it a condition of the sale that the goods should be paid for within sixty days is wholly meaningless as well as unnecessary. The object of a condition is to give a right of action to the person injured when the other person breaks it. There is no need of any such excuse for

cause of action here, for the right of action comes into existence when the customer buys the goods and doesn't pay for them. Another reason for introducing a condition into a contract of sale is so that the goods can be taken back if the condition is broken. Of course that is impossible here.

Mr. McAdll can do what he wants to with much less trouble than this. He should simply write a little form reciting that in consideration of the granting of credit the customer agrees to pay within sixty days and to waive all exemption laws in case it becomes necessary to bring suit. Then let the customer and his wife sign and he has something.

Question: "P. S.," Philadelphia, Pa.—In October, 1907, my father loaned a carpenter and builder the sum of \$100. My father received a promissory note payable in three months with interest, no rate of interest being stated in the note. Horse, wagon and harness were given as security.

We have never been able to collect one penny, and have threatened suit. Now, we received a letter from the builder that the Cruelty of Animal Society had made him get rid of his horse.

Kindly tell me how we can collect.

Answer.—This debt was due at the latest in January, 1908, and the fact that it is still unpaid in May, 1910, looks like neglect on the part of the creditor. The creditor who waits to collect an overdue debt until the debtor is stripped of assets is really responsible for his own condition.

You say the builder's horse, wagon and harness were "given as security." How? The only way personal property can be given as security in Pennsylvania, since we have no chattel mortgage here, is by giving the creditor a bill of sale for it. I assume this was not done. If it was not done, the team afforded not the slightest security for the debt, and the statement which the builder probably made, "I give my team as security," was meaningless.

Your only recourse is against the builder in an ordinary suit for debt. If he owns real estate or personal property you can easily get your money.

NOTE.—Requests for information in this Department should

tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### Sell Three or Four Cans at Once.

Canned Goods Brokers Say That is the Way to Increase Canned Goods Consumption.

How to increase the consumption of canned goods:—

Buy the right kind.\*

Offer one can for 10 cents, or three cans for 25 cents.

Or, one can for 8 cents, and four cans for 25 cents.

If the housewife has a can or two on the pantry shelf, the consumption will be doubled.

There is nothing as cheap as canned goods.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.,

May 5, 1910.

\*NOTE.—Messrs. Strasbaugh, Silver & Co's. advice to the retail grocer to "buy the right kind of canned goods" might be profitably preceded by a similar admonition to canned goods packers to pack the right kind. If that was done there would be only the right kind to buy. Until the packers realize this and act on it their effort to boom their products will have only half success, and it may not have any.—ED.

### Look Out for Shortweight Syrup.

Large Quantity of Compound Syrup Sold Much Below the Market Recently Found to Be Several Gallons Short to the Barrel. Sales Made from Philadelphia to Trade Throughout Pennsylvania.

The retail grocers of Pennsylvania and the other nearby States are warned to beware of short weight compound syrup, a considerable quantity of which is known to have been shipped out of Philadelphia during the past few weeks. The shippers responsible for it are said to have settled

a large number of shortage claims from retailers.

For several weeks compound syrup has been freely offered through Pennsylvania at a price which no other syrup manufacturer could meet and even get out whole. In some cases a price 2 cents below competitors' prices was named. Attention was attracted to this, and some of the barrels sold at these low prices were examined and found to run several gallons short. The average shortage was 3½ gallons, but one lot of ten barrels ran 41 gallons short. Complaints began to come in to the shippers and many claims are reported to have been settled.

The retail grocer almost never gauges the syrup he buys, and for this reason he is an easy victim for a dishonest shipper. As a matter of fact the gauging of syrup is a difficult thing for anybody, but it can be done with a reasonable degree of accuracy by any one who will purchase a gauging rod. The examinations of the syrup sent out as above described were made by a Government gauger and there seems no doubt that the shortages were large and definite.

The wholesale grocer almost never barrels the syrup he sells; he buys it already barreled from a syrup manufacturer and sells it in the same packages he receives it in. The blame for shortage lies further back than the jobber.

### CORRESPONDENCE.

Who Knows "Call Again" Washing Powder?

Reading, Pa., May 2, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Will you please furnish me with the name of the firm that manufactures the "Call Again Washing Compound." I think the firm is in Pittsburg.

Thanking you in advance for any information you give me.

Yours truly,  
CHAS. D. BOYER.

The "Grocery World and General Merchant" has communicated with four large washing powder manufacturers about this, but not one ever heard of it. Can any subscriber help out?

Nearby salad ranges from 4 to 6 cents a head. Southern salad ranges from 75 cents to \$1.25.



## "Lustre" Wide Mouth Fruit Jar

**WIDE MOUTH**—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

**MACHINE MADE**—Insuring uniform thickness and smooth edges.

**LIGHTNING TRIMMINGS**—Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

**CAUTION.**—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

**REMEDY.**—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

### R. E. TONGUE & BROS.

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

## YOU CAN GET Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

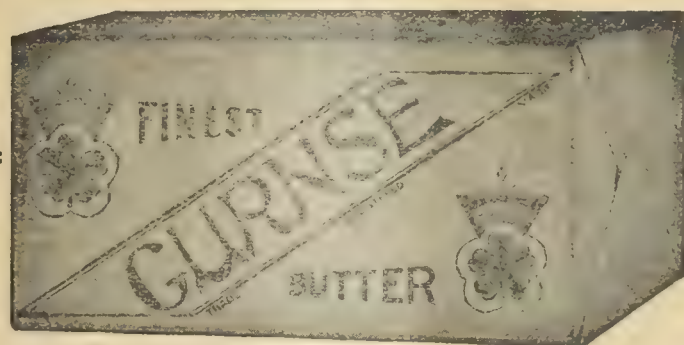
The price remains the same.

### P. J. Ritter Conserve Co.

Philadelphia, Pa.

The  
altogether different  
kind of Harness, the kind  
that attracts and wears well,  
can be secured at  
**WANAMAKER'S HORSE  
GOODS STORE,**  
for delivery purposes. Have you  
seen our \$30.00 Harness? It  
will pay you to look it over.

**JOHN WANAMAKER**  
Philadelphia



## Your Reputation is at the Mercy of Butter

The winter's nearly over—how has your butter trade made out?

Here's a flat and positive statement:—If you have featured **Gurnse** butter during the winter you have probably sold more butter than you ever sold before—all other things being equal, and without a solitary complaint.

If you believe that's simply talk about our own goods, ask some grocer who has sold **Gurnse**.

Even if you got complaints about **Gurnse**, they would lose you nothing; for we authorize you to give back the money in every case. But it's as certain as anything can be that you won't get them. **Gurnse** is a perfect butter—a gilt-edged dairy butter that we make under ideal conditions in our own dairies.

Your reputation is at the mercy of any butter you sell. **Gurnse**, at least, will never betray you.

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—35 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

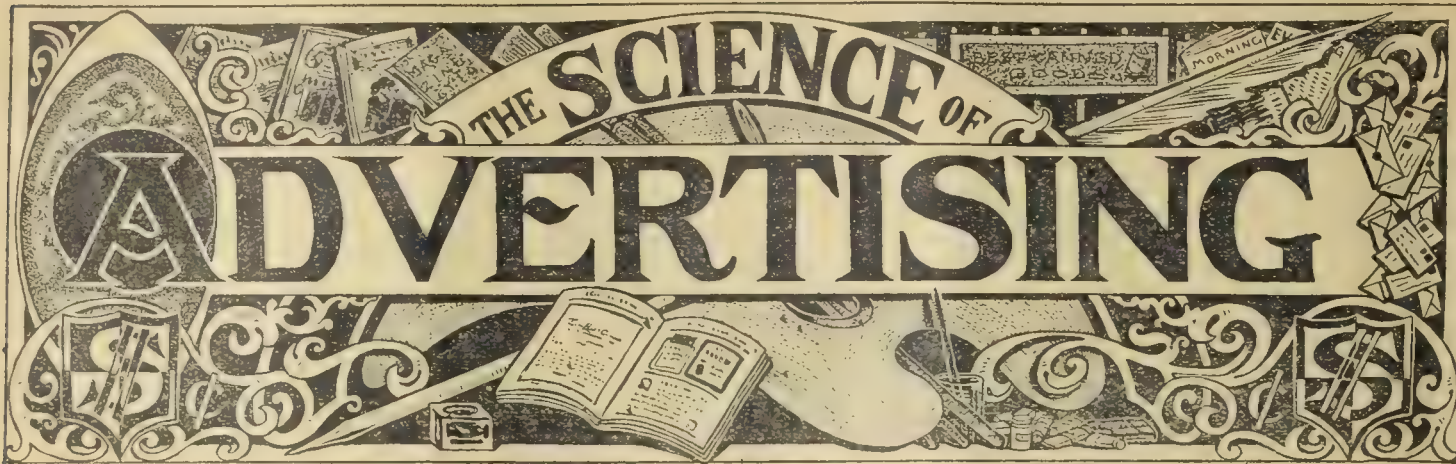
### MANY GROCERS

Find it pays them to read the  
"good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents.





An advertisement of the Rogers chain of retail stores, Atlanta, Ga., has been sent in for criticism. It seems that the Rogers concern operates twenty-eight stores and

does some rather extensive advertising. The advertisement sent me measured 18 inches across four columns and is here reproduced. It is so large that I have

had to cut it down pretty well in the reproduction, therefore I am a little uncertain whether the small type in it will show up clearly or not. The whole advertisement is mostly small type.

\*\*\*

The whole theme of this advertisement is cut prices. Frequent references are made to quality here and there, but the main point is low prices. I suppose there is no doubt, under the circumstances, that the advertisement got results; that is, that it sold some of the low-priced goods. Whether it got the only sort of results that are worth while—permanent customers or the sale of more profitable goods—of course I have no idea. Any advertisement as large as this would without doubt attract attention.

\*\*\*

Just a word as to big advertisements. The point is of course to make an advertisement large enough to attract attention; then to dress it up in such a way as to inspire the person whose attention has been attracted to read it. Some advertisers in order to do this go further than is necessary. That is, they use too large advertisements. When you are using your own advertising medium it is all right to use as much space as you like, but when you are advertising in a city daily, space runs into money, and if equally good results can be obtained with less space, all that is used above the minimum is waste. If the Rogers concern had used, say, fourteen inches across four columns, their advertisement would have been quite as sure to be seen, and I feel certain would have accomplished just as much. Fewer articles would have had to be advertised, but in my judgment that would have been even a greater advantage than the money saving. There is such a thing as advertising too many

articles in one advertisement, and I believe that the Rogers people have done it here. It scatters the shot too widely. There are so very many articles that the reader is confused. The advertisement becomes too much like a catalogue. Advertising a whole lot of things is not so bad when you have room enough to write a little advertisement about every one, but there hasn't been room enough here. And there couldn't be room enough to write an advertisement about every article named here unless the whole paper was used. It seems to me that there can scarcely be any doubt that had the Rogers concern first cut down the size of its advertisement, then reduced the number of articles advertised and said more about each, it would have stood to get better results. Another thing that occurs to me in connection with this advertisement is that there should have been more headlines in it. Instead of running a whole lot of things in together as has been done here, it would have been better to divide the advertisement into groups with an appropriate head over each. That is always a helpful way to arrange a large mass of matter. For instance, "Ten Bargains in Canned Goods," or "These Dried Fruits For Less Than We Paid, or "Money Saved on Housecleaning Needsfuls." Some of these heads scattered through the advertisement would not only have greatly helped its appearance, but would have helped it to get read. It is really somewhat unusual that an advertisement of this size should not contain a single descriptive head. Even the main head at the top simply refers to one article, as do all the other heads that appear through the body.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

Florida tomatoes range from \$1.75 to \$2.25, which is a fair average price. The demand is active.

## Rogers' Great Flour Sale!

### Cut Prices On La Rosa Brand Flour

No other flour gives equal satisfaction for bread, biscuit, cake and pastry. It's the best, all-around flour for housekeepers. No other high-grade flour can be bought for so low a price. MONDAY AND TUESDAY

48-Lb. Bag, \$1.64

24-Lb. Bag, 82c

Snowwhite Shortening, BEST GRADE, Pure, Wholesome Cooking Fat 10-Lb. Tin \$1.30

New, Crisp, Snap Beans 9c  
Quart  
New Irish Potatoes 9c  
Quart  
Fancy Fresh Tomatoes 12c  
Quart  
Erie Brand Sliced Breakfast Bacon, Pack-  
ed by the Beechmont Packing Co., 20c  
Walter Baker's Cocoa 18c  
Large 25c Tin

Pure Olive Oil, highest grade, Quart 69c  
bottle  
Fame Brand Peas, tender melting Early June, 12c  
California State Brand Asparagus, small, tender 19c  
sprigs can  
Maine Sugar Corn or Succotash, highest grade 12½c  
obtainable Regular 15c can. This sale, can.  
Corn Starch, best quality, absolutely pure, 10c

Durkee's Salad Dressing, 50c bottle.  
Royal Scarlet Jams, pure fruits and sugar, 30c glass 20c  
Royal Scarlet Preserves, pure fruits and best granulated sugar, 30c  
20 Mule Team Brand, 15c package  
Regal Brand Baked Corn Meal, 10c  
Rothschild & Robbins Baked Chicken, can 10c and 15c  
Maraschino Cherries, 100c quart  
Armour's Lunch Tongue, can 20c and 30c  
Franco-American Potted Beef, can 10c  
Imperial Chipped Beef, can 12c  
Fig Bars, pound, 10c  
Durkee's Giant Brand Pure Black Pepper, pound, 30c, can 20c  
Celluloid Starch, 5c pkg 4c  
Blue Label Catsup, 25c bottle 28c  
Res Salmon Steak, 20c value, can 15c  
Red Rock Ginger Ale, 25c quart bottle, 15c  
Duff's Apple Juice, 25c bottle 15c  
Cream of Wheat, package, 14c  
Ralston Breakfast Food, pkg 14c  
Grape Nuts, 15c package 12c  
Postum, large package 23c  
Small package 13c  
Messina Lemons, dozen, 10c  
Heinz Baked Beans, Large 20c can 17c  
Two 15c cans 25c  
20 Lbs. Ice Cream Salt 15c  
Stinky Fly Paper, 25 double 80c  
Baker's Premium Chocolate, 25c  
cake, 15c 15c cake 10c  
Vanilla Wafers, pound 12c  
Quart Bottle Pure Pineapple 10c  
Apple Vinegar 10c  
Sunshine Tea Flakes, 20c value, pound 15c  
Make your hens lay and keep your chicks growing by feeding Purina Feeds.  
100-Lb. Bag Scratch Feed, \$2.25  
100-lb. Bag Chick Feed, \$2.50  
3-cakes Santa Claus Soap 10c  
Morris' Honey Comb Tripe, fanciest grade, can 15c  
Margarine Butterine, pure, fresh churned and wholesome, 28c  
Horlick's Malted Milk, new shipment, 100 bottle 60c  
50c bottle 34c  
Cando Silver Polish, 1st 25c  
Fish Roe, can 10c  
Bull Head Brand Spinach, large can 10c  
Royal Scarlet Brand Hawaiian Sliced Pineapple, large can 25c  
25c Large Pkg. Gold Dust 28c  
Regal Brand Toilet Paper, 10c rolls or pkg sheets 7c  
6c rolls or pkg sheets 4c  
Mellin's Food, 25c bottle 14c  
Hansen's Jacket Tablets for jacket or life preserver package 10c  
Fairy Soap, cake 4c  
Spanish Pimentes, large can 15c  
Small can 10c  
Royal Scarlet Brand Sardines, fanciest grade, packed in pure olive oil, two cans 25c  
Ivory Soap, 6 cakes 25c  
Blaster Mackerel, each 20c

### ANOTHER CAR-LOAD OF SELF-RISING MERRY WIDOW BRAND FLOUR.

Milled from the finest winter wheat. Merry Widow is mixed with the purest rising materials making it ready to be used instantly. It's our great seller and is growing daily in popularity with the best housekeepers.

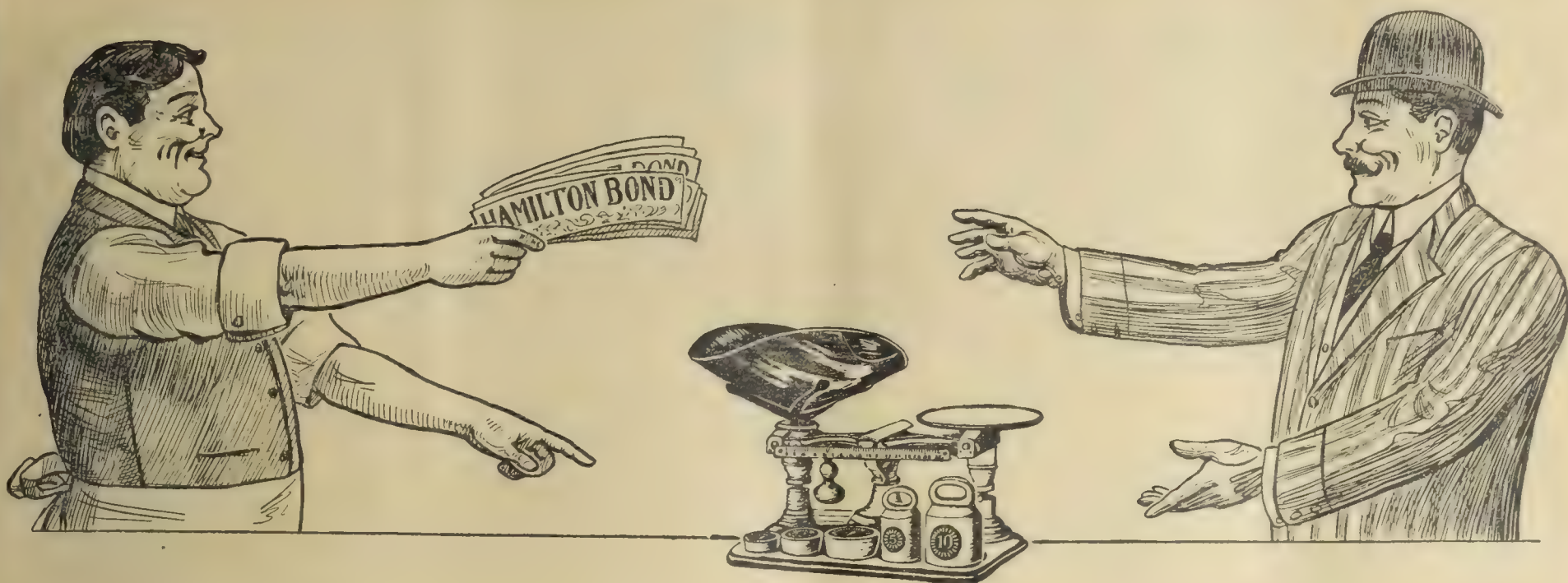
48 lb. Bag \$2.00 24 lb. Bag \$1.00 12 lb. Bag 55c

Regal Brand Pure Pineapple Jelly, glass 9c  
Finest Celia Currants, pkg 8c  
London Layer Raisins, best California, a 15c value, pound 7c  
Cluster Raisins, fancy fruit, 20c  
Armour's Extract of Beef, 50c jar 25c  
"Steam" Bouillon Cubes: a cup from each cube Delicious and nourishing  
\$1.25 size can 90c  
35c size can 25c  
Canned Sweet Potatoes, fancy quality, large can 8c  
Stringless Beans, fanciest Maine pack of cut beans Regular price, 10c can, this sale 8c  
ROGERS' FRESH ROASTED COFFEES  
Are endorsed by the prudent housewife for their quality, purity, strength and flavor. They are the Best Coffees and the biggest values in Atlanta.  
Climate Blend, pound 85c  
Regal Blend, pound 25c  
Java Blend, pound 30c  
Santitas Blend, pound 35c  
HECKER'S CREAM OATMEAL  
milled from northern grown white oats; fanciest quality and the largest package on the market; package 10c  
Imported Peas, sweet, tender peas, a 30c value, Rogers' price, can 20c

New York State Irish Potatoes  
Extra fancy selected stock; cook dry and meaty;  
Peck 22c  
Campbell's Condensed Soups  
All kinds, 10c can, 25c  
Peerless Brand Macaroni  
Large 10c package, 7c

SOUTH SIDE  
28 Pure Food Stores  
NORTH SIDE





Manufacturers now realize there is no better advertising medium than the very grocerymen to whom they sell their products; consequently, they are now giving to grocers a substantial part of their advertising appropriation by packing **"HAMILTON BONDS"** in each case of their goods.

With these **"HAMILTON BONDS"** you can buy almost anything you need—fixtures for your store, or comforts for your home.

In reply to a card from you we will gladly send you a clear explanation of the **"HAMILTON PLAN,"** which will plainly show to you the importance of pushing the goods in which are packed the valuable **"HAMILTON BONDS."**

## THE HAMILTON CORPORATION

Guaranteed Resources \$1,000,000

**29-35 WEST 32D STREET  
NEW YORK CITY, N. Y.**



# THE STROLLER'S COLUMN



## My Hunt for Raspberry Jam.

Nothing like putting yourself in the other fellow's place once in a while to find out how he feels.

I did a stunt as a consumer the other night.

Of course I'm always a consumer. When I'm on my feed I'm a wholesale consumer, as one might say. And you fellows are all consumers. But we're in the trade and that's the way we mostly look at things.

About a month or so ago out in a Lancaster, Pa., hotel they put some stuff in front of me that got me going. My old tummy rose up and called me blessed while I was putting it away, and that's something it don't always do in country hotels, I'll give you that straight.

This was a raspberry jam. And by gravy, when you tasted it you could see the sun on the old raspberry bushes.

Imported, it was. I ain't going to tell the name; I could get millions of plunks for putting the names of pills and things in these scientific talks of mine, but so far I've been incorruptible, chiefly because I've always refused to divvy up with the editor.

I'll call this jam Hadley's. I wrote the name down when I got up from the table and fixed with myself to get some when I got home.

Well, I did. I told my wife about it, and she tried to get it at our grocer's. He didn't have it, but he would get some in. After we had bought a whole lot of it down town he did get some in. I guess maybe his stock consisted of as much as three jars. Anyway, we soon ate it up, and then my wife said she had to put it up to him all over again to get some more. That looked to me like pretty punk storekeeping, because here we were with our mouths wide open waiting for it.

I stayed home that week and the house was a pretty dull place without that jam. Every morning I'd ask for it and each time I'd get the same:—

"Mr. Jones said their man hasn't been in since he sold out. He'll get it though."

"In Heaven's name, ain't he got a telephone?" I said.

Well, on Saturday night I said to my wife, "get any of that jam yet?" No she hadn't.

"Then I'm going out to see if I can't find some," I said. "I need that stuff to keep Sunday with."

"All right, I'll go along," she said and we got our little hats on and went.

"First let's go over to Jones'," she said, "maybe he'll have it in by this time."

So we went over there.

"Did you get any Hadley's raspberry jam yet?" she asked.

"No, ma'am, I didn't," he said. "I don't know what ails their man; he hasn't been in yet."

"Is it a Philadelphia house?" I said. He said it was.

"Why don't you telephone the order in, then?" I asked.

"Well, I've been expecting him to come in," he replied.

"But you said that a week ago," I said. "Are you really going to get it?"

"Oh, yes, I'll order it right away," he replied, and we went out.

Of course that didn't put any raspberry jam on my bread, and I felt real peeved about it. A thing like that always looks like rotten business to me, and it works me up even when I ain't the victim.

"Let's try some other stores," said my wife, and she led in a direction that went past a candy store. (Stung!)

We went into seven grocery stores that night hunting that raspberry jam.

The first one thought he had it, and he went over to a pile of jars that looked like it. He thumbed 'em over, and then said:

"This is Hadley's stuff, but it doesn't seem to be any particular kind."

How's that for sense—a marmalade "of no particular kind"?

"Sure it is," I said. "It's orange, don't you see?"

He finally saw that it was. But he hadn't the raspberry.

The next two stores didn't have it.

The fourth one hadn't it, "but we have Radley's," a domestic raspberry that couldn't hold a candle to it, though the name sounded like it.

"No, we haven't Hadley's," said the next store.

"Have you any imported raspberry jam?"

"No, we have Curtice's, but that's made in Boston."

It wasn't, as I knew; it was made in Rochester, N. Y., but I didn't tell him so.

The next store hadn't Hadley's raspberry jam, but it had Dundee marmalade. In other words, "have you any vanilla extract?"

"No, but we have horse collars."

Well, we walked some more. Funny what a man's stomach will make him do, ain't it?

"Do you carry Hadley's raspberry jam?" I shouted in the ear of the next grocer I came to. This, by the way, was a little different store from the others we had been in. It runs more to fancy stuff, and I felt hopeful.

"Have we any of that?" he said, turning to a small boy behind the counter.

"Think we have," he said, and I almost dropped dead.

That boy, by the way, was the liveliest little animal I ever saw in a grocery store. He went back to the shelf where the jams were and handed down a jar of Hadley's

raspberry jam! Think of that! But wait. It wasn't a very good-looking jar and that kid ran into the back room, down cellar and all over the store trying to find another. Finally he said that was the only jar they had.

I went over to the proprietor with the one jar:—

"Is this all right?" I asked. Let me tell you what it looked like: In the first place it was old enough to have children. It was so old that the label wasn't even the sort they use now. But that wouldn't have made any difference, if the jam hadn't soaked through the top. It was the kind of stuff you see on piles of rubbish and it never ought to be anywhere else.

When I asked him if it was all right, he said he'd find out and opened her up.

"I don't see anything the matter with it," he said. It looked pretty punk to me—all dried up; not at all like the stuff I needed to soothe my soul.

"Why, it smells sour," said my wife.

"Seems all right to me," said the grocer again in a sort of mild little huff.

We didn't take it.

"I'll go in one more store," I said grumpily, and in that store the clerk reached up and got a jar of the fresh new stuff. I almost took it to bed with me.

Now, this is the thing that's in my mind: I've always been willing to sell my wife's best hat for raspberry jam, and I know something about the brands. Hadley's is by a long shot the best, yet here is only one fellow out of seven that knows or cares a hang about it. Is that good storekeeping or ain't it? THE STROLLER.

## Federal Food Decisions Regarding Imported Stearin.

The Federal Food Board issued Food Inspection Decision No. 74 during the week, as follows:—

In Food Inspection Decision 74, it is provided that:—

Stearin, for mixture with domestic oils, not animal, may be admitted without certificate if the importer executes a penal bond conditioned upon the subsequent export of all stearin thus imported.

This provision is revoked, and hereafter stearin will not be admitted into the United States unless accompanied by a certificate, in the form prescribed in Food Inspection Decision 74, showing its freedom from disease, as in the case of meats and other meat food products of cattle, sheep, swine and goats.



# Walker's

## GRAPE JUICE

### Quantity Discounts:

Ten Cases,  
10 and 5%

Five Cases,  
5 and 5%

Window  
Trim, Hangers,  
and Booklets Free  
with all orders  
for one case  
or more.

*"It's Clear Because It's Pure"*

## The Profit Maker of 1910

There's a better initial profit for you in Walker's than in any other high-class grape juice—see price-list at right and note the quantity discounts on 5 and 10 case lots.

But more than that, there is a bigger total profit—because Walker's is a bigger seller. Walker's is a success—it's selling at an unprecedented rate all over the country. This is the first season of Walker's—yet its superior quality and thorough advertising have overcome the lead of older brands. We are already receiving repeat orders from retailers through their jobbers.

Walker's has the essential quality of every lasting success—*appeal to the consumer*. People like Walker's—like it for its obvious purity, its clearness, rich color, and smooth flavor, devoid of astringency.

We are telling everybody about Walker's Grape Juice—our advertising appears in large spaces regularly in all the leading periodicals. Again in May we will have the double-page spread in the middle of The Saturday Evening Post—this paper has several million readers and *every one* will see this advertisement.

Our advertising will start Walker's for you, its quality will keep it going. Your jobber can supply you.

### Price List

on quantities of  
1 to 4 cases

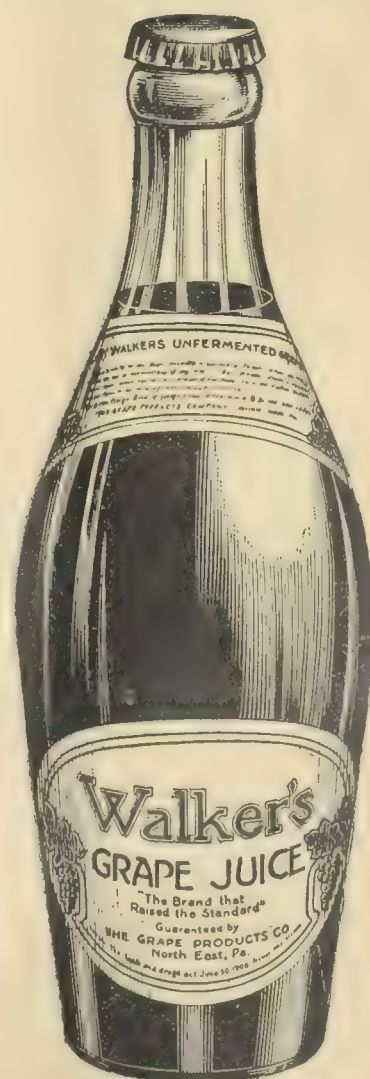
"Splits" (4-oz.)	\$5.00 Case
Half Pints	4.50 Case
Full Pints	4.75 Case
Full Quarts	4.50 Case
1/2-Gallons	5.25 Case
Gallons	5.00 Case

5 Case Discount  
5 and 5%

from above prices

10 Case Discount  
10 and 5%

from above prices



The "Ten-Pin Bottle"

### We Furnish Store Ad Matter

With all orders for one case or more we furnish a large ten-piece Window Trim, cut out and lithographed in colors; a set of store signs and hangers; and a supply of 24-page Recipe Books, showing beverages and desserts that can be made with Walker's Grape Juice. This advertising matter, in addition to its local value, will serve to link your store with our National Advertising.

THE GRAPE PRODUCTS CO.  
North East, Pa.



Where  
Walker's  
is Made



# THE GROCERY MARKETS

## Tea.

The tea market has shown some demand during the week, but not enough to permit the word active to be used with truth. The consumptive demand from retail grocers continues fair, but from first hands trading is exceedingly conservative. Prices are steadily maintained on full market basis. The market for new teas has not opened yet, but should very shortly.

## Coffee.

The coffee market remains unchanged and rather dull. Both Rio and Santos coffees are steadily maintained, with no indication of any special change. The demand is quiet. Mild grades are unchanged and quiet, but prices are considered rather in buyer's favor. Holders of Bogotas are talking firm, but outside of this there seems no present indication of any advance. Java and Mocha are unchanged and in moderate demand.

## Sugar.

Refined sugar advanced 10 points last Thursday, due to the firmness in raws. The European market developed considerable strength during the week and the Cuban situation is likewise stronger on account of the closing of the season. The demand for refined sugar is still rather quiet.

## Syrup and Molasses.

Glucose is unchanged for the week, as is compound syrup. The demand for the latter is fair. Sugar syrup is in good demand for export, at unchanged prices. Molasses quiet and unchanged.

## Fish.

Mackerel is still quiet and easy. The demand is quite moderate. Cod, hake and had-dock are selling in a very small way at ruling quotations. Domestic sardines are about unchanged, the situation being still quite firm because of short catch. The market for the new pack is unchanged and firm. Imported sardines are quiet at ruling quotations.

## Canned Goods.

Spot tomatoes are unchanged and quiet. There is absolutely

no interest in future tomatoes, though the packers would gladly take orders at 67½ cents, which is about 1 cent below what was recently given out as the cost of production in 1910. Corn, both spot and future, is unchanged and quiet. Spot and future peas also very quiet at ruling quotations. Eastern peaches dull and unchanged. There has been some flurry on account of the freeze and crop damage in the Middle West, but it has not yet materially affected the market. Apples are unchanged on spot, but packers are asking \$2.75, which is an advance of 25 cents to come forward. The demand is fair. California canned goods are unchanged and quiet, but dried fruits are much excited on account of the damage to fruits in other sections, and canned goods may feel this a little later. Small Maryland canned goods unchanged and dull.

## Dried Fruits.

The market for future dried fruits has been decidedly affected both by the prospects of short crops in California and crop damage elsewhere. This year's prune crop is estimated at 50 to 60 per cent., and as a rule futures have opened about 1 cent above spot fruit. The latter have also advanced to ⅓ to ¼ cent. The demand for spot prunes is not very heavy. Future peaches have also advanced ½ to 1 cent from the same cause. Spot peaches are unchanged and in fair demand. Future apricots show a raise of ½ to ¾ cent from the opening, but spot cots are quiet and unchanged. Raisins are the only fruit that has derived no benefit from the flurry as yet. The demand is light and the market heavy. Currants fairly active for the season and unchanged. Other dried fruits dull at ruling quotations. Orders for future citron are being taken at about last year's opening.

## Beans and Peas.

Domestic pea beans have advanced 5 cents in Michigan, but the spot price remains unchanged and the demand fair. Imported show no change. Domestic mar-

rows are 5 cents higher and active. California limas have slightly advanced both on spot and to come forward. Green peas show a further slump of about 15 cents per bushel during the week, and Scotch are also weaker, but not so much. Demand moderate.

## Butter.

The butter market is steady at a decline of 1 cent per pound, both on solid and prints. There has been an increase in the make and the market rests comfortably at the decline. Conditions all over the country indicate an early supply of butter. The quality now coming in is showing well and will improve as the season advances. The consumptive demand is very good and there are no material changes in sight just now.

## Eggs.

The egg market is steady and unchanged. There has been very favorable weather for egg production and transportation and stocks arriving are in good order and show fine quality. The receipts are normal for the season and a continued good consumptive demand may be looked for at about normal prices.

## Cheese.

The very few old cheese still available are commanding very high prices. The receipts of new cheese are gradually increasing, however, and the market is healthy and firm at ruling quotations. The quality of the cheese now getting in is good considering the early season. An increase in both production and consumption may be looked for from now on, as the quality will steadily improve.

## Provisions.

Everything in smoked meats has remained unchanged for the week. The demand is fair, and is not likely to show any increase while prices remain as high. Pure lard made a slight decline early in the week, but later recovered it and is now firm at full quotations. There is a fair demand for compound and the market rules steady and unchanged. Barrel pork is very slow at ruling quotations. Dried beef is quiet

and unchanged. Corned and roast beef have advanced about 5 per cent.

## INDIVIDUAL MARKET REPORTS.

### Evaporated Apples, Etc.

The better demand for evaporated apples, which started last week, has continued and all the packers are enjoying a good business from the domestic markets. A little better demand is also noted in Europe, but there are resellers there at a little under what the stock can be offered at for shipment from here.

Considerable interest is now being shown towards the coming crop. Our blossoms should be out during the next ten days and the critical time will be the next three weeks. Everything points to a good blossom and with favorable weather we should have an average crop of apples.

Raspberries continue in limited demand at prices of 21 to 21½ cents f. o. b. in barrels. New goods for August-September shipment at 21½ to 22 cents.

Cores and skins are also in active demand and are hard to find.

Apples for shipment in small quantities are quotable as follows: Prime, 7 to 7¼ cents; choice, 7½ to 8 cents; fancy, 9½ to 10 cents, all f. o. b. in 50-pound boxes; cartons, ½ cent per pound higher; cores and skins, \$1.40 to \$1.50; chops, 1⅓ to 1½ cents, f. o. b. buyers' bags.

C. C. HALL.

Rochester, N. Y.

### Spices.

The market is more active this week. There has been a great increase in inquiries and some very satisfactory buying.

Pepper.—Prices advanced recently fully ½ cent per pound, followed by a slight reaction and then a general hardening of values. Shipments to America are small in comparison with last year's imports. Reports just received indicate a normal crop of Lampong pepper.

Red peppers much firmer abroad. Prices well maintained here. The demand will increase from now on.

Cloves very firm at present and in good demand.

Pimento (Allspice).—There is very little offered at the present. Present values we believe are safe.

Tapioca.—Firm prices prevail. Spot values are far less than import cost and we expect to see a





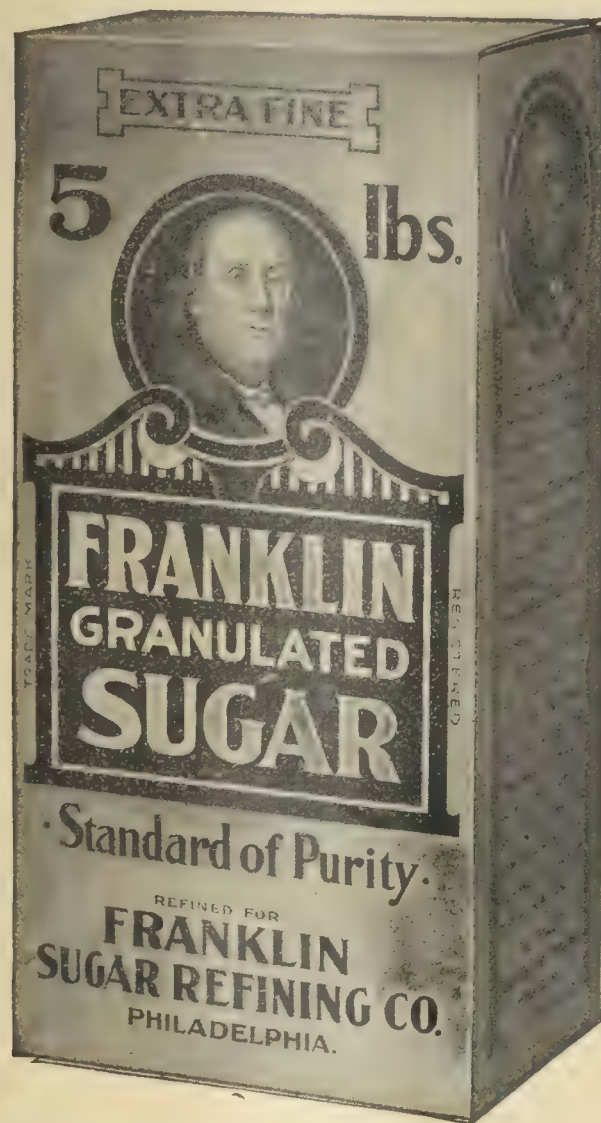
A picture of the package containing the finest molasses ever made, pure, deliciously flavored. There is nothing like

**Duff's  
Molasses**

Tell your customers to always have it in the house for the children. Nothing is better for them than

**Duff's  
Molasses**

A splendid profit for you and a sure repeater.



PACKED ALSO IN 2-POUND CARTONS

## WHEN YOU THINK OF BULK SUGAR

¶ Every grocer who reads somewhere that retail grocers' profits are responsible for the high cost of living, involuntarily thinks of bulk sugar, on which he often makes no profit and never makes more than the merest shred.

¶ Some of the grocers who are making no profit on bulk sugar don't know that at all. They forget the overweight all bulk sugar carries.

¶ What we have said before we say again—the whole problem can be solved by selling *Franklin Carton Sugar*. No overweight—no work—all the profit—and good profit—for yourself.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**  
PHILADELPHIA, PENNA.



slow but steady advance in market.

Mace very scarce at unchanged prices. Demand should improve over the spring and early summer months.

Nutmegs only in fair demand; prices remain low and are a good buy at present value.

Gingers.—Firm prices prevail without much change. Stocks are rather short.

Seeds.—Mustard is now in big demand for pickling purposes. Practically no changes to report during the week. Hemp, celery, poppy, caraway, selling fairly well at unchanged prices.

**MCCORMICK & Co., INC.**  
Baltimore, Md.

#### MARKET NOTES.

New Florida potatoes have dropped in price to \$3.75 per barrel. There are a few Bermudas about at around \$6, but the demand is light.

Florida string beans are scarce and have advanced. The market ranges from \$3 to \$4 and the demand is active.

Peas are higher. They are coming mostly from North Carolina, with a few from Virginia. The present range is \$1.50 to \$1.75 per half barrel, against \$1 to \$1.25 a few days ago. The market is not expected to hold the above price long, however. The quality of the present receipts is good.

Florida cucumbers are higher and range to-day at \$2.25 to \$2.50 per box. The demand is good.

California cherries have declined in price, as they always do after the first shipments. The present range is \$1 to \$3.50 and the demand is fair.

Radishes have slumped. Southern stock was unloaded at 75 cents a barrel during the week, which was almost equivalent to throwing them away. Nearby radishes range from \$1.25 to \$1.50 per 100.

#### Meat Packers Now Indicted in Georgia.

The Grand Jury of the United States Court, in session at Savannah, Ga., last week, returned indictments against the Cudahy Packing Co., Schwarzschild & Sulzberger, Swift & Co., the Armour Packing Co. and Nelson Morris Co., as corporations, and

against the following individuals: Emmet B. Adams, local agent for Swift & Co.; William D. Cooper, agent for Armour Packing Co., and Fred. M. Hull, Jr., agent for Nelson Morris Co. There are two counts in the indictment, one charging that the corporations sold meat at less than cost, for the purpose of putting the South Atlantic Packing Co., of Savannah, out of business, and the other that the local agents entered into a combination to arbitrarily fix the price of beef, eliminating competition. The agents indicted have not been in the employ of the packing houses locally for a year or more.

#### Intimates That Canned Goods Should Not Be Kept More Than Six Months.

**Chairman Moore Asks Witness Before Food Committee Whether Cannery Would Approve Such a Law. Witness, a Baltimore Canner, Retorts That Canned Goods Keep for Ten Years. As to Labeling Second Tomatoes.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,  
May 5, 1910.

The most impracticable suggestion to be raised before any of the committees investigating the food situation emanated during the week from Representative Moore, of Pennsylvania, who was presiding at a hearing of the Special Food Committee. F. A. Torsch, of the Torsch Canning Co. of Baltimore, was testifying and was asked by Mr. Moore whether cannery would approve a bill forbidding the keeping or storing of canned goods for longer than six months! Mr. Torsch retorted that properly processed canned goods would keep perfectly for ten years, but the committee obviously did not believe the statement, and sensational newspaper dispatches have gone out from here over it ever since.

Mr. Torsch mentioned the fact that some tomato cannery added water. He stated that this grade of tomatoes was known as seconds, but admitted under examination that they were not labeled seconds. The committee seemed much impressed with this answer and it is probable that some recommendation will be made to Congress concerning it.

HOLT.

#### Irish Mackerel Branded Norway?

**There is Said to Be Considerable Fish Misbranded as Above on the Market. Motive is Gain in Price.**

It is reported that there is considerable Irish mackerel on the market branded Norway. If so it is of course in violation both of the Federal and State food laws.

The motive for the fraud is the higher price and the greater demand commanded by the Norway fish. At to-day's market Irish mackerel are quoted around \$12.50 per barrel and Norways around \$16. On a small tub the difference between the two varieties would be about 85 cents at retail.

Peculiarities about the quality of this year's Norway and Irish mackerel have rendered this fraud easy. Irish fish have been particularly white and fat, while Norways have been getting rather poor. As to actual difference in value, it exists more in imagination than anything else.

#### This Year's Future Canned Goods Business Shows Permanent Decline.

**Some Jobbing Concerns, Formerly Regular Buyers, Have This Year Not Bought a Case of Certain Lines. Seem Inclined to Let the Packer Take the Risk.**

It is generally agreed among the trade that the sale of future canned goods has this year been materially lighter than usual. There has been the regular demand for established brands, and for private brands, but the demand for everything outside for this has been very light. Wholesale grocers seem to feel a disposition to let the packer take the risk.

The conditions which have attended the sale of future canned goods this year have been quite notable. In spite of the fact that tomatoes have been offered for future delivery at below the cost of production, some jobbing houses who are usually large buyers have not this year bought a case. In spite of their cheapness, the market is not considered safe, and it is believed that not a single jobbing buyer has bought any large quantity.

The demand for future peas in some sections has also been very

much lighter than usual, on account of a considerable carry over.

That the future canned goods business is declining, and probably permanently so, can hardly be doubted. Certain wholesale grocers have gone over their books for the past several years and have found that only once out of about six years has it paid them to speculate in futures. In return for practically nothing they pay out huge sums of money every fall, which come back to them anywhere from ten days to five months after.

All jobbers who bought future canned goods have resold them to their own trade, at least in part, in advance of delivery. This also meant that the retailer was loaded up with a lot of stuff that kept him poor for weeks. Five times out of six both the wholesaler and the jobber could have made as much, and often more money by buying as they needed.

#### AMONG THE TRADE.

The Pennsylvania Dairy and Food Department has begun actions against the following Philadelphia concerns: William Roorbach, extract manufacturer, of 318 Race street. The charge was selling "jellyfoam," a liquid concoction used by bakers for making the icings on cake look fresh and foamy. Roorbach also sold "Dublin ginger ale," which Agent Cassidy declared contained capicum, or red pepper, to give it a biting flavor. The extract manufacturer was held under \$300 bail for court. The other defendants were L. Weinfeld, a baker, charged with selling chocolate cakes colored with coal tar; Carl Mahler and I. Geller, both of whom were charged with the same offence as Weinfeld.

The Philadelphia Pickling Co. has called a meeting of its creditors for May 10, 1910. It is understood that the liabilities aggregate \$75,000, and that the assets upon their face are worth \$132,000.

Strawberries are growing abundant and cheap. They are coming from as far North as the Eastern shore of Maryland and the week's average range has been 9 to 15 cents. The quality is good and the demand active.



# SQUARE PROPOSITIONS Should Interest You

## COFFEES

We can show you fine trades in all grades of SWEET DRINKING, HIGH GRADE GOODS.

To increase your output is to build our business. That's why our Qualities and Roasts are famous and our reputation well known.

## TEAS

FISCHER'S TRADES are noted for their DRINKING MERITS. Style is not sacrificed altogether, but it's the cup qualities that please your customers.

Our line of samples represents the entire market, and WE own the goods.

## SPICES

Our well known brands are STRICTLY PURE. Give your store a reputation for fine goods.

Would like to talk to you about a brand under your own name. It's only a question of quantity.

WRITE THE RIGHT HOUSE

**B. FISCHER & CO., 190 Franklin St., New York**  
**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us

# \$200.00 for Grocers' Ideas

### MR. GROCER:

Think of some idea for increasing the sale of Liquid Veneer in GROCERY STORES. Any little selling plan that you can think of may win you a prize in good American gold.

Your idea must be submitted before July 1, 1910.

For the best suggestion we will pay . . . . .	\$75.00 in gold
For the second best we will pay . . . . .	35.00 in gold
For the third best we will pay . . . . .	20.00 in gold
For the fourth best we will pay . . . . .	15.00 in gold
For the four next best, \$10.00 each, total . . . . .	40.00 in gold
For the three next best, \$5.00 each, total . . . . .	15.00 in gold

Total eleven prizes amounting to . . . \$200.00 in gold

### FOR YOUR INFORMATION

This contest is confined strictly to retail grocers, because Liquid Veneer should be handled altogether by the grocery trade. It is bought by women who use it all the year around for dusting, cleaning and polishing woodwork, furniture, pianos, picture frames, floors, etc. It is just as much a grocer's article as laundry soaps, scouring soaps, soap powders, bluing, ammonia, etc. Liquid Veneer sells to housekeepers, and grocers are in much closer touch with housekeepers than any other class of merchants.

### YOUR CUSTOMERS USE LIQUID VENEER

Many of your customers already use Liquid Veneer. Why should they not buy it from you instead of going elsewhere for it?

### FACTS TO STIMULATE IDEAS FOR SUGGESTIONS

We invite you to submit some good, simple, practical idea or scheme to increase sales of Liquid Veneer for the grocer; some effective display method for him, some

way to profitably distribute the splendid typewritten advertising letters, which we furnish him, free of charge, when he orders Liquid Veneer, or any other idea that may occur to you.

### OUR SILENT SALESMEN

As an illustration of what may be done, we have ourselves lately devised a means of increasing grocers' sales 1,000 per cent. This is a positive fact. We refer to our "Silent Salesmen," meaning the unique Liquid Veneer Counter Case which is now given absolutely free to grocers, with every dozen of the 4-ounce or 12-ounce size.

The inside of the cover of each case bears a strong and striking advertisement of Liquid Veneer. Different cases show different advertisements, and a grocer will be able to conduct a complete advertising campaign right on his own counter and at the same time connect himself directly with the national advertising campaign which we are conducting in the housewives' publications.

### SOME FACTS TO REMEMBER

About five million housewives are now using Liquid Veneer, many of them using it every day to do their household dusting.

### NON-COMPETITIVE

Liquid Veneer does not compete with or displace a single article the grocer already has in stock. How different from the various breakfast foods, soaps, teas and canned goods, each competing with others of the same class. Liquid Veneer yields the grocer a clear profit of 50 per cent. on his investment and 33 1/3 per cent. on sales.

### SEND IN YOUR IDEAS

Don't hesitate to send in your ideas; you may win a prize. Address Manager Prize Competition, Buffalo Specialty Company, 352 Ellicott street, Buffalo, N. Y., and remember that the greatest proposition for grocers, in the line of a widely advertised household article that makes every housewife enthusiastic, is unquestionably

# LIQUID VENEER





CONDUCTED BY IVAN P. THOMPSON

#### A Coffee Window.

There is no season when coffee is not acceptable at the end of a meal even if it be eliminated from the menu as a beverage during the rest of the repast. Sometimes a window looks very attractive on account of the color of the goods displayed, no matter how simple may be the combination as regards form. Now, here is a very easy window for coffee and it requires very little as far as the actual goods are concerned.

Get four of the coarsest and brownest sacks you can and tie a red sash around them somewhat above the waist line. Have them showing some coffee at the top opening and place them at the right and left corners of your window, as in sketch. Between them

at the top and bottom with black paint or ink, leaving a white space in centre to look like the high light on tin, and letter them "Coffee." Also whatever brand you wish to advertise.

Two of these boxes will perhaps not be seen—the two the rear two are standing on. If not, don't bother to paper them.

Place these boxes as in sketch and on them place inverted cans, the centre one open and spilling a little coffee on the box top.

On the top rear two boxes place a cracker tin with red paper around it, and on top of that a real tin or can of coffee. The red, if you pick out a bright one, will make the window very attractive, for I have seen a design similar to this one used already;



coffee, another of same and again a can of coffee.

Get seven boxes and put red paper around them to match the sashes on the sacks. Paint the strip of wood that is left visible

but the fake coffee canisters were not boxes but something else—I could not see what. However, boxes, will do very well if you take a little trouble over their "make-up."

#### An Italian Window.

In carrying out the idea of a series of windows of imported goods such as was given last week, when it was an English one, try this for an Italian win-

Spain that a window could not be made of imported Spanish goods. Everything else, however, is Italian.

Back of the salami put a pyramid of tomatoes. Back of these cans place a row of boxes covered with red paper. On these place some Gorgonzola cheese; on these again place some olive oil. Back of these drape some yellow cheesecloth decorated with red ribbons and red crepe paper with sign, as in sketch.

NOTE.—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only



dow. There are many natives and descendants of natives of sunny Italy in America and among your customers, and some of the goods imported from the land of the gondola—or I should have said the water of the gondola—will in all probability appeal to the sons and daughters of Venice, Naples and Rome, also without doubt to some of your own natives.

In the centre of your window place a dish of macaroni—cooked if convenient, and appetizingly so. Each side of this put a dish of salami. Back of the macaroni put some canned Spanish pepper. This goes in here because so little, outside of wines, is imported from

from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

#### Denver, Col., Wants Next National Retail Convention.

The Denver (Col.) Retail Grocers' Association will again extend an invitation to the delegates at the Springfield convention of the National Retail Grocers' Association to hold their 1911 convention in Denver.



No Springs



**70,000**  
NOW IN USE

105 Styles and Sizes  
for all kinds of Stores  
PRICES \$37.50 UP

AFTER NINE YEARS' TEST AND ITS ADOPTION BY THE  
WORLD'S GREATEST MERCHANTS

# THE TOLEDO SCALE

IS NOW THE RECOGNIZED STANDARD

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by Temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

The Great Fair Store, Chicago, uses 100  
Toledo Scales, and say:

"The 100 Scales you sold us are very satisfactory. They are certainly money-savers on overweight.

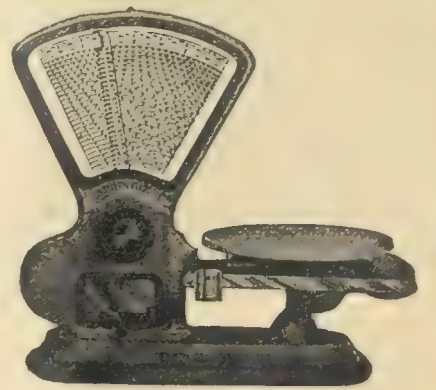
We satisfied ourselves the TOLEDO SCALE was superior to all others."

E. J. LEHMANN, Vice-President.

Scales of all makes taken in exchange, rebuilt and for sale cheap. Send for Catalogue, Free.

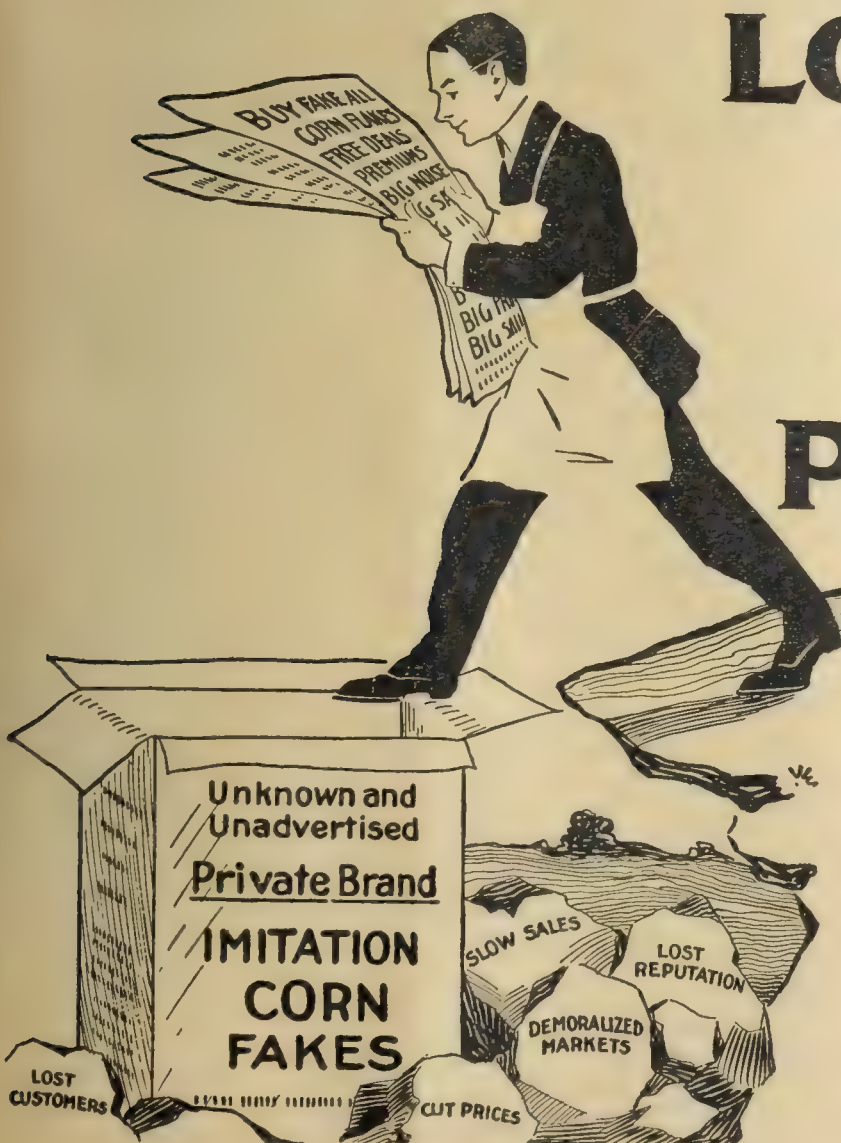
**TOLEDO COMPUTING SCALE CO., Makers of Honest Scales, Toledo, Ohio**

Offices in All Large Cities. Look in Telephone Directory



No Springs

## LOOK OUT FOR CORN FLAKE PIT-FALLS



As a last resort a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only.

KELLOGG TOASTED CORN FLAKE CO., Battle Creek, Mich.



WHY  
should you  
recommend  
it?

Just read  
this and  
you'll see.



### MINUTE GELATINE (PLAIN)

is made of the purest gelatine that can be bought. A jelly made from it is the clearest and firmest possible. You don't have to soak it like other kinds. It dissolves in less than a minute in boiling water or milk. Each package has four envelopes, each of which holds just enough to make a pint of jelly. This changes guess work to a certainty. A regular package makes a full half-gallon. No standard package makes any more. We refund the purchase price to any dissatisfied customer. You sell it at two packages for 25¢ and make 36% on the cost. Doesn't all this answer your question?

If you want to try MINUTE GELATINE (PLAIN) yourself, we'll send you a package free. Give us your jobber's name and the package is yours.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.



### THE NEW FLAVOR MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

**SUTTER & HARDING, Brokers**  
5 S. Front St., Philadelphia, Pa.

¶ We don't care **what** you are now paying for premium merchandise, we believe we can sell it to you for less money.

¶ No matter what you want we can get it for you.

¶ If you will send for our catalogue it will tell you a lot of things on this subject which you ought to know.

**AMERICAN MERCHANDISING CO.**  
163 W. 29th Street, New York

### THEY SAY CLOTHES DON'T MAKE THE MAN

But you know **they help** a lot with the ladies, that's the reason we put the handsomest labels you ever saw on Victoria Canned Goods. It induces the ladies to try them once, and their unmatched quality **keeps** them buying them. You try them and see.

**HOWELL & BURSK**  
130-32 S. Front St., Philadelphia



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

**The Peters & Reed Pottery Co.**  
ZANESVILLE, OHIO

### COFFEE FOR THE 400

"Four hundred Coffee" is the name of a Blend that will bring customers to you and keep them coming. No one can drink it without praising it. It is known to many people as "The Clean" Coffee because of the trouble and expense we go to to get out every particle of dust and dirt before we put it in air tight cans, to **keep it out**.

**GITHENS, REXSAMER & CO.**  
15 and 17 S. Front St., Coffee Plant  
40 and 42 S. Front St., Office, Phila.

These trade-mark cross lines on every package  
**CRESCO FLOUR** DIET FOR  
DYSPEPTICS  
And Cases of  
**KIDNEY AND LIVER TROUBLES AND OBESITY**  
Makes delicious foods for everybody.  
Unlike other goods. Ask physicians. For book  
or sample, write  
**FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.**

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Handling Berries.**—Now's the time to start strawberry selling. Solicit standing orders. Some may want two boxes a week, some four and some one a day. Start them off by entering standing orders. Same applies to asparagus, spinach, lettuce, etc. Women like to know that such things are pre-arranged and will be carefully taken care of. It means a lot, too, to the store buyer. When he feels that so many boxes of berries and so many pecks of spinach, etc., are wanted daily, outside of the transient trade, he can figure better.

\*\*\*

**"Manager Wanted."**—Managers for grocery stores of all degrees are almost daily wanted. Are you doing anything to fit yourself for that position? Imitate the best man you know. Get onto his ways. Fit yourself to answer the questions he answers. Watch how he handles help. See how he studies the layout of the work. If your head-man quits, do you feel that the boss ought to trust you with his job? He will if you're fit. And you'll be fit if you have ambition and use your energy and brains to get there. You're in exactly the right place for the present. But use it. Use it so when a "Manager is Wanted" you're ready to step in and proclaim yourself.

\*\*\*

**Paper Bags.**—A man is known by the bag he uses. When you see a fellow put a quart of tomatoes into a 7-pound bag you know right off that he doesn't know his business. He has no conception of nice economy nor any idea of the neatness of things. The one bill of all bills that the grocer hates to look at is the bag bill, and yet you men can cut down the horror of it immensely by using common judgment. In the first place every size bag should be at hand at every department. If you sell two quarts of beans and the nearest size bag for that order is

a No. 10, it's up to you to "kick." If you have half a system in your store you surely have some one responsible to fill up the bag rack. If you have the right training you positively can't tie those two quarts of beans in a 10-pound bag. It will upset you. Not only on account of the waste of paper, but the disproportion of the thing gets on the nerves of a good man. You fellows with the paper bag economy instinct will understand what I mean by "disproportion."

\*\*\*

**Keeping Still Habit.**—It isn't good to keep still. If things in your opinion don't go right—tell it out good and strong. None of the fellows that get ahead keep still. They can't. Every man that I have under me is instructed to kick. It shows you are awake. It shows you see things. It keeps the boss posted. Kicking isn't grumbling. It isn't knocking nor tale bearing. It's a good strong manly protest against anything that hurts the business. Don't say "It isn't any of my business to kick." It is your business and nobody else's.

## John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

## Ceylon and Assam Teas

These Teas are becoming more popular every day.

**"Our prices are always correct"**

¶ We invite you to book your orders with us now for both spot and future "Idlewild" and "Winola" brands of canned goods.

¶ These brands are well known for their very high quality, and are sure to please your trade. Prices named on application.

**Crocker Grocery Co., Wholesale**  
Wilkes-Barre, Pa.



### Wouldn't This Brighten Your Store?

A beautiful, practical, low-priced Canister for tea or coffee. Grocers tell us it has actual selling force. Made of extra heavy plate, and beautifully decorated. Brass Knobs, French plate bevel edge mirrors. Only one of the many showy canisters we make.

Write for illustrated catalogue that holds great possibilities of beautification for your store.

**GEORGE J. KAISER**

Manufacturer of Grocery  
and Tea Store Appliances

194 Duane St. NEW YORK





To bring the retailer and manufacturer together RIGHT needs more than an occasional call from a specialty man, and the jobber's salesmen haven't time to introduce the two properly; yet they are natural brothers and SHOULD be as well acquainted.

Mr. Manufacturer, use the GROCERY AND ALLIED TRADE PRESS OF AMERICA. Through the publications represented, you can get in continual touch with over 150,000 merchants who are prospective distributors for you and you can talk to these people, who are so necessary to your success, TEN TIMES AS OFTEN through the GROCERY AND ALLIED TRADE PRESS OF AMERICA, as you can any other way for the same sum of money. These publications now represent even a more nearly ideal vehicle to convey the manufacturer's message to the retailer than the big magazines and newspapers do to convey his message to the consumer, because they are organized, their circulations are guaranteed, their rates are standardized and they have a co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which gives their subscribers MORE than the ordinary reason for being interested.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For detailed information on this subject, address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



# WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## FOR SALE.

**FOR SALE.**—One of the finest, best equipped, best paying delicatessen and grocery stores in Reading, Pa. Property for sale and in very good condition. Hot water plant and all latest improvements. Business established six years and is in very flourishing condition. Very good reason for selling. Address W. Zimmermann, 1026 Buttonwood St., Reading, Pa. 20

**FOR SALE.**—Ridgway refrigerator 12 feet square. Can be seen at 247 South Eleventh St. For price address K. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

**FOR SALE.**—General store in good farming and mining locality. Did a cash business during 1909 of \$14,000. Some book accounts. Stock consists of dry goods, notions, groceries, hardware, shoes, rubber goods, etc. A splendid opportunity for handling farm machinery and implements. Stock will inventory with team and fixtures about \$4,000. Moderate rent. No old stock. For further information call on or address Kerstetter & Haupt, Gowen City, Northumberland Co., Pa. 19

**FOR SALE.**—An old-established grocery and provision store. Would do good with fresh meats. Rent, \$12 per month. If sold at once will accept \$350. N. W. Cor. Randolph St. and Erie Ave. 24

**FOR SALE.**—Grocery and provision business, doing cash business in thickly settled neighborhood away from cutters. Moderate rent. 5944 Callowhill St., Philadelphia, Pa. 19

**FOR SALE.**—Grocery and provision store. Northwest section. Growing neighborhood. Will sell stock and fixtures for \$675. Dwelling, five rooms and bath, \$3,500. "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

**FOR SALE.**—Grocery, provision and meat store established six years. If sold at once will take \$750. Will sell house, containing eight rooms and bath, also stable, for \$3,000. Apply Front and Fern Sts., Darby, Pa. 21

**FOR SALE.**—Grocery and delicatessen store, with restaurant and furnished rooms attached, situated on main street of a city with 70,000 population. A good chance for man and wife. Total investment \$3,500. Fine up-to-date fixtures, large stock. Doing cash business. Small expenses, profits large. Owner in poor health, which is only reason for disposing, as it has been a very profitable stand for years. Open to the fullest investigation. Will be pleased to furnish full details on request. C. C. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

**FOR SALE.**—Grocery and provision store, corner Dearborn and Brown Streets. Rent of store and dwelling containing six rooms and bath \$25 per month. To a quick buyer will sell for \$375. F. H., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**FOR SALE.**—In West Philadelphia, grocery and provision store. Established over ten years. Will sell for \$950, if sold at once. H. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**FOR SALE.**—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

**FOR SALE.**—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 24

**FOR SALE.**—A three-story frame store building, 17 x 80 ft., with fixtures included, centrally located in town of Port Deposit, Md. An excellent and reliable stand. Last

year's business \$19,000, mostly cash. Death of owner reason for selling. Terms quite reasonable. R. R. Todd, Carlisle, Pa. 19

**FOR SALE.**—Cheap. Complete Coffee Roasting Plant, consisting of a one bag Henneman gas roaster, cooling box, 5 H. P. direct motor, piping, etc. In operation now. Installing larger plant. The H. G. Tomblor Grocery Co., Easton, Pa. 19

**FOR SALE.**—On account of sickness, butcher and grocery business, established for over twenty-two years, as the owner wishes to retire. Call or address, Louis Hildebrand, 247 Burnett St., New Brunswick, N. J. 19

**FOR SALE.**—Business and property of an up-to-date general merchandise business place, located in Donaldson, Schuylkill Co., Pa. (west end of Schuylkill Co.). An opportunity for somebody to get hold of well established general merchandise business place, located in the best part of the town, with a population of 1,000 inhabitants and with good surrounding patches to draw from. Business of \$36,000 last year, with chances to improve. Carry a stock of from \$7,000 to \$8,000. Property worth from \$6,000 to \$7,000. All buildings in good repair, with all modern conveniences (steam heat, electric light, phone, etc.). Will sell stock at inventory. Reason for selling, ill health. A fine, large dwelling attached, with large lawn. A handsome place, with bath room, electric light, etc., such as makes home pleasant. Apply to R. A. Schwalm, Donaldson, Schuylkill Co., Pa. 20

## HELP WANTED.

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 19

## WANTED.

**WANTED.**—McCaskey register, 140-160 account. State lowest cash price. H. G. Pennington, Bloomsburg, Pa. 21

**WANTED.**—To buy a Monitor o coffee roaster with alternating 110 volt motor, also a peanut roaster. Address Grocer, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

## SITUATION WANTED.

A YOUNG married man, experienced, acquainted with the grocery trade central Pennsylvania, working out of Harrisburg, is open for a proposition. Ten years at present place. Want to make a change. Philadelphia reference as to character and ability. R. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**PENNSYLVANIA CLERK OF LONG** experience, much of it in his own store, wants position in country grocery or general store. Can run a wagon and care for team. Aged forty-two, married. Can give good references and am an able, steady, hard-working man. Wages wanted to start, if inside, \$10 weekly; if outside, \$12.50. C 37, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 19

**PHILADELPHIA GROCERY CLERK** wants position as clerk or manager. Aged twenty-six. Has had eleven years experience, four as manager of a store doing \$900 to \$1,000 a week. Good window dresser. Will make good, active producer for good store. C 28, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

## BUSINESS OPPORTUNITIES.

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can

easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 571.—Candy, grocery and provision business, located in Pennsylvania town about twenty-five miles from Philadelphia, doing a business of \$200 weekly, mostly cash. Population of town, 2,000. This town is in the centre of a rich farming district and there is a great deal of outside trade and as there is only one other candy store in town, it is an excellent opportunity for any one who understands the candy and grocery business to double the business now being done. On account of ill health the owner will dispose of business, which includes stock and fixtures, for \$500.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent.

net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,

927 Arch Street, Philadelphia, Pa.

## MISCELLANEOUS.

**GENERAL STORES BOUGHT FOR** cash. Highest prices paid. F. Laison & Co., 1624 S. Fifth St., Philadelphia, Pa. 22

**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 25

## FOR RENT.

**FOR RENT.**—A first-class meat, grocery and provision store, fitted up complete with handsome quartered oak, Italian marble and glass-plate fixtures, ready for business in finest business section of West Philadelphia. A great opportunity for a live man. 341 N. Fifty-second St., Cor. Parrish St. 19

# FAN TIME IS COMING

☞ The Grocery Stores that do not use Electric Fans during the warm Spring and Summer months are permitting their competitors who use Electricity, to deprive them of trade.

☞ If you have not made an Electric Fan installation you should make your arrangements right now. We carry a complete stock of Fans of every variety, at various prices. Let us obtain estimate for a wiring and Fan installation. Write or telephone.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.



# We Know You Can Sell CLICQUOT CLUB GINGER ALE



first, because it IS "better than the imported" and, second, because we make it easy to sell by our extensive magazine and newspaper advertising. We keep up the QUALITY of CLICQUOT CLUB and we keep up the ADVERTISING and wherever it's introduced the SALES keep up.

It will sell better in YOUR STORE than any other ginger ale either domestic or imported BECAUSE it sells better in *other stores*. Stock it and get your profits on the extra business it is sure to bring you.

Other CLICQUOT PRODUCTS with the Clicquot Purity and Flavor:

CLICQUOT CLUB SARSAPARILLA  
CLICQUOT CLUB ROOT BEER

CLICQUOT CLUB LEMON SODA  
CLICQUOT CLUB BLOOD ORANGE

CLICQUOT CLUB BIRCH BEER



Millis, Massachusetts



## How To Increase Orders

It's easy, if you have a Peerless Counter, to show a customer dozens of articles she "has not thought of" but will buy when she sees how clean and attractive they are. These extra sales will pay for your Peerless Counter on the easy terms we arrange with you. And, after it has paid for itself it keeps on earning extra profits for you. Write for our catalogue showing different styles and prices.

**PEERLESS FIXTURES CO., Dept. E, Marshall, Michigan**



# Grocery World and General Merchant Prices--Current.

**CORRECTED WEEKLY. MAY 9, 1910.**

[illegible]

## SUGAR.

	Barrels.	Halves.
Cut Loaf .....	6.35	6.15
Eagle Tablets .....		6.85
Crystal Dominoes, 24 5-lb. pkgs. ....		7.50
"                    60 2-lb. pkgs. ....		8.40
Cubes.....	5.70	5.90
Lozenge.....	5.60	5.80
Powdered.....	5.55	5.75
Granulated, fine or stand., McCahan.,	5.40	5.60
"                    Franklin...	5.40	5.60
"                    special fine .....		5.45
"                    fine, 2 lb. bags.....		5.70
"                    " 2-lb. pkgs., cases...		5.60
"                    " 5-lb. bags.....		5.60
"                    " 10 10-lb. bags .....		5.55
"                    " 25-lb. bags.....		5.45
"                    " 100-lb. bags.....		5.42
"                    coarse.....		5.50
"                    extra coarse .....		5.70
A Crystal .....	5.45	100-lb.
A Confectioners.....	5.25	Bags.
No. 2.....	5.15	5.15
No. 3.....	5.05	5.05
No. 6.....	4.95	4.95
No. 8.....	4.85	4.85
No. 10.....	4.75	4.75

TEA.

Foohow Oolong—	Per lb.
Choice.....	34
Extra choice.....	39
Fancy.....	45
Formosa Oolong—	
Choice.....	33
Extra choice.....	39
Fancy.....	43
Imperial—	
Choice.....	39
Extra choice.....	33
Fancy.....	40
Young Hyson—	
Choice.....	35
Extra choice.....	30
Fancy.....	35
Gunpowder—	
Choice.....	38
Fancy.....	45
Japan, pan fired or basket fired—	
Choice.....	35
Extra choice.....	40
Fancy.....	45
English Breakfast—	
Choice.....	25
Extra choice.....	30
Fancy.....	35
Ceylon—	
Tetley's, No. 1, lbs., $\frac{1}{2}$ s or $\frac{1}{4}$ s...	60
“ No. 2, $\frac{1}{2}$ lb.	45
“ Troubadour, 1 lb. tins.....	
Bungaloe, 1 lb.	25
“ $\frac{1}{2}$ lb.	28

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Parsons, 1 doz.....	.90
O. K., 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87½
Tibbals Dri-Monia (con. dry), 10c. size, ¼ gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

## AXLE GREASE.

Fraser's, 15 lb. pails.....		.85
Fraser's, boxes, 1/4 gross.....	per gross	9.40
Mica, 1/4 gross.....	per gross	9.00
Castor Oil, 36 1-lb. tins, 1/4 gross.....	per gross	10.00
Castor Oil, 24 3-lb. pails, 1/4 gross.....	per gross	26.00

## BAKING POWDER.

<b>Sea Foam Baking Powder</b> :—		
$\frac{1}{4}$ lb., 4 doz. in case.....		1.75
$\frac{3}{8}$ lb., 2 doz. in case.....		1.75
1 lb., 1 doz. in case.....		3.40
Davis' O. K., $\frac{1}{4}$ lb., 4 doz.....	per doz.	.45
Davis' O. K., $\frac{3}{8}$ lb., 3 doz.....	per doz.	.90
Davis' O. K., 1-lb., 2 doz.....	per doz.	1.65
Davis' O. K., 5-lb., $\frac{1}{2}$ doz.....	per doz.	7.20
Cleveland's, 10-c. size, 4 doz.....	per doz.	.84
Cleveland's $\frac{1}{4}$ lb., 4 doz.....	per doz.	1.23
Leslie's, nickel.....	4 doz. cases	.45
Leslie's, $\frac{1}{4}$ -lb. cans, 3 doz. cases.....		1.15
Leslie's 1-lb. cans, 1 doz. cases.....		1.80
Leslie's, 5-lb. cans, 6 cans in case.....		9.00
Sea Gull, 6 oz., glass, 4 doz.....		.45
Parrot and Monkey, 4 doz.....		.45
<b>Rumford's Yeast Powder</b> :—		
4 oz. glass, 3 doz.....		.85
6 oz. glass, 3 doz.....		1.07
6 oz. glass, 6 doz.....		1.03
6 oz., 1 gross, in bbl.....		1.02
<b>Rumford Baking Powder</b> :—		
5c. tins, 4 doz.....	per doz.	1.43
10c. can., 2 doz. in box.....	per doz.	.90
$\frac{1}{4}$ -lb. cans, 3 doz in case.....	per doz.	1.25
1-lb. cans, 1 doz. in case.....	per doz.	2.50
Royal, 10c. size, 4 doz.....		1.66
" $\frac{1}{4}$ lb., 4 doz.....		1.30
" $\frac{3}{8}$ " " ".....		2.40
" 1 " " ".....		4.60

### BLACKING—Shoe.

Shinola (premiums).....	per gross	10.00
Blackola, 1 doz., 10 cent size.....		.85
Mason's No 1, ¼ gross.....	per gross	2.70
" " 2, " .....	"	3.00
" " 3, " .....	"	3.30
" " 4, " .....	"	5.40
" " 5, " .....	"	13.80
T. M. French.....	per doz.	1.10

## SHOE DRESSING.

Mason's—	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.12
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's, Army and Navy, 1 doz.....	.85
Boyer's French Dressing.....	.85
" Oil Polish.....	.85
Easy Bright, ladies'.....	.85
" waterproof.....	1.25
Admiral Russet Combination.....	.75
Admiral Shoe Dressing.....	.75

## GREEN COFFEE.

	Per lb.	
Java, Private Estate.....	25½	27
Java, Interior.....	21	23
Bogatos.....	14	17
Washed, Caracas.....	14	16½
Washed, Mexican.....	14½	15½
Bucaramango.....	13	13½
Guatemala.....	12½	14
Maracaibo.....	14	18
Washed Santos.....	14	18
Mocha Seed Santos.....	19	13½
Santos.....	11	12½
Rio.....		14½

## ROASTED COFFEE IN BULK.

Private Estate.....	33
Fancy East India.....	28
Fancy Blend.....	27
Logan Blend.....	13
Java and Mocha Blend.....	26
Fancy Maracaibo.....	92
Fancy Mocha Santos.....	20
Choice Mocha Santos.....	18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	13½	

## COFFEE ESSENCE AND CHICORY.

**Pfeiffer & Diller's "Kosyr"—**

30 tins in box.....	per box	4.75
12 in tins box.....	per carton	1.00
8-lb. tins.....	per doz.	5.75

**BLUING—Dry.**

	Per gross
Barlow's, small, 1 doz.....	2.75
" " large, 1 doz.....	3.50
Sawyer's, No. 1, 6 doz.....	1.75
" " No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	2.65
" " No. 3, 1 doz.....	2.65
" " A. No. 6, 18 oz. boxes, 1 oz. free.....	4.80
" " Ball Blue, No. 1, 3 doz.....	2.60
" " " " No. 3, 3 doz.....	4.80
Reckitt's, &c. and rec. asst., 8 lbs..... Per lb.	.30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
" " " " " " 6 " @ 39c. ".....	2.34

### BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, $\frac{1}{4}$ gross.....	
Army and Navy, No. 8, 3 doz.....	5. 10
Crystal, No. 2, 3 doz.....	3. 00
Troy, No. 3, bbls., 6 doz. barrel.....	5. 50
French Laundry, large, $\frac{1}{4}$ gross in barrel.....	2. 45
Tibbals Cream Indigo, 5c. size, $\frac{1}{4}$ gross case.....	4. 80
“ “ 10c. size, $\frac{1}{4}$ gross case.....	9. 00
Free goods with $\frac{1}{4}$ gross 5-cent size and $\frac{1}{4}$ gross 10-cent size,	

**BUTTER.**

Tab Butter—	Per lb.
Creamery, extra, 60-lb. tubs .....	.33
"    first,       "    .....	.32
"    second,     "    .....	.31
"    third,       "    .....	.50
"    dairy, extra, bakers' use, 30- 60 lbs. ....	.25-.29
"    5 and 10-lb. rolls, 60 and 100- lb. boxes.....	.30-.34
Print Butter—	
Star or S. D. brands, 1 lb., 20-30-lb. boxes .....	.36
E. B., E. D. brands, 20-30-lb. boxes .....	.35
J. J., C. V., Gilt Edge, Gold Medal, 20- 30-lb. boxes.....	.24
Sheaf ("400") Elgin, 20-30-lb. boxes.....	.33
Sheaf.....	.30-.32
Milben Farm, lbs. and ½ lbs. ....	.37
Gurnee, lbs. and ½ lbs. ....	.35
Honebe.....	.32
White Rock.....	.35

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.	71 1/4
" 16's, 30 lbs.	72 1/4
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.	68 1/4
Searchlight, hotel, 16's, 30 lbs.	69 1/4
Pearless, hotel, 16's, 30 lbs.	69 3/4
Bright Light, 16's, 30 lbs. per box	71 7/8
Werk's, 8's, 30 lbs.	71 1/2
" 16's, 30 lbs.	72 1/2
Neverout, 8's. per box	71 7/8
" 16's. "	73 1/2

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons .....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

### CANNED GOODS.

Tomatoes—	Per doz.
Fancy Jersey.....	.87½
New Jersey, No. 10, 1 doz.....	2.20
“ standard No. 3.....	.80
“ 5¼ inch.....	1.20
Maryland, No. 10, 1 doz.....	1.95
Mrs. Lippincott's, frying.....	1.15
Our Best, 50 oz.....	1.00
Fancy Maryland.....	.75
Luncheon, fancy Maryland.....	.80
Lima Beans—	
New Jersey, No. 2.....	.90
“ “ 10.....	4.50
String Beans—	Per doz
Fancy cut Refugee.....	1.05
“ Refugee.....	1.20
Small.....	1.35
Fancy small Refugee.....	1.60
Smallest Refugee.....	1.80
New York, No. 10.....	4.25

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



*A Business Getting Plan for all*

# RETAIL MERCHANTS

**Better Than Newspaper Advertising  
Better Than the Trading Stamp Plan  
Better Than Your Own Premium System**

AND

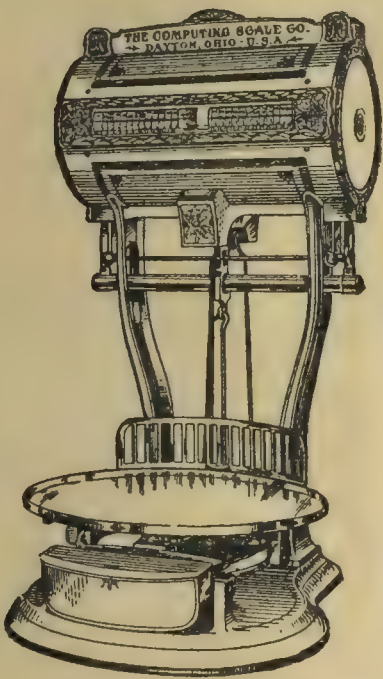
## Costs You Less Money Than Any of These

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### You Can Profitably Use Our Plan

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**



## Eureka! Perfection!

If there is any one article on the American market which stands ABOVE ALL COMPARISON with other devices for accomplishing like results, it is the DAYTON-MONEYWEIGHT SCALE. It has been TESTED by SCIENTISTS of world renown; by FEDERAL and MUNICIPAL OFFICIALS; by MECHANICAL TESTS at our factory; by TIME and SERVICE, and by the great majority of PROGRESSIVE MERCHANTS. Their unanimous VERDICT is PERFECTION.

### MONEYWEIGHT—MONEY-SAVING

Our scales show AUTOMATICALLY and SIMULTANEOUSLY the PRICE PER POUND, WEIGHT and VALUE, clearly and distinctly. No other practical counter scale is so QUICK-ACTING, SENSITIVE and ACCURATE. This scale PROTECTS YOUR PROFITS. Its ACCURACY is a SAFEGUARD over every transaction between customer and merchant. It STIMULATES CONFIDENCE and is the emblem of a SQUARE DEAL. They are equipped with our patented swivel base.

### DAYTON AUTOMATIC SCALES

Our NEW FACTORY at DAYTON, OHIO (just completed), is a monument to modern factory-building. The facilities for supplying the demand for the matchless DAYTON-MONEYWEIGHT SCALES were never so favorable as now.

**EASY PAYMENTS**—Each purchaser has the privilege of paying for his scale by easy monthly payments. If he pays in full in 30 days a liberal cash discount is granted. An old-style or unsatisfactory computing scale can be traded in as part payment on the purchase of a new one. Ask for our exchange proposition.

**CATALOGUE FREE:** A request for information does not say you want to buy. It implies that if there are any unnecessary leaks in your method of handling your goods you want to know where they are and how they can be remedied. Our catalogue will give you much valuable information.



**The Computing Scale Co.**  
Dayton, Ohio

Philadelphia Office, 49 N. 13th St.

**Moneyweight Scale Co.**

35 STATE STREET, CHICAGO, ILLINOIS

Please mention "Grocery World and General Merchant" when writing for Catalogue



<b>Wax Beans—</b>	
Small.....	1.35
Fancy, small.....	1.60
Cut wax.....	1.05
<b>Baked Beans—</b>	
Fancy Maine, No. 3, sauce.....	1.60
" " " 3, plain.....	1.45
" " " 2, sauce.....	1.25
" " " 2, plain.....	1.15
" " Picnic sauce.....	.70
" " Individual sauce.....	.50
Maryland, No. 3, sauce.....	1.20 - 1.25
" " 3, plain.....	1.20 - 1.25
Good, No. 3, plain or sauce.....	.95
Campbell's, No. 2, sauce.....	.95
<b>Red Kidney Bean—</b>	
New York, fancy, No. 2.....	.95
Maryland, Standard, No. 2.....	.80
<b>Corn—</b>	
Fancy Maine.....	1.25
" " New York, cream crushed.....	1.00
" " Country Gentleman.....	1.15
Fancy Shoe Peg.....	1.00
" " ".....	.85 - .95
Maryland, crushed.....	.85
<b>Peas—</b>	
Fancy New York, sweet.....	1.05
" " sifted, sweet.....	1.20
" " extra sifted, sweet.....	1.35
" " fancy sifted, sweet.....	1.05
" " June.....	1.05
" " sifted June.....	1.20
" " extra sifted June.....	1.35
" " fancy sifted June.....	1.05
" " No. 10 cans.....	5.00
Extra sifted, E. J.....	1.25
Sifted, E. J.....	1.05
Sweet Dimpled.....	1.00
Maryland, sifted E. J.....	.85
June.....	.80
<b>Beets—</b>	
New Jersey fancy, No. 3.....	1.10
" " " 10.....	3.25
<b>Succotash—</b>	
New York, fancy, No. 2.....	1.20
" " standard, No. 2.....	1.05
Maryland Slavery, No. 2.....	.95
<b>Spinach—</b>	
Maryland, standard, No. 3.....	.95
New York, fancy, No. 3.....	1.50
<b>Sweet Potatoes—</b>	
New York, fancy, No. 3.....	1.25
New Jersey, standard, No. 3.....	.90
<b>Pumpkin—</b>	
New York, extra fancy, No. 3.....	1.15
" " " 3.....	.90
" " fancy, No. 3.....	1.00
New Jersey, fancy, No. 3.....	.85
" " standard, No. 3.....	.75
Maryland, standard, No. 3.....	.65
<b>Asparagus—</b>	
Mammoth, 2 1/2s.....	3.00
Large, 2 1/2s.....	2.75
Oak, large, 2 1/2s.....	2.65
standard, 2 1/2s.....	2.45
Fancy tips, No. 1, square.....	2.65
Extra standard, No. 1, square.....	2.45

**California Canned Fruit.**

<b>Apricots—</b>	
Extra quality.....	Per doz. 5.50
Extra standard.....	5.60
Standard.....	1.40
<b>Pears—</b>	
Bartlett, extra quality, 2 1/2s.....	2.60
" " extra standard, 2 1/2s.....	2.15
" " standard, 2 1/2s.....	1.80
<b>Cherries—</b>	
Extra quality, 2 1/2s.....	2.90
" " standard, 2 1/2s.....	2.35
Standard, 2 1/2s.....	1.80
<b>Peaches—</b>	
Extra quality, lemon cling.....	2.50
Standard, lemon cling.....	1.90
Extra standard, No. 8.....	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.05
<b>Plums—</b>	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

**Domestic Canned Fruit.**

<b>Apples—</b>	
Extra standard, No. 3, 2 doz.....	.90
Standard, No. 3, 2 doz.....	.85
New York State, No. 10.....	2.85
<b>Blackberries—</b>	
New Jersey, syrup, No. 2.....	1.30
Standard, No. 2.....	1.03 1/2
<b>Blueberries—</b>	
Maine, Eagle No. 8.....	1.25
Loggies, No. 10.....	6.00
<b>Cherries—</b>	
Maryland, No. 2, white, extra.....	1.35
New York, white, No. 2.....	2.65
Flour City, red, No. 2.....	
<b>Peaches—</b>	
Extra standard, yellow, No. 3.....	1.25
Standard, white, No. 3.....	1.05
Standard, pie, No. 3.....	.95
<b>Pears—</b>	
New Jersey, No. 10.....	3.75
Delaware, standard, No. 3.....	1.00
<b>Raspberries—</b>	
New York, extra preserved, No. 2.....	2.45
<b>Strawberries—</b>	
Anchor, No. 2, water.....	.75
New Jersey, standard, No. 2.....	1.50

<b>Pineapple—</b>	
Hawaiian, No. 2 1/2, sliced.....	2.50
" " 2.....	2.20
" " 2, grated.....	1.75
" " 2, crushed.....	1.80
" " extra, grated in juice.....	5.75
" " crushed in juice.....	5.75
Baltimore, extra, grated, No. 2.....	1.80
" " sliced, " 2.....	2.00
Singapore, heavy syrup, No. 1 1/2, cubes.....	1.10
" " " 1 1/2, chunks.....	1.20
" " " 1 1/2, sliced.....	1.30

**Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.**

<b>Crabs—</b>	
Deviled, No. 1, 4 doz., McMenamin's.....	Per doz. 3.17 1/2
No. 2, 4 doz., McMenamin's.....	3.35
<b>Clams—</b>	
Star, No. 1, 4 doz.....	.85
<b>Lobster—</b>	
B. & M., No. 1, tall, 2 doz.....	4.35
" " flat, 4 doz.....	4.35
B. & M., No. 1/2, flat, 4 doz.....	1.40
No. 1/2, flat, 4 doz.....	1.35
Star brand, No. 1/2, flat, 4 doz.....	2.25
No. 1/2, flat, 4 doz.....	
<b>Shrimps—</b>	
Dunbar, No. 1, pickle, 4 doz.....	1.30
<b>Mackerel—</b>	
Pickert's, soured, No. 1, 4 doz.....	
" " No. 2, 4 doz.....	
" " No. 3, 4 doz.....	
Underwood, soured, No. 1, 50 cans.....	
" " No. 1, 4 doz.....	
<b>Oysters—</b>	
Boyer's, No. 1, 4 doz.....	.78
" " No. 2, 4 doz.....	1.45
Stewart's, No. 2, 4 doz.....	1.35
" " No. 1, 4 doz.....	.67 1/2
Victory, No. 1, 4 doz.....	.75
<b>Kipperd Herring—</b>	
Maconache's, 2 doz., plain.....	1.60
Bonaccard, 6 doz.....	1.60
<b>Salmon—</b>	
Hagood's, No. 1, tall.....	2.05
" " 1, flat.....	2.15
Horseshoe, No. 1.....	1.65
Alaska, red.....	1.55
White Raven, red, 1/2s.....	
Red, No. 1/2, flat, 4 doz.....	.90
Pink, No. 1/2, 4 doz.....	.80
Herringlets, 1/2s, in pure olive oil, key, 50 tins.....	7.65
" " 1/2s, in tomato sauce, key, 50 tins.....	7.65

**SARDINES—Imported.**

Boneless and peeled, 1/2s.....	28.00
" " D. & G., 1/2s.....	26.50
" " Ispra, 1/2s.....	28.00
" " Gondolier, 1/2s.....	17.00
" " Landell, 1/2s.....	8.50
" " Martell, 1/2s.....	10.50
" " Loyall, 1/2s.....	14.00
Argonauts, 1/2s.....	10.90
Orion, smoked, 1/2s, key.....	10.00
Tomato sauce, 1/2s.....	15.00
Truffled, 1/2s, key.....	12.50
Spiced, 1/2s.....	10.00
Skipper, 1/2s.....	11.50
" " tomato sauce, 1/2s.....	11.50
Royanette, oval, 1/2s.....	10.90
<b>Angus Watson &amp; Co.—</b>	
Skipper Sardines, 1/2s, oil.....	11.50
" " 1/2s, oil.....	10.75
" " 1/2s, tomato sauce.....	11.50
" " 1/2s, tomato sauce.....	10.75
Sea Queen Sardines, 1/2s, oil.....	9.20
Sea Pearl Sardines, 1/2s, oil.....	8.00

**Domestic.**

<b>American Oil—</b>	
No. 2, 1/2s.....	100 3.00
1/2s, key.....	100 3.15
Irma, 1/2s.....	100 4.00
<b>Mustard—</b>	
Irma, 1/2s.....	100 3.85
1/2s.....	100 3.15
Continental, 1/2s, key.....	50 2.75
Irma, fancy, 1/2s.....	48 3.00
Gold Label, 1/2s.....	50 3.80
" " 1/2s.....	50 4.50
" " 1/2s.....	100 7.00
Underwood's, 1/2s.....	50 4.25

**CANNED MEATS. Corned Beef.**

<b>Fairbank's—</b>	
No. 1, key, 4 doz.....	1.60
No. 2, key, 4 doz.....	2.75
No. 3, key, 4 doz.....	3.00
No. 1, key, 1/2 doz.....	24.00
<b>Libby's—</b>	
No. 1, key, 4 doz.....	1.95
No. 2, key, 4 doz.....	3.00

**Chipped Beef.**

<b>Libby's—</b>	
No. 1, 4 doz.....	1.30
No. 2, 4 doz.....	2.30
No. 1, glass, 4 doz.....	1.35
No. 2, glass, 4 doz.....	2.35 1/2
<b>Boeckh's—</b>	
No. 1, sliced, glass jars.....	1.70
No. 2, sliced, glass jars.....	2.80

**Sliced Bacon.**

<b>Boeckh's—</b>	
Medium, glass jars.....	1.80
Large, glass jars.....	3.00

**Roast Beef.**

<b>Fairbank's—</b>	
No. 1, 4 doz.....	1.65
No. 2, 4 doz.....	2.75
<b>Libby's—</b>	
No. 1, 4 doz.....	1.75
No. 2, 4 doz.....	3.00
<b>King's—</b>	
No. 1, 4 doz.....	1.57 1/2
No. 2, 4 doz.....	2.75

**Lunch Tongue.**

<b>Fairbank's, No. 1, 4 doz.....</b>	
<b>Libby's, No. 1, 4 doz.....</b>	
<b>Libby's, No. 1/2, 2 doz.....</b>	
<b>Libby's, No. 1/2, 2 doz.....</b>	

**Whole Ox Tongue.**

<b>Fairbank's, No. 2, 1 doz.....</b>	
<b>Libby's, No. 1/2, 1 doz.....</b>	

**Potted or Deviled Meats.**

<b>Libby's—</b>	
No. 1, 4 doz.....	.50
No. 2, 4 doz.....	.90
<b>R. &amp; K.—</b>	
No. 1, 4 doz.....	1.15
No. 2, 4 doz.....	1.95

**Potted Chicken or Turkey.**

<b>Libby's—</b>	
No. 1, 4 doz.....	
No. 2, 4 doz.....	
<b>R. &amp; K., No. 1/2, 4 doz.....</b>	

**Boned Meats.**

<b>Curtice Brothers, "Blue Label," in tins—</b>	
Chicken, No. 1/2.....	3.50
" " No. 1.....	6.00
Turkey, No. 1/2.....	3.50
" " No. 1.....	6.00
Whole Rolled Ox Tongue, No. 2.....	12.50
Boneless Whole Ham, No. 1 1/2.....	8.75
" " No. 2 1/2.....	12.50
<b>All of the above packed 5 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.</b>	

**Deviled Meats.**

<b>Curtice Brothers, "Blue Label"—</b>	
<b>No. 5 oz. No. 10 oz.</b>	
Ham.....	1.50 2.80
Tongue.....	1.50 2.80
Chicken.....	3.00 3.30
Turkey.....	2.00 3.30
<b>No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.</b>	

**Potted Meats.**

<b>Curtice Brothers, "Blue Label"—</b>	
<b>No. 1/2 Tin. No. 1/4 Tin.</b>	
Ham.....	1.45 2.45
Tongue.....	1.45 2.45
Chicken.....	1.95 2.95
Turkey.....	1.95 2.95
<b>No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.</b>	

**Soups.**

<b>Campbell's—</b>	
Asparagus.....	Per doz. .90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.95
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Pepper Pot.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.90
Vermicelli-Tomato.....	.90
No. 10 cans, Tomato only.....	per doz. 6.50

<b>Curtice Brothers, "Blue Label"—</b>	
<b>Quarts. Pints. 1/2 Pints.</b>	
Consomme.....	3.15 1.75 1.25
Bouillon.....	3.15 1.75 1.25
Beef.....	3.15 1.75 1.25
Julienne.....	3.15 1.75 1.25
Printanier.....	3.15 1.75 1.25
Vegetable.....	3.15 1.75 1.25
Tomato.....	3.15 1.75 1.25
Ox Tail.....	3.15 1.75 1.25
Mock Turtle.....	3.15 1.75 1.25
Pea.....	3.15 1.75 1.25
Mutton Broth.....	3.15 1.75 1.25
Clam Chowder.....	3.15 1.75 1.25
Clam Broth.....	3.15 1.75 1.25
Chicken Gumbo.....	3.15 1.75 1.25
Mulligatawny.....	3.15 1.75 1.25
Chicken.....	3.15 1.75 1.25
Chicken Broth.....	3.15 1.75 1.25
Green Turtle.....	6.50 3.50 2.50
Green Turtle, Clear.....	7.25 3.75 2.25
Terrapin.....	7.25 3.75 2.25
<b>Schimmel's, assorted, 1 lb., 4 doz.....</b>	

**CATSUP.**

<b>Beefsteak Catsup, medium.....</b>	
<b>Waldorf, medium, 12 oz., screw top, 2 doz.....</b>	
<b>Campbell's—</b>	
Tomato, 10c. size, bottles.....	.90
Tobasco, 10c. size, bottles.....	.90
<b>Snider's—</b>	
Pints, 2 doz.....	2.10
Half-pints, 2 doz.....	1.30
Quarts, 1 doz.....	3.25
Gallons, 6 jugs in case.....	per jug .80

**KETCHUP.**

<b>Curtice's "Blue Label" Tomato Ketchup— Per Case</b>	
Small, 25 bottles in case.....	2.75
Medium, 25 bottles in case.....	4.25
Large, 12 bottles in case.....	3.25

**CHOCOLATE AND COCOA.**

<b>Walter Baker &amp; Co's—</b>		<b>Per lb.</b>
Premium, $\frac{1}{2}$ s, 12 to 25 lbs.....		.50
Premium, $\frac{1}{2}$ s, 12 lbs.....		.50
Caracas, sweet, 6 lbs.....		.32
German, sweet, 12 lbs.....		.22
Auto, sweet, 6 lbs.....		.36
Cocoa, $\frac{1}{2}$ -lb. cans, 12 lbs. in box.....		.36
Cocoa, $\frac{1}{2}$ -lb. tins, 6 lbs.....		.36
<b>W. H. Baker's—</b>		
Best Cocoa, $\frac{1}{2}$ -lb. size.....	<b>per lb.</b>	.38
“ “ 1-lb. “.....	“	.33
Premium Chocolate, $\frac{1}{2}$ s, 12 lbs.....		.28
“ “ $\frac{1}{2}$ s, 12 lbs.....		.29
Best Sweet Chocolate, 1-lb., 6 lbs.....		.19 $\frac{1}{2}$
“ “ 1-lb., 12 lbs.....		.19 $\frac{1}{2}$
<b>Hershey's—</b>		
Milk, 48 5 cent.....	<b>per box</b>	<b>1.60</b>
<b>Epp's—</b>		
Cocoa, $\frac{1}{2}$ -lb. tins, 7 lbs.....		.42
<b>Van Houten's—</b>		
Cocoa, 12-lb. boxes, 1-lb. tins.....	<b>per tin</b>	.72
“ “ 12-lb. boxes, $\frac{1}{2}$ -lb. tins.....	“	.40
“ “ 6-lb. boxes, $\frac{1}{2}$ -lb. tins.....	“	.30
“ “ square tins, 48 in box.....		.12
<b>Hooton Cocoa and Chocolate Co.—</b>		
Cocoa, labeled, $\frac{1}{2}$ s.....		.38
Cocoa, labeled, 1s.....		.37
Premium Chocolate, $\frac{1}{2}$ s.....		.28
Premium Chocolate, $\frac{1}{2}$ s.....		.29
<b>Bensdorp's Royal Dutch Cocoa, 12 lb. cases—</b>		
	<b>Per can.</b>	<b>Per doz.</b>
$\frac{1}{2}$ -lb. round cans.....	.18	2.27
$\frac{1}{2}$ -lb. round cans.....	.29	3.60
1-lb. “.....	.37	6.84
1 $\frac{1}{2}$ -oz. “ 10 cans in case.....	.07	
		<b>Per lb.</b>
5-lb. “.....	2.75	.55
<b>Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—</b>		
Milk, 6 to 1b.....		.45
Queen, 4 to 1b., 12 to case.....		.42
Sweet Vanilla, 4 to 1b.....		.28
“ “ 8 to 1b.....		.28
Milk Chocolate, Towers, 3 lb. boxes.....		.50
“ “ $\frac{1}{2}$ lb. boxes, 90 to case.....		.56
Turinos, 5 lb. boxes.....		.50
<b>Blooker's Cocoa—</b>		
$\frac{1}{2}$ -lb. tins, 2 doz. in box.....	<b>per doz.</b>	<b>1.88</b>
$\frac{1}{2}$ -lb. tins, 3 doz. in box.....		3.50
1-lb. tins, 1 doz. in box.....	“	6.50
5-lb. tins, 1 doz. in case.....	<b>per lb.</b>	.32
10-lb. bags, 1 doz. in case.....	“	.50
<b>Runkel's—</b>		
Cocoa, 4s, $\frac{1}{2}$ cans, 6 lbs.....	<b>per lb.</b>	.33



## YOU GET BUSINESS

by catering to the wants of the people. Do they want embalmed food? It is not natural to mix drugs with what we eat. Drugs are medicines to be prescribed by doctors, not by food manufacturers.

# HEINZ

## 57 VARIETIES

### PURE FOOD PRODUCTS

are always "Safe to Buy." They will be as safe next month or next year as they are today, because they are good and pure.

With only reliable brands of pure foods on his shelves, no grocer need fear trouble or loss, either legally or through the dissatisfaction of his customers.

There are plenty of clean, pure goods without Benzoate of Soda. Why should any merchant sell goods that contain it?

### H. J. HEINZ COMPANY

New York

Pittsburgh

Chicago

London



"My boy, I'm pleased with your work. I've just been looking over the salesbook and I'm going to give you that raise. I wish every man in the place could learn to sell goods like you do."

"Well, they can learn the same as I did, I guess. You see, I've been taking the SHELDON COURSE of Scientific Salesmanship, and,—"

"Oh, you have, eh! Well, you've got the right idea, Frank. Keep it up!"

Go thou and do likewise.

*Write for our catalogue.*

## Sheldon School

505 Republic Building

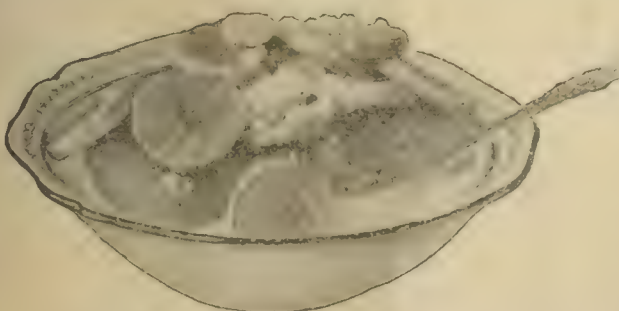
Chicago

## How to Meet the Situation

During these troublous times, when the price of meat is soaring skyward, tell your customers to make their "meat"

## Shredded Wheat

Of course, you don't want to hurt the butcher around the corner—he may not be to blame for the high prices—but people who have decided to cut out meat for awhile will thank you for telling them about such a nourishing, wholesome substitute as Shredded Wheat Biscuit.



If your customers like Shredded Wheat Biscuit for breakfast they will like it for any meal in combination with sliced bananas, baked apples, stewed prunes or other fresh or preserved fruits. Two Biscuits with a little fruit will supply all the energy needed for a half day's work.

The Shredded Wheat Company, Niagara Falls, N. Y.







WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

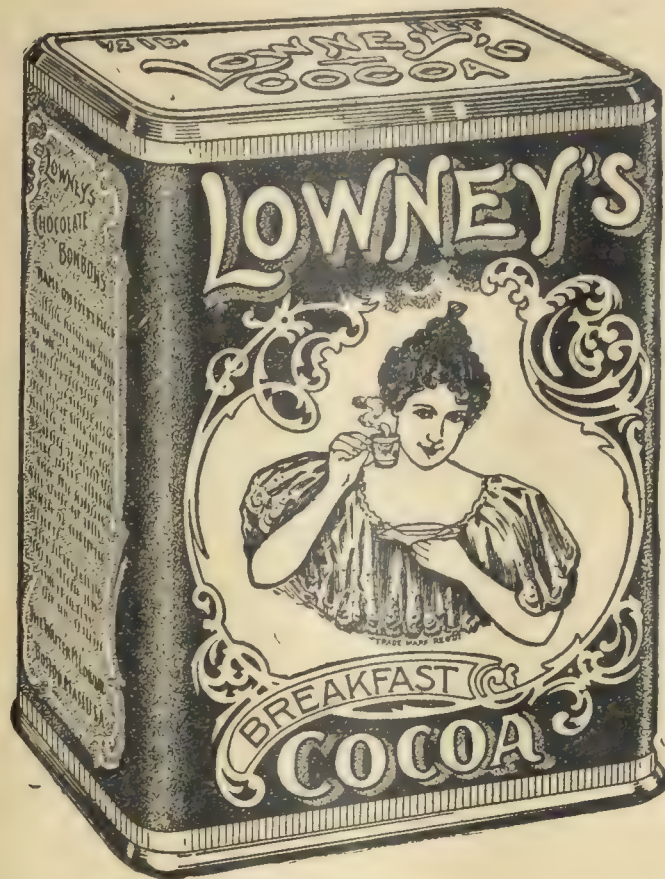
## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



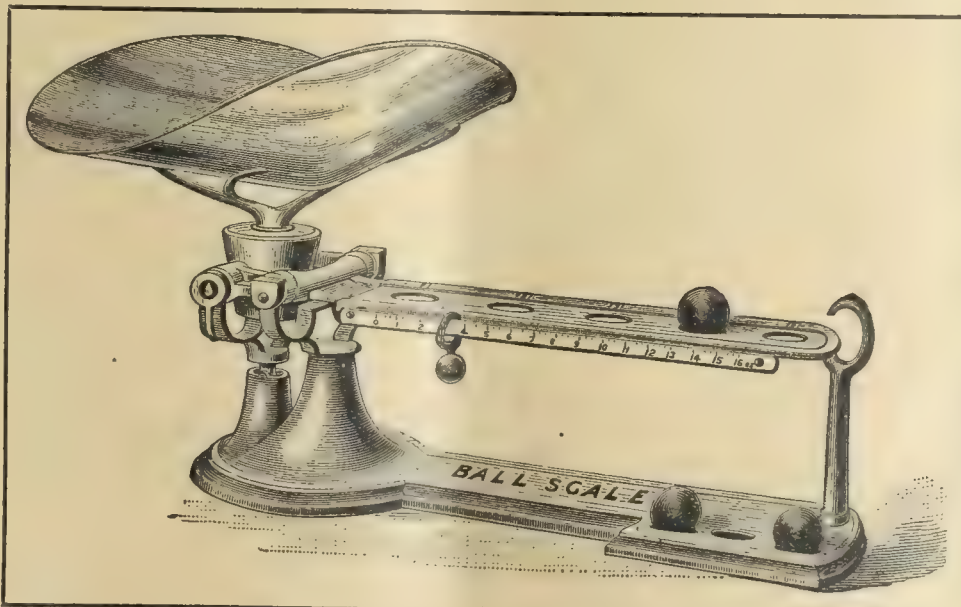
Reckon Up the Profit on LOWNEY'S COCOA and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.

# Losing Your Weights?

Get a  
Troemner  
No. 24  
Ball Scale



Greatest  
Improvement  
in Rapid  
Weighing

Does away with weights absolutely. The balls are placed in the holes, thus weighing from one to fifteen pounds, with the sixteen ounces in fractions on the side beam, giving a total weighing capacity of sixteen pounds.

## HENRY TROEMNER

J. A. FLESCH & SON, 115 ADAMS STREET, CHICAGO, ILL., GENERAL AGENTS FOR UNITED STATES

No. 911 ARCH STREET  
PHILADELPHIA, PA.



—16—

### Dressed Boneless Fish.

	Per lb.
Halibut.....	— .15
Salmon, fresh.....	.25 — .30
Codfish.....	— .10
Large Hake.....	— .07
Haddock.....	— .07
Spanish Mackerel.....	—
Smelts.....	— .08
White Cat Fish.....	— .12
Red Catfish.....	— .10
Fresh Herring..... 2 piece	— .01
Snappers.....	— .12
Eels.....	— .10
Green Sea Bass.....	— .15
White Perch.....	— .15
Spotted Trout.....	—
Shad, Buck..... each	— .35
Shad Roe..... each	— .70
Rock Fish.....	.15 — .20
Black Bass.....	—
Croakers.....	— .07
Lobsters.....	— .22
Large Fresh Mackerel..... each	— .40
Gray Trout.....	— .10

Steak Fish  $\frac{1}{2}$  cent per lb. additional

Cove, Primes.....	per M.	- 10.00
Cove, Culls.....	"	- 6.00
Blue Points.....	"	- 5.00
Blue Points.....	per bbl.	- 6.50
Absecon, Primes.....	per M.	- 9.00
Absecon, Culls.....	"	- 4.50
Rockaways.....	per bbl.	- 3.50

Clams .....	per M.	8.00	-	9.00
Necks .....	"	6.00	-	

Raisins—	Per box
Extra Dessert Clusters, 22-lb. boxes.....	2.95
Connoisseur Clusters, 22-lb. boxes.....	3.05
California Clusters, 20 No. 1 pks.....	3.25
	Per lb.
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes	
Fcy Cal. 3 cr. loose, 50 lbs.....	.05 3/4
Fancy Cal. 2 cr. loose, 50-lb. boxes.....	.04 3/4
Valencia, Rogers Fcy, 4 cr. Ondara layers	
28 lbs.....	.06 3/4
5 or 10-box lots.....	.06 3/4
Standard Brands, 28-lb. boxes.....	.06 3/4

Per bbl.

King Mill	6.93
Gold Medal	6.45
Millbourne	6.40
On Top	6.85
Ceresota	6.60
Pillsbury's Best	6.50
Taylor's Fancy	6.25
Semper Idem	5.90
Pride of the West	5.90
Sunbeam	5.65
Quaker City	6.35
Purina Whole Wheat, 68-lb. sacks	6.30
" " 8-165	6.75
Purina Whole Wheat Flour—	
32-65, per barrel	7.00
16-125, "	6.75
8-245, "	6.65
4-485, "	6.95
Half barrels, 1/2-barrel price plus 10 cents.	
Purina Graham Flour—	
32-65, per barrel	7.20
16-125, "	6.95
8-245, "	6.85
4-485, "	6.75
Mother's Old-fashioned Graham Flour, 35-lb. packages	3.00

Franklin, 50 packages.....	3.75
Hooker's Superlative, 50 packages .....	1.13

Aunt Jemima, 36 packages.....	3.00
Old Homestead, Flapjack, 30 packages.....	2.67

Hecker's, 36 packages .....	2.88
" 32 packages .....	4.16
Funny, 100-lb. sacks ..... per 100 lbs.	3.85

Corn Meal—	
Western, granulated, yellow, 100 lbs.....	1.90
“ “ white, 100 lbs.....	2.10
“ table, yellow, 100 lbs.....	1.75
“ “ white, 100 lbs.....	1.95
Unbolted, white, Old Virginia, 25 lbs.....	2.25
Mother's, white, 54 packages.....	1.80
“ yellow, 54 packages.....	1.80

Alston Breakfast Food, 36 oz.....	per case	4.50
Egg-O-Sos, 36 packages.....		2.50
Corn Flakes, 36 packages.....		2.50
Maple Flake, 36 packages.....		4.05
5-case lots.....		3.85
Postum Cereal—		
1 doz. 10-oz. and ½ doz. 20-oz. packages.....		2.50
1 doz. 30-oz. packages.....		2.25
2 doz. 10-oz. packages.....		2.70
3 doz. 30-oz. packages.....		6.75
Grape Nuts—		
2 doz. 1-lb. packages.....		2.70
3 doz. 1-lb. packages.....		4.05
Post Toasties—		
2 doz. family size.....		2.80
3 doz. popular size.....		2.80
Shredded Whole Wheat, 36 packages.....		3.60
Mother's Corn Flakes, 36 packages.....		2.55
“ Wheat Hearts, 18 packages.....		1.90
Cream Wheat, 36 packages.....		4.50
Wheatena, 36 packages.....		3.75
Wheatena, 36 packages.....		4.50
Grape Nuts, 36 packages.....		2.70
Triscuit, 36 packages.....		2.50
Vitas, 36 1-lb. packages.....		4.85
Kellogg's Toasted Corn Flakes, 36 packages.....		2.80
Quaker Oats Co., The—	Per case.	
Apitex Biscuit, 248.....		3.00
Avena, 18 packages.....		1.45
Banner Oats, 20 packages.....		4.00
Quaker Breakfast Biscuit, 248.....		1.85
Old Fashioned Scotch Brand Oat Meal, 248		2.60
Silver Brand Farina, with spoon, 248.....		2.80
Saxon Wheat Food, 248.....		3.00
Parched Farinose, 248.....		2.70
Quaker Cracked Wheat, 248.....		2.40
Quaker Oats, round, 368.....		4.25
Quaker Whole Wheat Flour, 108.....		1.95
Quaker Best Corn Meal, Yellow or White, No. 2, 248.....		1.85
Scotch Brand Pearl Barley, 248.....		1.40
Pettijohn's Breakfast Food, 188.....		1.97½
Quaker Puffed Wheat, 368.....		2.85
Quaker Puffed Rice, 368.....		4.25

<b>Knorr's Crystal</b> .....	<b>Per doz.</b>
" <b>Acidulated</b> .....	<b>1.22</b>
<b>Cox's, large</b> .....	<b>1.22</b>
" <b>small</b> .....	<b>1.65</b>
<b>Plymouth Rock, pink or white</b> .....	<b>.97½</b>
<b>Nelson's</b> .....	<b>1.25</b>
	<b>1.10</b>



Ask Your Jobber For

# Supreme Brand Corned Beef

(formerly Fairbanks Lion Brand)

*All Supreme Brand Canned Meats are 1910 pack. Attractive labels. Choicest quality.*

W. A. MILLAR & CO., AGENTS

427-31 NORTH SECOND STREET, PHILADELPHIA

# RETAILERS

## Should Sell the Genuine No. 2 Norway Mackerel


Count 220 to 250 to the barrel.

**Fat and Appetizing**

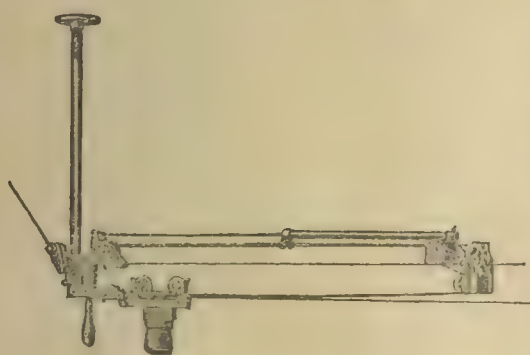
Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

# LAMSON



*Air Line*

## CASH CARRIERS

*Keep a check on your sales*

Fix responsibility—lessen labor—reduce selling expenses—give quick service—please your customers.

*Bulletin E explains all.*

Lamson Consolidated Store Service Company

BOSTON

Philadelphia Office, No. 500 Penn Mutual Building

# SERVICE

## Cost To Deliver 1M Dozen Eggs

IN PAPER BAGS—\$11.84

IN PAPERBOARD BOXES—\$15.75

IN STAR EGG

IN STAR EGG

CARRIERS

CARRIERS AND

AND TRAYS—\$3.63

TRAYS—\$3.63

AMOUNT

AMOUNT

SAVED—\$8.21

SAVED—\$12.16

## Increase Your Profits on Eggs 1c. per Dozen

by using STAR EGG CARRIERS and TRAYS. Count up how many dozen eggs you handle in a year, figure how you'd like to have AN EXTRA CENT IN BANK FOR EACH DOZEN and then write for our booklet, "No Broken Eggs," because it shows you HOW TO GET THE CENT. You will prevent miscount, save time in handling, save breakage and damage to other goods and also please your customers by using STAR EGG CARRIERS and TRAYS. Write for our booklet.

STAR EGG CARRIER AND TRAY MANUFACTURING CO.

ROCHESTER, N. Y.







## No Friends Among the Wheelwrights



Wheelwrights don't think much of the "J. M." delivery wagon; it doesn't make enough money for them. No wagon pays fewer visits to the repair shop, or makes its visits shorter.

The most celebrated delivery wagon made—the best wagon ever built for the grocery trade. Strong as iron, yet easy-running; finest steel tires, and wheels from second-growth hickory. Send for catalogue.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

Nothing can compare with the satisfaction of knowing that you are being treated fairly; this is particularly true when applied to Coffee, because there are so many grades and varieties.

We guarantee to give you exactly what you buy, every time you buy, and back our guarantee up with our reputation gained during the past hundred years.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## Your Trade in Crackers

May not be as important as your trade in Coffee; but it can be largely and profitably increased if you will make a little more effort in favor of

## EXTON'S CRACKERS

Hand them out in a judicious manner to the extent of a pound or so occasionally



**To Taste them is to Buy**

Always the same EXTON flavor and a satisfactory profit for the dealer.

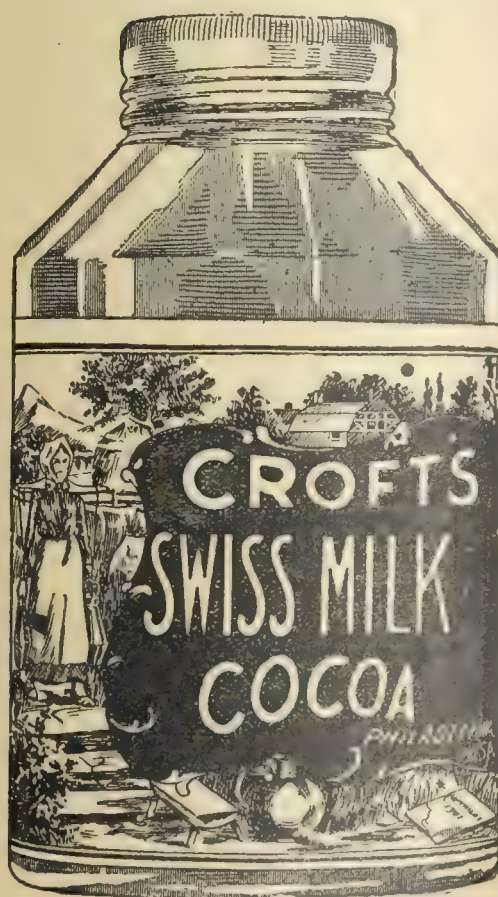
**A. EXTON & CO.,** Trenton, N. J.

Pioneer Bakers of the Celebrated Trenton-made Oyster and Butter Crackers stamped "EXTON"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## How to Make Other Cocos as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA



-21-

Dressed Sheep and Lambs—	
Lamb, western, good.....	.16½
" " culls.....	.14
Sheep, choice.....	.14
" " medium.....	.12

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues.....each	.75
Cow Tongues.....	.50
Calf Heads, scalded.....	.50
Sweetbreads, veal.....per pair	.40
" " beef.....per doz.	-1.00
Calf Livers.....per lb.	.80
Beef Kidneys.....per doz.	-1.00
Beef Livers.....	.06
Ox Tails.....per doz.	.50
Hearts, beef.....per lb.	.03
Rolls, beef.....	
Tenderloin, beef, western.....	.15
Fresh Pork, loins, city.....	.15
" " western.....	.15

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.

Turkeys—	Per lb.
Western, young hens, 8 to 10 lbs.....	.24
" " young toms, 15 to 17 lbs.....	.24
Old hens and toms.....	.24
Common to good.....	.20
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.42
Philadelphia, fresh killed, 3½ to 4 lbs. to pair.....	.42
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy.....	.42
Western, 4 to 4½ lbs. to pair, fancy.....	.22
" " 3 to 3½ lbs. to pair, fancy.....	.22
" " fair to good.....	.18
Fowls—	
Western, fancy.....	.20
Heavy Roasters, 4 to 5 lbs.....	.20
Fair to good.....	.18
Old cocks.....	.15
Squabs—	Per doz.
Prime, large, fancy.....	4.50-5.50
Mixed.....	3.00-4.00
Dark.....	1.75-2.50

## LIVE POULTRY.

Spring Chickens, nearby, 1½ to 2 lbs.....	.40
Large Springers.....	.25
Fowls.....	.19
Roosters.....	.14
Ducks.....	.15

## SAUER KRAUT.

Barrels, 45 gals., Oakdale.....	6.75
Half barrels.....	
Kegs, 14 gals.....	2.70
3 lb. tins, cases, 2 doz. each.....per doz.	.85

## PLUM PUDDING.

Richardson & Robins—	Per doz.
Individual size, ½ lb.....	.95
Round conical, with key, No. 1, 1 doz.....	2.30
" " No. 2, 1 doz.....	4.10
" " No. 3, ½ doz.....	6.30
" " No. 4, ½ doz.....	8.15
P. P. Sauce, No. 1, 2 doz.....	1.50
Atmore's Genuine English, seedless—	Per case
Individual, 2 doz.....	2.10
No. 1, cans, 1 doz.....	2.30
No. 2, cans, 1 doz.....	4.10
No. 3, cans, ½ doz.....	3.35
No. 4, cans, ½ doz.....	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	Per doz.
No. 32, jars.....	.97½
No. 4½, toy pails.....	2.55
American, pure apple, tumblers, assorted slices.....	.88
Schimmel's, No. 10, tumblers.....	.83
National, No. 10, tumblers.....	.72½
" " No. 6, tumblers.....	.49
Preserves—	Per lb.
Schimmel's, pure, 30-lb. pails.....	.13½
National, 30-lb. pails.....	.09
Southwark, 30-lb. pails.....	.06
" " 4½-lb. toy pails, ½ doz.....	4.15
Fruit Butters—	Per doz.
Apple, No. 32, jars.....	.98
" " Southwark, No. 3, tins.....	1.00
" " No. 5, toy pails.....	2.70
" " 30-lb. pails.....per pail	1.08
" " 20 lb. crocks.....per lb.	.07½
" " Schimmel's, 30-lb. pails.....	.06
Prune, 30-lb. pails.....	.07½
Peach, 30 lb. pails.....	.07
Jams—	
Schimmel's, pure, jars, 2 doz.....	1.70
Southwark, assorted, jars, 2 doz.....	.93
Orange Marmalade—	
Hartley's, imported.....	1.80
Schimmel's, pure.....	1.65
Warrock's Guava Jelly—	
1-lb. tumblers.....	4.00
½-lb.....	2.93

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## DRUGS.

## Family Medicines.

Guaranteed Full U. S. P. Strength.

	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.83	1.25
Sweet Oil.....	.45	.73	1.00
Spirits Nitro.....	.45	.85	1.25
Spirits Camphor.....	.45	.85	1.25
Spirits Peppermint.....	.45	.85	1.25
Paregoric.....	.45	.85	1.25
Glycerine.....	.45	.85	1.25
Syrup Squilla.....	.45	.85	1.25
Syrup Rhubarb.....	.45	.85	1.25
Syrup Ipecac.....	.45	.85	1.25
Turlington Balsam.....	.45	.85	1.25
Golden Tincture.....	.45	.85	1.25
Tincture Arnica.....	.45	.85	1.25
Balm de Meica.....	.45	.85	1.25
Bateman Drops, rd. bot.....	.45	.85	1.25
Godfrey's Cordial, rd. bot.....	.45	.85	1.25
Turpentine.....	.45	.85	1.25
Laudanum, rec. size.....per doz.			.88
" " sec. size.....			1.95
5 per cent. discount in gross lots assorted.			
Alum.....per lb.	.03		
Borax, powdered, bulk.....per lb.	.07		
" " lump, bulk.....	.00		
Butter Color, W. & R.....per doz.	2.00		
Bluestone, bulk.....per lb.	.06		
Copperas.....	.01½		
Camphor, gum, 1-oz. blocks.....	.95		
" " flakes, 250-lb. bbls.....	.03½		
" " less quantity.....	.03		
" " Tar Balls, 250-lb. bbls.....	.00½		
" " less quantity.....	.03½		
Castoria, Fletcher's.....per doz.	2.80		
" " Pitcher's.....	.75		
Carbonate of Ammonia.....per lb.	.11		
Epsom Salts.....	.08		
Glauber Salts.....	.02½		
Glue, ordinary.....	.09½		
" " white.....	.20		
Gum Arabic.....	.50		
Harlem Oil.....per doz.	.30		
Husker's Magnesia.....	.25		
Jamaica Ginger, Hires' flasks.....	.90		
Licorice, P. & S., sec. select, imported, per doz.	.36		
" " M. & R., 1-lb. boxes.....per lb.	.03		
" " less quantity, 5-lb. boxes.....	.07		
" " 42, 62, 82, 102, 125, 5-lb. boxes.....	.24		
" " root.....	.11		
Putty, 25-lb. cans.....per 100 lbs.	1.60		
" " 50-lb. cans.....	1.35		
Petroleum Jelly, screw top, sec. size.....per doz.	.35		
" " rec. size.....	.75		
Paris Green, 100-125-lb. kegs.....per lb.	.24½		
" " ¼-lb. packages.....	.29		
" " ½-lb. packages.....	.28		
" " 1-lb. packages.....	.27		
Rosin.....	.04		
Roach Powder, Omega, 4-oz. cans.....	.80		
Roachault, rec. size.....per gross	9.00		
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.06½		
" " granulated, about 100-lb. kegs.....	.06½		
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.55		
" " 100-lb. bags.....	2.35		
" " less quantity.....per lb.	.03½		
Venetian Red.....	.01		
Whiting.....	.08		
Goff's.....	Per doz.		
Cough Syrup, sec. size.....	1.75		
Herb Bitters, sec. size.....	1.75		
Oil Liniment, sec. size.....	1.75		
Sarsaparilla, sec. size.....	3.50		
Worm Syrup, sec. size.....	1.20		
Horse and Cattle Powder, sec. size.....	1.20		
Dyspepsia Tablets, rec. size.....	.75		
Iron Glue, McCormick & Co.—			
No. 5.....	.40		
No. 10.....	.75		
Tube V.....	.75		
McCormick & Co., Bee Brand—			
Insect Powder.....	.85		
Root Bear.....	.80		
Talcum Powder.....	.75		
Triangular Quinine.....	.80		
Quinine Capsules.....	.80		

## Druggists' Sundries.

Acid Phosphate, Horsford's.....	per doz.	4.15
Bath Brick, box 25 bricks.....	per box	.60
Sealing Wax.....	" "	.03
Silver Band.....	per bbl.	1.25
Tar, pints.....	per doz.	.75
" " quarts.....	" "	1.00
" " gallons.....	each	.30
" " ½ bbls.....	" "	3.50
" " bbls.....	" "	6.00
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....	per case	3.75
U. S. Nerve and Bone Liment, sec. size...		2.00
McCord's Magic Medicine, sec. size .....		2.00
	50c. size .....	4.00
McCormick's Tasteless Chili Tonic, sec. size .....		2.00
	50c. size .....	4.00
McCormick's Watermelon Syrup, soc. size.....		4.00
Reliable Brand Headache Powders, rec. size.....		.75

## Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, Rose, Pistachio, No. 2 size.....	.90
" " No. 3 size.....	2.00
" " No. 4 size.....	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size.....	.85
" " No. 3 size.....	1.75
" " No. 4 size.....	1.75
Lemon, No. 2 size.....	.90
Orange, No. 2 size.....	.90

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Sauer's Flavoring Extracts—	
No. 1, Lemon and Vanilla.....	.45
No. 2, Vanilla and Rose.....	.90
No. 3, Lemon and assorted.....	.85
No. 4, Vanilla.....	2.00
Assorted cases, Nos. 1 and 2.....	10.80
" " Nos. 1, 2 and 4.....	11.80
Bulk.....	
XXX Vanilla.....pts. qts. ½ gals. gals.	
XX Vanilla.....	1.50 3.00 6.00 12.00
X Vanilla.....	1.25 2.50 5.00 10.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Calery.....	1.00 1.60 3.00 6.00
Peach, Rose, Apricot, Violet.....	1.50 2.75 5.50 10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit.....	1.25 2.25 4.00 7.50
Tea.....	7.00
Kitchen Queen—	Per doz.
Extract Vanilla, No. 25.....	2.00
" " No. 2X.....	.80
" " No. X.....	.45
Extract Lemon, No. 25.....	1.75
" " No. 2X.....	.80
" " No. X.....	.45
Ingersoll's Flavoring Extracts—	
High Grade Vanilla.....	1.75
" " Lemon.....	1.75
Select Vanilla.....	.85
" " Lemon.....	.85
" " assorted.....	.85
" " small size.....	.45

## Liquid Rennet and Tablets.

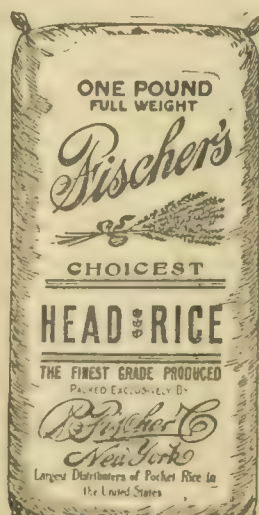
Black's Liquid Rennet.....	Per doz.
" " Rennet Tablets, 2 doz.....	1.10
Shinn & Kirk's Liquid Rennet.....	.75
Hansen's Junket Tablets, 2 doz.....	1.30
" " 1 doz.....	.80

## CIDER.

Corson's—	
Barrels.....per gal.	.16
½ barrels, 28 gals.....per bbl.	5.00
Kegs, 14 gals.....	3.00
Bottled Cider—	Per case
Duffy's 18½ Apple Juice, 1 doz. qts.....	3.50
" " 2 doz. pts.....	4.00
Anchor brand Golden Russet, 1 doz. qts.....	3.75
" " 2 doz. pts.....	4.25
Mott's brand Golden Russet, 1 doz. qts.....	3.75
" " 2 doz. pts.....	4.25
CHEWING GUM.	
Adams', counter jars, 100 pc. packages.....	2.75
" " boxes, 20 packages.....	.55
Gee Whizz, 75 packs.....	.47
Fleur's Chiclets, 3 lbs., bulk.....	1.25
Spearmint, 20 packs, 100 pieces.....	.55

## RICE.

Extra Fancy Head, XXXX, 100-lb. bags.....	Per lb.
Fancy Head, 100-lb. bags.....	.07½
Extra choice, 100-lb. bags.....	.06½
Prime, 100-lb. bags.....	.05½
Japan style, fancy, 100-lb. bags.....	.04½
" " choice, 100-lb. bags.....	.03½
Java, fancy, polished, 100-lb. bags.....	.05
B. Fischer & Co.—	



Fischer's, choicest head, 1, 2½ and 3-lb. bags.....	.07½
Queen Quality, fancy head, 1, 3 and 5-lb. bags.....	.04½
Imperial, fanciest Japan, 1 and 3-lb. bags.....	.04½
Coronet, selected head, 1 and 3-lb. bags.....	.04½
Cracked, head, 1-lb. bags.....	.04
Strictly pure uncoated, head, 1 and 3-lb. bags.....	.04
Naja, strictly pure uncoated, 1-lb. bags.....	.05

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East India, head, 1-lb. bags.....	.07½
XXXX, fanciest head, 100-lb. bags.....	.07
Extra fancy head, 100-lb. bags.....	.06½
Fancy head, 100-lb. bags.....	.06
Choice head, 100-lb. bags.....	.05½
Head, 100-lb. bags.....	.05
Fancy Java, head, 100-lb. bags.....	.05½
Extra fanciest Patna, 100-lb. bags.....	.07
Siam, Patna style, 100-lb. bags.....	.06
Choice screenings, 100-lb. bags.....	.03½
No. 2 screenings, 100-lb. bags.....	.02½
Extra fanciest Japan, 100-lb. bags.....	.03½
Fancy Japan, 100-lb. bags.....	.03½
Ordinary Japan, 100-lb. bags.....	.03

## SALT.

Worcester—	
Bbls., contain 280 lbs.....	2.50
" " 60 5-lb. bags.....	4.00
" " 22 14-lb. bags.....	3.75
" " 30 10-lb. bags.....	3.75
" " 115 2½-lb. bags.....	4.00
Quick Freezing Ice Cream Salt, 50 lbs to the barrel, 10 cent size bags list.....	3.00
Irish Linen, 250-lb. bags.....	2.50
" " 50-lb. bags.....	.85
" " 28-lb. bags.....	.35
Mermaid, quick-dissolving bathing salt, 30 10-lb. bags, in bbls.....per bbl.	3.00
Pretzel, 280-lb. bbls.....	2.40
" " 180-lb. sacks.....	1.55
Cheese, 280-lb. bbls.....	2.40
Packing, 70-lb. cotton bags.....	.40
" " 140-lb. cotton bags.....	.75
Ivory, dime size, 36 wooden boxes to case.....	2.30
New Ivory, 24 large cartons to case.....	1.50
Less than 5 bbls. the list net; 5 to 9 bbls., 5 per cent. discount; 10 bbls. or more, 7½ per cent. discount may be allowed.	

## SALAD DRESSING.

Durkee's, large, 1 doz.....	Per doz.
" " small, 2 doz.....	4.25
" " picnic, 2 doz.....	2.75
Schimmel's, small, 2 doz.....	.95
My Wife's, large, 1 doz.....	.90
" " small, 2 doz.....	2.30
Snider's, No. 8, 2 doz.....	1.50
" " No. 8, 2 doz.....	1.40

## SAL SODA.

Bbls., 400 lbs.....per 100	.80
Kegs, 150 lbs.....per 100	.95
50-lb. boxes, bulk or granulated.....	

## SAUCES.

Len & Perring's—	Per doz.
Worcestershire, quarts.....	7.50
" " pints.....	4.50
" " ½ pints.....	2.60
Smith's—	
Chili, No. 16, 1 doz.....	2.35
" " No. 8, 2 doz.....	1.40
Oyster Cocktail, No. 16, 2 doz.....	2.35
" " No. 8, 2 doz.....	1.40
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.85
Chaf, 2 doz.....	.75

## SODA—BI-CARB.

	Per lb.
Babbitt's $\frac{1}{4}$ s, 25 lb.....	.05 $\frac{3}{4}$
Arm & Hammer, 1 lb. pkgs., 36 lbs.....	.05
“ “ $\frac{1}{2}$ “ “ 36 “ .....	.05 $\frac{1}{2}$
“ “ $\frac{1}{4}$ “ “ 36 “ .....	.06
“ “ 1 lb. and $\frac{1}{2}$ s pkgs., 36 lbs.....	.05 $\frac{1}{4}$
“ “ $\frac{1}{2}$ “ “ $\frac{1}{4}$ s “ 36 “ .....	.05 $\frac{1}{2}$
“ “ 1, $\frac{1}{2}$ and $\frac{1}{4}$ lb, 36 lbs.....	.05 $\frac{1}{4}$
Dwights, 1 lb. pkgs., 36 lbs.....	.05
“ “ “ 36 “ .....	.05 $\frac{1}{2}$
“ “ “ 36 “ .....	.06
“ “ 1 and $\frac{1}{2}$ lb. pkgs., 36 lbs.....	.05 $\frac{1}{4}$
“ “ 1, $\frac{1}{2}$ and $\frac{1}{4}$ lb. pkgs., 36 lbs.....	.05 $\frac{1}{4}$
Swan, kegs 110 lbs.....	.01 $\frac{7}{8}$
Bi-Carb, bulk.....	.02 $\frac{1}{2}$





For the Retail Grocer

## Swift's Pride Cleanser

In large sifting-top cans.  
50 cans to the case.  
Always \$3.00 per  
case your cost.

Retails 10 cts.

A handsome shelf  
package.  
The top notch of clean-  
ser quality.  
A big-profit staple—it re-  
peats permanently.  
Advertised nationally.

Order from your wholesaler or from any  
**Swift & Company**  
Branch House

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books**  
are the ones who do the cash business  
because the system makes your cus-  
tomers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves  
95 per cent. of book-keeping expense.  
Ask me how to save money on ac-  
counts and increase your cash trade.

Ask any one of the whole 5000  
satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

# SOAPS

Young's Scouring  
Soap  
Cygnat Soap

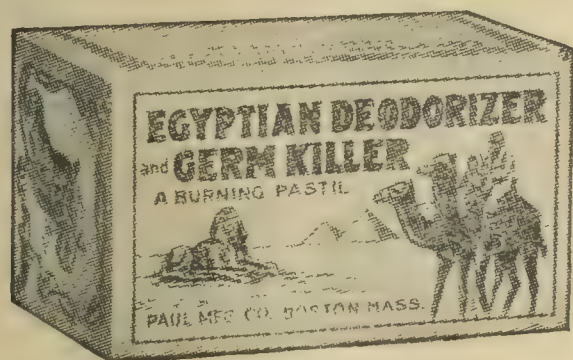
**CHAS. W. YOUNG & CO.**

ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

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quitoes and most of them don't know how to  
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will not only do that but it will drive away all  
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**PAUL MFG. CO., - Boston, Mass.**

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pushing, and it pays a good profit.

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food—the selected, sterilized hearts  
of selected wheat.

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you, and your store and its windows will soon look as if they had  
a new spring suit. **Letterine**—Best Ink for show cards—All colors.

**THADDEUS DAVIDS CO., New York**

ESTABLISHED 1825







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, May 16, 1910.

No. 20.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES.

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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Circulation Manager

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Written for the "Grocery World and General Merchant."

## A Call to Arms Against Two Pending Federal Bills

**Baltimore Manufacturer Points Out Result of Passing Law Eliminating the Jobber. Thinks 50 Per Cent. of Retailers Would Have to Retire From Business. Emphasizes Injustice of Weights and Measures Bill. Both Measures Forerunners of Similar Legislation in Other States.**

There is great need of co-operation in killing off two obnoxious bills which are now before Congress.

They are House Bill No. 23,010 and No. 23,011, introduced by Representative Moore, of Pennsylvania, which apply to the District of Columbia alone, but they are the forerunners of similar bills in all the States.

Mr. Moore stated that the Congressmen who had the bill to eliminate the jobber in charge were trying first, to get a bill so complete and comprehensive that it would be a model for all States to copy from. Second, he intimates there is some understanding between manufacturers, jobbers and retailers to keep prices up and make the consumer pay for it. Third, he believes that jobbers are unnecessary and that the public would be benefited if they were eliminated. Fourth, the Superintendent of Weights and Measures of the District of Columbia, Colonel Haskell, and Health Officer Woodward, who is also an attorney and doctor, stated that the public was being defrauded and deceived by short weight packages, and it was their opinion this is largely responsible for the high cost of living.

Colonel Haskell also stated that every barrel of flour sold in 1/8 and 1-16 was short four pounds and that he understood some large millers run their entire factory on the profit made by giving short weight.

Bill No. 23,011 provides that every "person, partnership, association and corporation which in the District of Columbia stores for sale or sells any food, beverage or drug to any limited class of customers and not to all customers alike, who tender the regular price thereof, or who or which demand of a certain customer or customers a price or prices in excess of what is de-

manded of customers generally for like goods and services shall pay annually to the Collector of Taxes of the District of Columbia a license fee of \$500."

The purpose of this bill is to eliminate the jobber and bring manufacturers, as they believe, closer to the consumer.

We believe the jobber is not only the legitimate, but the necessary channel of distribution.

In our opposition to the bill we made the points that if the jobber was eliminated 50 per cent. of the retailers would have to go out of business and the remaining 50 per cent. would be forced to do business at such inconvenience and large investment of capital that it would be well-nigh impossible for them to make a living; that few retailers were in position to buy in quantities which would justify the manufacturer shipping direct, and that even the largest retail dealers used the jobber as a depot of supply for hundreds of items which they cannot afford to carry in stock. We also dwelt upon the fact that it is the jobber who carries the retailer over the hard places, frequently bridging him over from season to season.

At this hearing Mr. John A. Green, secretary of the National Retail Grocers' Association, stated that he represented 100,000 grocers and opposed this bill as well as Bill No. 23,010.

He stated that the average retailer's profit is between 20 and 25 per cent., with expenses ranging from 15 to 20 per cent., and that Colonel Haskell's report that the consumer was being systematically robbed was incorrect.

Throughout the entire hearing Mr. Moore's attitude was, as was that of several of the Congressmen, that if they could but eliminate the jobbers the consumer would not have to pay so much for goods.

Bill No. 23,010 is a weights and measurement bill. It requires that all package goods sold in the District of Columbia shall state upon their containers the net weight, measure or numerical count of the contents in letters one-half inch high regardless of the size of the package.

We argued that in small packages from 1/2 to 4 ounces there is no automatic filling machine that is absolutely correct, and if each package would have to be weighed by hand it would add so to its cost that it would greatly increase its price to the consumer, also stated that it would be unadvisable to weigh or measure many things correctly, that bottles must be filled whether they contain an exact amount or not, as the consumer expects the package to be full; would rather have it full than to know there was exactly the specified amount in the package and yet only three-quarters full.

We explained that no small bottles run uniform and they could not be blown to do so; that if each bottle were selected and graduated it would cost twice as much as at present.

This would make many 5-cent articles advance to 10 cents, 10-cent articles to 15 cents, etc. In other words, if the manufacturer were put to that extra cost he would be compelled to add it to the retail price of the goods.

To mark the weight and measure of goods on each package would not only necessitate a change of millions of cartons, labels, wrappers, lithograph stones, plates, etc., but even then the finished product would be subject to error in weight or measure owing to the class of labor which it is necessary to employ for such work.

Many goods which are packed and weighed as of specified amounts if kept in certain altitudes will dry out, while if kept in a damp climate or kept in a damp place will absorb moisture.

It has been shown that corn flakes dry out at times as much as 15 to 20 per cent. of the original weight.

The bill is impractical, fundamentally wrong, and in fact lays the business of the manufacturer, jobber and retailer at the mercy of the idiosyncrasies of the inspectors and officials charged with the execution of the law, and this

would only add to the present high cost of living, with no benefit to the consumer.

If these weights and measures bills are passed they will drive many of the small manufacturers and packers out of business, because but few of them can afford to install the expensive filling and weighing machines costing from \$500 to \$5,000, which will be necessary.

W. M. M.

Baltimore, Md., May 12, 1910.

### Government's Meat Book to Be Distributed to Thousands of Consumers.

"Economical Uses of Meats in the Home," an abstract of which was recently published in the "Grocery World and General Merchant," will be turned out in large quantities by the Government for general distribution by Senators and Representatives. This shows how to take the fag ends of meat and work them over into cheap and palatable dishes. The Senate last Monday adopted a joint resolution for printing 600,000 copies of the cook book.

### Pineapple Cheese 25 Cents Case Higher.

#### Manufacturers Advance Both Spot and Future Stock Because of High Milk.

Advices have been sent out to the trade during the week of an advance in pineapple cheese, both spot and future. The scarcity and high cost of milk is given as a reason.

The advance was first made on future cheese, which will be ready for shipment around August. It amounted to 25 cents per box. There are six in a box. The spot stock is almost exhausted and has advanced to the same extent.

All manufacturers of pineapple cheese have concurred in the advance.

### ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

#### Attorney and Counselor at Law

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the **Employment Bureau**. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

## The Grocery World and General Merchant Employment Bureau

927 Arch Street, Philadelphia, Pa.



## National Retail Grocers' Association Demands Cheap Oleomargarine

**Thirteenth Annual Convention, in Session at Springfield, Ill.,  
Suspends Rules and Adopts Resolutions Looking to Reduc-  
tion of Oleo Tax. Cannery Demand for Parcels Post  
Resented. Harmony Between Manufacturer, Jobber and  
Retailer Keynote of Several Addresses.**

Special Correspondence of "Grocery World and  
General Merchant."

Springfield, Ill., May 12, 1910.

The thirteenth annual convention of the National Retail Grocers' Association convened here last Monday and remained in session four days. The sessions were held at the State Capitol. There were about two hundred and fifty present, of which one hundred and seventy-six were properly accredited delegates, according to the Credentials Committee.

The delegates were for the most part from the Middle West, the Northwest and the far West, which sections have always taken a greater interest in the National organization than the East. There was a good delegation from New England, however.

Following are some of the best known delegates who registered:

Massachusetts—National Director Charles R. Fuller, of Boston; A. L. Stark, H. A. Spinney, J. R. Robinson, S. P. Finnegan, John Connor and A. F. Faunce. P. J. Murray, of Providence, R. I., and Dennis Green, of Concord, N. H., came with the Massachusetts men.

Mr. Green, of Concord, will be the only New Hampshire man present. He is president of the New Hampshire State Association.

George J. Schaefer, E. K. Klaus-termeyer, J. F. Schneider, A. T. Holmes, George Herbst, J. F. Schulte, H. J. Peters and D. F. Beck came in from Cleveland to represent Ohio. Other delegates from Ohio were W. H. Cook, State secretary from Springfield, Ohio; E. G. Ashley and J. A. Ulmer, both from Toledo, and J. H. Spellman, Akron. Mr. Vienog represented West Virginia.

President Sullivan's party from Chicago included John J. Ryan, St. Paul, Minn.; J. C. Doncaster, H. P. McBride, John Sheehan, John Powell, John Johnson, Fred. Lorentz and T. W. Mahoney, all of Minneapolis; National Director Barth, of Colorado; National Treasurer Henry Schwab, of Milwaukee, and A. W. and W. A. Popp, of Chicago, and their wives.

F. B. Connolly, secretary of the San Francisco (Cal.) Retail Grocers' Association, and a National Director, came from California accompanied by Joseph A. Stulz, another well-known California association

In the Missouri delegation were G. K. Parker, E. A. Stevens and wife, George J. and Mrs. Schulte, E. E. Sommerfeld, J. C. Harline and Mr. and Mrs. L. B. Bolton.

W. F. Pigford and W. D. Hawkins, State President and Secretary, respectively, represented Mississippi. From Oregon: E. Gunther, J. E. Malley, N. Garretson, Mr. and Mrs. C. Schoenfeld, Edw. Jasper and N. A. Perry and wife were aboard the special from St. Louis.

Washington was represented by J. J. Higgins, Mr. and Mrs. A. W. Bowers and their daughter, Mr. and Mrs. O. Holmes and L. M. Wood. There were two delegates from Utah on board, Mr. and Mrs. J. S. Carver and F. W. Wilson.

Adolf Grasso represented the Lone Star State, while Arkansas contributed former President Charles J. Kramer, Frank T. Longley, Adam Penzel and Charles A. Penzel.

Colorado was well represented by F. J. Nolan, Leon Hattenback, F. D. Thompson, John Correa, Gus Reddish, Tom Murry and Mrs. Murry, A. A. Tremp, A. J. Lerch and C. Rinn.

The St. Louis, Mo., delegation was as follows:—

President Godfrey Wolf, Secretary F. W. Harris, M. Kelly, Jr.; H. C. Grenner, D. H. Morische, Henry J. Luft, C. J. Diebel, Henry Kaufman, William J. Burke, William Deichmann.

The first session consisted almost wholly of addresses. The convention was called to order by E. B. McAtee, president of the Springfield Retail Grocers' Association. Rev. A. P. Higley delivered the invocation, after which Governor Deneen, in behalf of the State, welcomed the delegates. To this address George A. Scherer, ex-president of the National Association, responded.

On the part of Springfield, Mayor Schnepf welcomed the retail grocers to the city, and ex-president Charles J. Kramer, of Little Rock, responded.

Other addresses and responses were made by Frank H. Bode, of Lee, Taylor & Co., local jobbers; Fred. Lorentz, W. H. Lorton, of the Springfield Association, and C. S. Tuttle. Finally Joseph A. Stutz, of California, made a general response to all the welcoming addresses on behalf of the convention.

After the formal addresses were out of the way, Chairman McAtee introduced National President T. P. Sullivan, who received a rousing reception. The president delivered his annual address, which

broke new ground in some respects. Mr. Sullivan asserted that there was a growing disposition manifest by the larger interests to absorb the smaller interests and the only salvation of the retailer laid along the pathway of organization.

He cautioned the retailers to keep close watch on their business in order to avoid leakages and thereby cut down operating expenses, and that, owing to the keenness of competition, the grocery business is no longer one of physical endurance and horse strength and long hours, but one which required work from the neck up instead of from the neck down. The arrangement with the C. M. Wessels Advertising Agency whereby the National Association secured a percentage of the profits from advertising contracts closed by that firm was referred to. Mr. Sullivan believed that through this source the National Association would eventually obtain a revenue of \$10,000 a year.

Mr. Sullivan discussed the oleomargarine situation at Washington as well as the attack of Secretary Wilson, who charges the retailers with being responsible for the high cost of living. He denied that the meat dealers were making a profit of 60 per cent., maintaining that this statement upon the part of Secretary Wilson was absolutely false.

He approved of the American Specialty Manufacturers' Association and also favored the system of placing a protected price on proprietary articles, maintaining that no one body could question the justice and righteousness of manufacturers protecting their own trade-marks.

Following the president's address the following committees were appointed:—

Credentials—George E. Green, Illinois, chairman; J. J. Higgins, Washington; Edward Klaustermeyer, Ohio; L. F. Padberg, St. Louis; Ellwood Hanson, New York.

Committee on Resolutions—E. G. Ashley, Ohio; E. Kilgore, California; W. H. Kingsbury, Minnesota; W. H. Cherrier, Colorado; Sol, Westerfield, Illinois.

Committee on Auditing—J. W. Hellwig, Wisconsin; W. F. Pigford, Mississippi; E. B. Wood, Oklahoma.

Committee on Rules and Order—C. C. Lawson, Missouri; J. J. Ryan, Minnesota; F. T. Longley, Arkansas; A. W. Popp, Illinois; A. T. Faunce, Massachusetts.

National Secretary Green made a detailed report for the year,

covering all the work done. Practically all this has appeared in the "Grocery World and General Merchant" from time to time. Secretary Green presented the following list of States which had paid their per capita tax, the amounts being given: Arkansas, \$146.75; California, \$116.75; Colorado, \$152.75; Indiana, \$10; Iowa, \$59.50; Kansas, \$26.25; Louisiana, \$175; Michigan, \$125; Minnesota, \$277.75; Massachusetts, \$170.50; Mississippi, \$49.25; Missouri, \$156.50; New York, \$380.25; New Hampshire, \$25; Nebraska, \$42.50; Oklahoma, \$484; Oregon, \$52; Pennsylvania, \$51.75; Ohio, \$465; Texas, \$179.50; Utah, \$20; Tennessee, \$17.50; Washington, \$83; West Virginia, \$15; Washington, D. C., \$75; Wisconsin, \$103.25; Illinois, \$350; Rhode Island, \$41.25.

An address which made a good impression was delivered by D. H. Bethard, president of the National Wholesale Grocers' Association. Mr. Bethard declared in favor of an association of associations, a sort of central body composed of the leading lights in the ranks of organized retail and wholesale grocers, manufacturers, brokers and agents for food products and of manufacturers' agents. He believed that such an organization would result in more uniform methods of distributing foodstuffs, would do away with friction now existing between the different interests and result in much more general good than if each line paddled its own canoe.

"The interests of the retailers and the jobbers," said the wholesalers' president, "are mutual. Both need each other." Then he told of the functions of the wholesale distributor, following that up by saying that it is only right for the retailer to allow the jobber a fair margin of profit on every article of merchandise he buys. He denounced price cutting and said the whole business fabric would be more staple if there was no cutting. Before he closed he advocated his plan of a central body of all grocery and allied trades for the purpose of effecting closer and more profitable relations.

At this juncture a cablegram from the Federation of Retail Grocers of Great Britain, extending fraternal greeting and hearty wishes for a good convention was read by Secretary Green, the



cablegram being signed by Secretary Giles. This cablegram produced a hearty cheer, and on motion of Mr. Lukenbill, of St. Louis, the secretary was instructed to return the wishes of the National Association and carried an amendment to express the condolence of the association over the bereavement for the death of King Edward.

The rules as to the time for considering resolutions were dispensed with in order to put through a resolution calling for the reduction of the 10-cent tax on colored oleomargarine to 2 cents a pound and the license to \$6 a year instead of \$48. It also favored the individual package under revenue stamp and half-pound, pound, two and three-pound packages. By unanimous action this resolution was ordered telegraphed to Washington. This action was taken in response to a telegram from Washington urging immediate action.

Another resolution presented to the convention about this time, but which will take the regular course through the Resolutions Committee, disapproved of the action of jobbers and manufacturers who sell mail-order houses either under their own or other brands and who seek a market from the retailer. It carries a resolve that members of the National Retailers' Association shall give their loyal support to those jobbers and manufacturers who recognize the rights of the retailer.

Secretary J. T. Austin, of the American Specialty Manufacturers' Association, also made an address, the keynote of which was that the different factors in the distribution of merchandise should live together in harmony. The theme of the address was as follows:—

It should be our purpose to strengthen the retailer as a distributor to the consumer, to strengthen the jobber in his position as the assembler of goods from all over the world and the distributor to the retailer, and strengthen the manufacturer in his position as the producer. Any plan which tends to weaken the position of any of these factors is against our mutual best interests.

Chairman Frank B. Connolly, of the Committee on Price Maintenance, reported converts among manufacturers to this system of protecting the retailers' profit, especially on the Pacific Coast, and gave the further information that manufacturers throughout

the country were watching its operation closely with a view to falling in line. He recited the case of Grogan vs. Chaffee and discussed the final termination of the suit in detail.

One of the most animated discussions which occurred during the entire convention was over the resolution adopted at the National Canners' Convention in Atlantic City in February, favoring the parcels post. This has been referred to several times in the "Grocery World and General Merchant." The action of the canners was heatedly resented by the delegates and in the end the matter was referred to the Resolutions Committee, which at this writing is expected to present something warm on the subject.

During the second day's session an address was delivered by E. G. Ashley, of Toledo, Ohio, on "Loyalty of Members to Their Association." Mr. Ashley said: "Grocers, as a general rule, will give their time and attention to everything else but the association. I believe that it is the duty of every member to give their attention to the matters of the association. I believe that every man in the country can get more benefit by attending the meetings than by any one thing that can be done. A grocer, at these meetings, can hear of things that are new and of benefit to him."

Delegate Higgins, from Seattle, Wash., spoke upon the same theme, his topic being "Kindergarten Work in Associations." He told how, when routine business had been finished early in the meetings of associations in his part of the country he would go to a blackboard in the association hall and ask some member to tell him what his shrinkage in goods was. This, he said, was what was called "kindergarten work," because after getting started figuring the loss to the retailer from shrinkage he would go into the cost of doing business and take up that and profit and loss, showing the members how to figure these things out for themselves.

He said that the average cost of conducting a grocery business the world over had been estimated by an authority to be over 18 per cent., which, he said, was the salvation of the small, independent grocer in England, where on account of this cost of doing busi-

(Continued on page 27.)

## Picnic Specialties for Decoration Day

### BURK'S Meat Loaf

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can be served cold for luncheon or warmed in the oven in one piece to take the place of a roast.

### BURK'S Lunch Roll

(Copyrighted)

#### SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

Meat Loaf and Lunch Roll were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK  
Girard Avenue and Third Street  
PHILADELPHIA



# WITH THE EDITOR

The opinions of L. J. Callanan, the New York grocer, are always entitled to respect, but the "Grocery World and General Merchant" scarcely agrees with his denunciation of "Maine style" corn in another column of this issue. Mr. Callanan cites "Maine style" corn as a typical canned goods fraud, put forth to make people believe that the corn is Maine packed or as good as Maine packed. The writer questions the accuracy of this statement. "Maine style" corn, as understood in the trade, is a style of corn as distinctive as whole grain or shoe-peg. Brokers, jobbers and retailers are never under the least doubt as to this. They know that "Maine style" corn is never packed in Maine, but means only a style packed in a section where the usual style is something quite different. And as for consumers knowing it, they don't need to, for they never buy corn according to the territory where packed. They ask for corn by brand name, price or label—practically never as Maine corn or as anything else involving territorial description.

Something occurs every day to emphasize the danger—to the middleman—of the movement which has had its initial outbreak in Washington, D. C., to compel the elimination of all distinction between jobbers, retailers and consumers as buyers of merchandise. The bill which is expected to accomplish this result has been reproduced and commented on in these columns. It fines any dealer in food, provisions or dry goods who refuses to sell on equal terms all buyers who come to him with the price in their hands. As pointed out, this would compel manufacturers to sell retailers who would buy the jobbing quantity. It would even compel manufacturers to sell consumers on those terms. By the same token and in the same way it would compel jobbers to sell consumers. As a matter of

fact, the bill would erase all lines between the different factors in the trade and reduce them all to simple buyers and sellers.

In discussing this bill recently with the intelligent representative of a food manufacturer, he let fall a remark which shows that its chief danger is its consistency.

## "I Defy You to Cheat Me"

In Philadelphia last week was a California prune grower and packer who since he started business eight years ago has never had a rejection. Every pound of goods he has shipped, no matter what the market was at time of delivery, has been accepted as precisely what he said it would be.

More even than that, this man has sold thousands of dollars of prunes every year without naming a price. I myself saw a contract which a large buyer signed for a specific quantity of fruit, price not named. "It is understood," said the contract, "that seller is to make the price as low as possible."

How refreshing to find an occasional green spot in a desert of mutual suspicion!

The trade know this man's goods, and they know him. They have perfect confidence in both, and know they will get the squarest deal he can give them.

As a matter of fact, aren't buyers who do that shrewder than those who deal at arm's length with their sellers? More on that thought in a moment.

This is not the only man who so fully enjoys the confidence of the trade. There are a very few more. I saw another contract during the week between a large Philadelphia retailer and another packer, this time for apricots, that covered the question of price in substantially the same way—"deliver us so many goods and make the price as low as you can."

"The trouble with it is," said the manufacturer's representative, "that it gives the consumer the right to buy direct." To which the reply was made that a law must do that or be class legislation. Much of the attitude toward co-operative buying in the past has been highly inconsistent.

Understand, these were not contracts subject to approval of samples. They were unconditional contracts in every respect.

Now, I asked a moment ago whether the buyers who bought that way weren't shrewder than the others. What I meant is this: A seller who would betray a buyer who had left the whole thing to him would not only be the blackest traitor, but he would be the biggest fool. Many a seller who wouldn't hesitate a minute to play tricks when he knew the buyer was using all the safeguards that one uses in dealing with dishonest men, would play as square as a die if the buyer put it entirely up to him.

Sellers generally don't take advantage of buyers who place themselves at their mercy. They stand up straight as a matter of pride if not principle. But when the buyer turns the transaction into a contest of wits the seller often puts it all over him with a clear conscience. Also as a matter of pride.

Let me put it in still another way:—

Nine times out of ten where a buyer has been deceived in the quality or character of goods he has bought—grossly and wilfully deceived, I mean—you will find that his attitude during the negotiations was: "I'm the sharper man; I defy you to cheat me." Naturally that gave the seller no excuse for fraud; still a great many look on it as an excuse.

E. J. B.

Jobbers were opposed to retailers combining and buying direct of the manufacturer because that tended to destroy the jobber. Yet they saw no inconsistency in becoming manufacturers themselves and thus helping to destroy the manufacturer. Retailers thought it perfectly right that they should pool their buying and go over the head of the jobber, but when consumers did the same thing and went over the retailer's head they were loud in their protestations. From the standpoint of fairness the District of Columbia bill is ideal. It gives the jobber the same chance as the manufacturer, the retailer the same chance as the jobber, the consumer the same chance as the retailer. And in that lies its danger to every middleman who wishes to retain his position. Under such a law huge co-operative organizations of consumers could flourish like a green bay tree.

The "Grocery World and General Merchant" has repeatedly accused the Philadelphia "North American," Arch Faker. "North American" of the cheapest sort of exaggeration and faking on pure food matters, and has produced abundant proof of this on several occasions. Here is some more:—

One of the "North American's" regular features in aid of a half page of small food advertising which it carries is a daily first page article on some food topic. The invariable object of this first page article is to excite the reader's mind and lead him for protection to the advertisers within.

The article that appeared one day last week was as follows:—

**65 PER CENT. OF FOOD EASILY ADULTERATED.**

**Government Figures Show Value of Unfailing Standard of Purity.**

A bulletin issued by the Department of Agriculture shows that meat and poultry supply 16 per cent. of the total food material of the country; dairy products, 18 per cent., and cereals, 31 per cent.

Sixty-five per cent. of what the people eat is in these three classes peculiarly susceptible to adulteration



by worthless substitutes or harmful drugs used as preservatives.

It is a measure of the value of an unfailing standard of purity such as is supplied by "The North American's" Honest Food departments. By requiring that all products advertised therein be subjected to a chemical test and proved to be absolutely pure before they are admitted to the columns of the department, "The North American" gives the people a genuine directory of pure foods. The department will be found on page 14.

The "Grocery World and General Merchant" published this bulletin spoken of above and is perfectly familiar with all that it said. It did not say what the "North American" says it did, and that sheet doubtless knew that perfectly well. In the "North American's" version of it the Government is made to say that 65 per cent. of the people's food was adulterated; in other words, that only 35 per cent. of the food on the market was pure. What the Government clearly said was that meat, poultry, dairy products and cereals constitute 65 per cent. of human food, and that all these products were *susceptible of adulteration*, which is true. For this statement to mean what the "North American" fraudulently seeks to make it

mean, *all* of the meat, poultry, dairy products and cereals would have to be adulterated.

Nobody can measure the harm such statements do in the mind of the unreasoning consumer.

### Butter Men Hope to Win Oleo Fight, But Say Nothing is Sure.

Secretary National Dairy Union Says Oleo Men Have Produced Nothing to Justify Congress in Opening Door to Colored Oleo. Final Hearing To-day (May 16).

Special Correspondence of "Grocery World and General Merchant."

Washington D. C.,

May 13, 1910.

The details of the second hearing on the bills to reduce the tax on oleomargarine, which occurred on April 29th and 30th, were published in the "Grocery World and General Merchant" last week. The final hearing will be held on May 16th.

It is difficult to determine just what the oleomargarine people propose to accomplish at this session. They have introduced no evidence whatever that would

warrant Congress in undoing what was done in 1902. It may be that they have chosen this particular time when the country is interested in the question of food prices to arouse the sympathy of the people in favor of their product. They have the means for giving publicity to their side of the controversy and the public mind is in just the right condition to greedily accept any remedy for the existing order of things. Of course the truth about the 10-cent tax is not told. They do not call attention to the fact that less than 3 per cent. of the oleomargarine that is now being produced is taxed at this rate and that over 97 per cent. is taxed at the rate of  $\frac{1}{4}$  cent per pound.

While it is generally conceded by those Congressmen who are our friends that it will be impossible for the oleomargarine interests to secure the repeal of the present law at this time, no one seems to feel sure just what is going to happen next. Congress is in a turmoil such as has not prevailed in many years and the leaders themselves don't seem to

know what is going to develop.

The only safe way to meet such a condition of affairs is to take nothing for granted. This seems to be the universal opinion of those who favor the McHenry bill. (This is identical with the Penrose bill in the Senate; it surrounds the sale of oleo with even greater restrictions than now) and at the final hearing they will present a solid front. It is expected that the people who attended the first hearing will be present, and many more have signified their intention to attend.

While it is expected that the next hearing will be the last, we cannot expect the committee to take action for some time, perhaps not all, so the present unsettled state of affairs will probably continue until such time as it becomes absolutely impossible for any legislation among this line to be pushed through before adjournment, owing to lack of time. The time of adjournment? No one here will even hazard a guess.

E. K. SLATER,

Secretary National Dairy Union.

# Just Suggestions!

# HOTEL ASTOR COFFEE CINGALA CEYLON QUEEN QUALITY PACKAGE TEAS

Maybe we can increase your trade in OUR lines. We have for others; why not for you?

BULK COFFEES of the sweet, full bodied drinking kind. Prices right and quality to suit THE CONSUMER—that's our strong point. We take orders from YOU, but cater to your customers.

## HOW ABOUT PACKAGE RICE?

WRITE THE RIGHT HOUSE

# B. FISCHER & CO., 190 Franklin St., New York

## IMPORTERS AND TRADERS

Booklet—"Fifty Years' Progress"—tells you about us.



## The New York Letter

**Jobbers Interested in Springfield Retailers' Convention. New Co-operative Stores. American Grocers' Association Comes Into the Open. Soap Manufacturers Put To It for Cheap Raw Materials. Various Trade Notes and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, May 12, 1910.

Wholesalers as well as retailers have their attention centered this week on the proceedings of the national convention at Springfield. In groceries, as in other lines, the manufacturers and jobbers show much more interest than formerly in the work of the organized retailers. As one of the large wholesalers of the West Side remarked to-day to your correspondent nearly everybody now recognizes that the organized retailers are a power that must be taken into account.

Last week's announcement of a co-operative store in Elmhurst, the little town out in Long Island, is followed by another this week from Greenpoint, the old name still retained by a section of Brooklyn lying close to the East River, and including many factories and a large tenement population.

It is said that the Greenpoint scheme is backed by the American Wholesale Co-operative Association. Perhaps it would be more accurate to say that this is the name under which the business is to be conducted. There are suspicions that one or more large wholesale grocery interests are taking a quiet but friendly part in furthering the plans. But everything possible is being done, it appears, to make the thing as co-operative as anything of the kind can be. No individual will be permitted to finance the enterprise.

Before the Greenpoint store is opened one hundred members are to be secured. Membership will be made easy, for a share of stock will be sold for \$5, and this may be paid in installments. The idea, as explained, is to start with sufficient members, all of whom will naturally be patrons of the store. The plans are further explained as follows:—

"Groceries and other goods will be sold at the prevailing prices. Every six months a dividend will be declared—not on amount of

shares, but on amount of goods purchased. To illustrate: Smith's family buys by the end of six months \$150 worth of groceries; Smith will then receive, say, 10 per cent. of that amount, or \$15. Or if Jones buys \$75 worth of groceries at the end of six months he will receive about \$7.50.

"The management of this co-operative store is in the hands of a Board of Directors, watched over by a Board of Supervisors. The two boards are elected at a meeting of the members for a term of six months. As soon as conditions warrant it an experienced manager will be engaged."

Some people think that the co-operative idea is one that will spread until it becomes a factor to be reckoned with by the trade in general.

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The American Grocers' Association, to which several references have been made in prior letters, showed its hand this week by filing articles of incorporation, with a capitalization of \$1,000,000. The nominal incorporators are John T. Martin, G. L. McCracken and William G. Phillips.

W. F. Hamblin, the manager, told your correspondent that the president will be elected shortly and will be a prominent member of the grocery trade in New York.

About 100 foodstuffs and household articles, Mr. Hamblin said, will be put up under the "Agra" label and sold through this association. About thirty manufacturers have signed contracts to put up these goods.

The plan is to give shares of stock to the retailers, in return for which they are to push the special brands. The association is to advertise these brands and to profit on rebates allowed by the manufacturers. The brands will be sold in the regular way through jobbers.

The regular retail grocers' associations several weeks ago disapproved the scheme on the ground that it is not to the best interests of the retailers to push specially advertised brands not

manufactured or actually distributed by the owners of the brands. It was said at the meetings of the associations that similar advertising schemes in the past had not proved to the advantage of the retailers, who had participated in the movements.

Mr. Hamblin said, however, that about 500 grocers in the city have already subscribed.

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It is learned that because of the high prices of vegetable oils, used in the making of soaps, the manufacturers have been led to adopt various substitutes. The manufacturers say that it has not been practicable for them to put up the prices of soap so as to even up the increased cost of the materials.

Palm oil is one of the products that is costing more than it formerly did and at the same time its importation has increased greatly in volume. Cottonseed and cocoanut oils have also gone up considerably in price.

Soap manufacturers are now experimenting with peanut oil, Chinese wood oil and the oil of the Chinese soya bean.

Some of the oils are used for edible purposes and this is said to account for much of the gain in their consumption.

Importers of the various kinds of oil say that there have been no corners and that the higher prices are purely the result of the greater consumption in recent years. If it were not for the use of acceptable substitutes, they say, prices would be much higher.

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Table salt and some other grades of salt were reduced in price in the last week by the International Salt Co. and the independent companies have been following the example. The reductions vary from 75 cents to \$1.50 a ton in various grades.

Some observers think that the reductions are the beginning of a price war between the various companies. A story is going the rounds to the effect that Joy Morton, who recently acquired the Western properties that had been owned by the International Salt Co., started the reduction in prices. He is said to have stored salt in his Western refineries until he was ready to go after business in the territory that had been previously conceded to the Ohio

manufacturers. Then the latter invaded his fields.

In other quarters it is denied that there is any animosity between the various companies. The lower prices, according to this view, have come naturally and will stimulate buying for a time.

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Under the auspices of the American Specialty Manufacturers' Association, a meeting will be held May 27th in Chicago. All the members in the Central West will be urged to attend, and manufacturers who are not members will also be invited. The holding of the meeting will be in accordance with the plan approved at the last annual convention for holding sessions in different parts of the country so as to give the members opportunities to get together and talk over conditions.

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Special inducements are offered by the Postum Co. to jobbers to push the sales of Post Toasties this month. The jobber is asked to send notices to his salesmen and to file a copy of such notice with the cereal company. Then he will be entitled to a rebate of 10 cents a case on all of the toasties sold by him in June up to the amount of double the sales in May.

The new discount is in addition to the regular cash discounts. A special rebate of 25 cents a case has been given to retailers of Connecticut buying lots of the toasties between May 2d and 14th.

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Pietro and Eduardo Petri, composing the firm of P. Petri & Bro., wholesale grocers, 233 West street, have filed a petition in bankruptcy, with liabilities of \$31,160 and assets of \$10,840. The assets consist of accounts, \$10,323; stock, \$475; note, \$25, and \$17 in cash. Among the creditors are the Battery Park National Bank, \$7,000, secured; J. A. Hicks, \$4,120; F. Bertolli, \$2,355; V. Savarese & Bro., \$1,710; A. Musica & Son, \$1,386; G. Luzzato, \$1,219; Lauritano Bros., \$1,216; A. Berio & Co., \$1,138; and Zucca & Co., \$906. A year ago the bankrupt firm secured a compromise with its creditors at 60 cents on the dollar, payable in notes a 4, 12, 18 and 24 months. The first note was paid and the second is now due.





"We Can the Flavor  
as well as the Fruit"

# Let Us Send Your Name To These People Hunt's Quality Fruits

"The Kind That Is NOT Lye Peeled,"

We are receiving letters from all over the country asking for names of dealers and we'd like to refer such inquiries to you. We'd like to help you in other ways to draw into your store the sales we are creating by our advertising in the national magazines; for instance, we'll send you beautiful calendars and booklets for your customers and sample advertisements and display cards for your windows. If you'll use these to **let people know you** are handling the finest and most delicious Real California Canned Fruits - full tree ripened, knife peeled and put up in pure cane sugar syrup—you'll **have sales** that will surprise you. Cut a few cans for a demonstration and you'll **sell every** customer who tastes them.

**HUNT BROTHERS COMPANY**  
San Francisco, California

**Largest Cannery of Highest Grade California Fruits**

**Distributors for Hunt's Quality Fruits.**

PENNSYLVANIA:—Githens, Rexsamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville; Jas. A. McAteer & Son, Pittsburg; Love & Sunshine Co., Johnstown. OHIO:—The Chas. C. Higgins Co., Cleveland; A. Janszen & Co., Cincinnati; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville; Mosel-Johnson Co., Steubenville; Berdan & Co., Toledo; W. L. Adamson Co., Dayton. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seaman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.

## SPECIAL MAIL ORDER SERVICE



**REMEMBER ONE THING! NO CHEAP "JOBS" WILL  
EVER SOIL THE REPUTATION OF THIS SERVICE.**  
Every Article Quoted is Crisp, Fresh and Perfect

Hawaiian Sliced Pineapple, excellent quality, heavy syrup, ripe fruit, No. 2½ tins, 8 to 9 slices to tin, 2 doz. to case . . . . . per doz., \$1.90

Standard Evap. Apricots, in 25 lb. boxes . . . . . per lb., .10½  
This is a well graded lot of fruit and in perfect condition.

Peaches, Fancy Peeled Evap., in 25 lb. boxes . . . . . per lb., .13¼

French Sprats, 18 M small ¼s 10-14 fish, 100 tins to case . . . per case, 6.50

Jumbo Muir Evap. Peaches, in 25 lb. boxes . . . . . per lb., .09

This is the finest lot of fruit for the size and condition that we have seen this season.

Prunes, coast packed, 60-70s, choice quality in 25 lb. boxes . . per lb., .05 ½

Highest Grade French Sardines, in tomato sauce 14-16 fish to tin, 100 tins to case . . . . . per case, 16.00

Quantity limited and not more than two cases to any one purchaser.



*All Quotations F. O. B. New York.*

# FRANCIS H. LEGGETT & CO. NEW YORK

Proprietors of Premier Breakfast and Premier After-Dinner Coffee.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"

Let us show you what serious service by trained men is.

There are no boys in this department. Its meaning is business.



The business has been under the supervision of a committee of the creditors for the past year.

\*\*\*

At a recent meeting of the Allied Boards of Trade and Taxpayers' Association of Brooklyn the subject of the high prices of foodstuffs was discussed. The members came to the conclusion that the tariff was the cause of the present high cost of living. A resolution recommending the removal of the tariff on cattle, swine, sheep and their products was adopted.

#### SUMMARIZED MARKET CONDITIONS.

The coffee market continues quiet, although more inquiry for Santos is reported in some circles. Holders are still hopeful and refuse to give concessions on Santos so that the jobbers are filling only their immediate needs. In mild coffees a fair business was done in Maracaibos, Bogotas and Mexicans with prices firm.

There is a good demand for teas, with prices firm at previous levels. Formosas are still in demand, with prices inclining a little upward. The uncertainty regarding Government inspection is affecting importations.

Rice is in good demand, distributors buying in fairly large quantities. Dealers here are buying from one another, as the prices here are lower than at the primary points. Supplies, however, are not large so that they will have to be replenished in a short time, which may mean an advance in prices.

Howells and the American refineries are still buying raw sugar in large quantities. Sales of 10,000 bags to Howells and 20,000 to 30,000 bags to the American were reported this week. Prices are steady.

The refined sugar market is quiet. The country is supplied for fully a month, dealers say, but an active period may be expected as soon as the warm weather increases the consumption. There has been a fair withdrawal on old contracts during the week, but new business was at a standstill.

Molasses is in demand, especially Ponce, which is coming in steadily and being taken on contracts. Grocery grades are in a

good demand with prices firm. Blackstrap is quiet.

The break in wheat drove the buyers out of the flour market. When there is a serious reaction in wheat, flour buyers hold back for a time to give the market a chance to settle itself before making purchases. Most of the bids made this week were far below the market prices and millers refused to consider them, so little business is being done.

The demand for tomatoes is limited and holders prefer to carry

their goods over to selling them at concessions. They are much encouraged by reports of reduced acreage for next season's pack. Jobbers are buying in small quantities to fill immediate needs. Occasionally a holder will make a concession to put through a large sale. Corn is in fair demand with prices firm. Peas have only a moderate jobbing demand.

California peaches, pears and cherries are in good demand with prices firm. Other fruits are quiet.

## Well-known Grocer Says Cheap John Canners Are Responsible for Canned Goods Plight.

**Says They Are Aided by Department Stores and Their Sensational Advertising. Canned Fruits and Vegetables Even Better Than Fresh. Denounces "Maine Style" Corn.**

It is the cheap Johns in the canning trade who have no regard for their own reputation who put up goods at the demand of the ghouls of the trade that are to blame for the disrepute into which canned fruits and vegetables have fallen. With the consuming public it is the constant demand of the jobbers, the department stores and the cheap grocers, as well as the consuming public, who read in flaring advertisements every Sunday of the great bargains they are offering in certain lines of goods, which, when they are tried, turn out the very reverse of what they are pictured to be.

Take Maine style corn. Why is it called Maine style? Simply because it is intended to deceive the buyer into the belief that it is as good as the corn put up in Maine. It is not. It is doctored in some way to make it resemble the corn which is packed and grown in Maine, than which there is no better or more tender packed in this or any other country. It is the standard of excellence in corn.

It is the opinion of consumers in general that the fruit and vegetables which they purchase in the stores and markets are fresher and better than what they buy in cans. This is a great mistake. They cannot buy vegetables or fruits in any store or market that are as fresh as what they buy in

cans. Nearly all the canned fruits and vegetables are packed in the midst of the farming districts in which they are grown. They are brought to the factory in the early morning and packed in hermetically sealed cans before night. Sometimes the packers are compelled to work overtime and keep every man, woman and child busy until the work is done in order that the goods may be packed in the very best condition.

Consumers read the false and fraudulent advertising which is spread before them day after day in the papers offering them goods at low prices, which are generally sold out when the customer calls, unless they are there when the store opens; if they are, they are grudgingly shown the goods, which in most cases are of very inferior quality. There is a law on the statute books of this State which prohibits a false or fraudulent description of goods advertised for sale. This law has never been enforced, as no appropriation has been made to enforce it. A demand should be made on the Legislature to make an appropriation to enforce it. The legislator who gives this his attention can be sure of popular support. A special message from the Governor calling attention to it would do it.

L. J. CALLANAN.

New York, N. Y.,

May 11, 1910.

Butter is still arriving here in large quantities, but prices are being maintained pretty well, although the market is rather weak in spots. Specials are firm at 28½ to 29 cents. Other grades of table butter range from 26 to 28 cents. The quality of the butter now arriving is much better than it has been for the past few weeks. Much of the incoming stock is now of fine or fancy qualities. Advices received here from shipping points show that large quantities are now in transit.

High-grade eggs continue steady at 22½ to 25 cents, but the market is rather weak for the lower grades. Much of the incoming shipments are of this variety. Very fancy storage packed eggs occasionally reach 22½ cents, but this is getting to be the extreme price. Western eggs range from 20 to 22 cents.

FRED. A. MCGILL.

#### Ohio's Pending Net Weight Bill.

The Ohio Legislature is now considering the passage of a law requiring the printing of net weight upon the label of all package goods. The bill is being vigorously opposed.

#### April Failures Show Increase.

**Disasters Both in Grocery and General Store Lines Were Greater in April, 1910, Than in April, 1909.**

Failures in both grocery and general store lines show an increase for the month of April as compared with the corresponding month of 1909.

The figures follow:—

General Store Failures—April, 1910, 119; liabilities, \$910,364; April, 1909, 102; liabilities, \$489,492.

Grocery Failures—April, 1910, 230; liabilities, \$606,760; in April, 1909, 187; liabilities, \$771,740.

¶ We invite you to book your orders with us now for both spot and future "Idlewild" and "Winola" brands of canned goods.

¶ These brands are well known for their very high quality, and are sure to please your trade. Prices named on application.

**Crocker Grocery Co., Wholesale**  
Wilkes-Barre, Pa.





# "Pennant" Sporting Goods

*"Pennant" Stands for Merit*

Without one penny spent in general advertising it has become known in every township in the United States.

If you don't sell "Pennant" Sporting Goods you will want to when you know them.

And the best way to know them is to have a few numbers in your own store for an "acid test" comparison.

The Sporting Goods season is still young.

It is an ideal time for trying out a new line.

We would like to send you our May catalogue in which are descriptions and prices. Even if you don't buy it will serve as a guide in placing your future orders.

Ask for No. H 789.

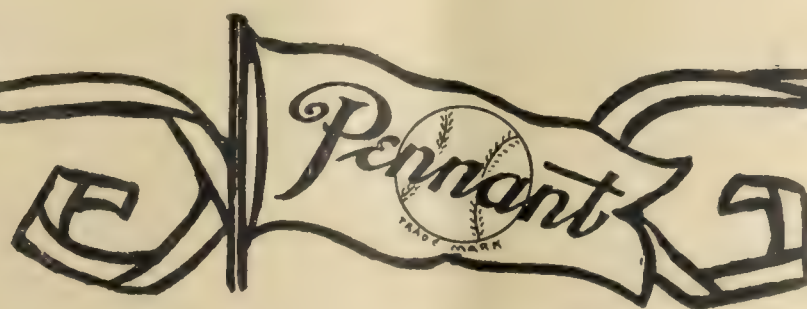
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## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO MINNEAPOLIS ST. LOUIS

Sample Houses : Baltimore, Cincinnati, Dallas, Kansas City, Seattle, San Francisco, Omaha



L. K.





### L.—The Meaning and Value of Partnership Insurance.

In several articles referring directly or indirectly to partnership, I have emphasized that one of the disadvantages of partnerships, as compared with other forms of business organizations, was that the death of a member dissolved a partnership, which had then to be wound up and dissolved, unless the partnership agreement contained some provision making this unnecessary. The object of this article is to suggest a method, which incidentally is in constantly increasing use, by which all inconvenience may be avoided if the above contingency develops. I refer to partnership insurance.

From a considerable experience with various forms of partnership, I say unhesitatingly that a large percentage of the agreements entered into in such cases do not contain a provision which will avoid the necessity of winding up the business if a partner dies. This is omitted either through ignorance or inadvertence; a surprising number of partnerships, in fact, is based on a verbal agreement only. When a member of a partnership formed under such an agreement dies, his heirs or legal representatives have the legal right to demand that the share of the dead member be paid to them within a reasonable time in cash. Very often this is exceedingly inconvenient—even impossible. I have witnessed the complete disintegration of several partnerships for this reason alone. The heirs of a dead member demanded his share; none of the remaining members had the cash at hand to take it over; there was not enough ready cash in the business to do it, and just at the time enough could not be raised. The result was that a prosperous concern was plunged into critical financial

embarrassment, and finally went to pieces simply for the want of a little intelligent forethought.

And in numerous other cases, where the end was not absolute disaster, the adjustment involved much sacrifice.

There are two ways of avoiding this contingency: The first and the least desirable, from the standpoint of the individual partner and his family, is to provide in the partnership agreement that a deceased partner's share cannot be at once withdrawn. I say this is the least desirable because a member of a partnership may leave his affairs in such a condition that his heirs will sorely need this money. In fact, it may be needed to pay his debts. Further than that, the partnership may not be a paying one and if the money must remain the heirs are deprived of their proper investment return.

The second and better way is for the firm to carry partnership insurance. Insurance men tell me that for this there is a rapidly growing demand. It is easy to see why this should be so, for its protective value is very great. Partnership insurance is insurance on the members' lives for the benefit of the firm, and it can be taken out in any of three ways:

First—By an ordinary life policy, payable at death, on the life of each member, the partnership being named as beneficiary in all.

Second—By an ordinary life policy, payable at death, jointly on the lives of all the partners for the benefit of the partnership.

Third—By an endowment policy in either of the above ways, made to the partnership as beneficiary.

The second has the advantage of greatest cheapness, but the vital disadvantage that the death of one member terminates the insur-

ance as to all. When then the remaining partners set out to get new insurance on their own lives, the health of some or all might not permit it, and even if it did, they would be charged a largely increased rate.

The third has what to me is the decided disadvantage that the policy may mature before any member has died. The proceeds are paid into the firm, and although the money may be preserved until a member dies and it is needed, the chance is that it will be consumed, especially if the firm happens to be hard up at the time. This would defeat the sole object of the plan, which is to provide money for paying the estate of a deceased member.

The best plan is the first. In this and all other methods the premiums are paid by the firm, as a fixed charge, exactly like fire insurance premiums. Under this plan there are as many individual policies as there are members. Usually the amount of the policy is just about the share of the given member in the partnership capital. Or it may be more in order to cover not only the loss of the capital which will be withdrawn, but the sometimes greater loss of an active partner.

The main advantage, as I have pointed out, is that there is money at hand to pay off a deceased partner's estate, without the slightest impairment of capital or the least interference with business. But there are also other advantages, all of which come to this—that the firm is strengthened even before the death.

Partnership insurance is always an asset, and is carried on the books as such.

After the policies have been in force a while, the loan values on them amount to something, and may prove an anchor to wind-

ward in time of need. It is clear, however, that this reserve fund, created for a special purpose only, should not be impaired except under the keenest necessity.

Almost any bank, also, will give a larger line of credit to a concern that carries ample partnership insurance, for it means that from one quarter, at least, disaster can never come to it.

(Copyright, May, 1910, by Elton J. Buckley.)

Question: Union Supply Co., Hartford, Conn.—We have rented our store for one year and nine years' privilege. Will you please tell us if we decide to move after the year is over whether the landlord can compel us to pay for the balance of the nine years' privilege?

Answer.—This depends on the wording of the lease. If it is a lease for one year, with a provision that if notice is not given by either party at a certain time before termination, the lease shall become operative for nine years more, you are liable for the nine years' rent if no notice was given and you held over after the year was up.

Question: "F., Pa.—A orders some merchandise from B, who represented C (a manufacturing concern). Two hours after A signed the order he receives a communication which he thinks will make it necessary to give up his business. A went at once to B, told him the circumstances and asked him to cancel the order, but did not get the signed order slip back. The following day A sent a letter to C cancelling the order if B has sent it in and mentioned the same reason as he told to B. C answered that the order has been shipped already and if A should not lift it from the station it would go to the storage house and A would have to pay the bill for the goods. A doesn't know if the goods had been shipped before his letter reached C, as the goods have not arrived at A's railroad station yet. Now, the question is if A has to accept the goods?

Answer.—It is fundamental that one party to a contract cannot withdraw from it without the other's consent. When an order for goods is given to a salesman authorized to accept it, and the salesman accepts it then and there, a contract is made which binds both parties. Occasionally a manufacturer makes it plain that all orders must be accepted by the house before they become





## Baking Powder Comfort

Is it comfortable to sell a baking powder that you hope is legal and wholesome, but aren't sure?

Yet somebody, either a chemist, a State Food Department or a State Legislature has raised a question about almost every type of baking powder except phosphates, of which **Rumford's Baking Powder** and **Rumford's Yeast Powder** are the chief.

You can sell either of these powders in absolute security and contentment. Not even the most rabid competitor can justly deny their perfect legality, wholesomeness and efficiency.

Sell them and get one worry off your mind.

**Rumford**  
**Chemical Works**  
Providence, R. I.



binding. If there was anything like that in this case, A is not bound if he cancelled before the order was accepted by the house. If there is nothing like this in the case A is bound and if he violates his agreement C can proceed against him.

It makes a great difference as to damages, however, whether A's letter reached C before or after the goods were shipped. If it reached C before goods were set apart to fill the order, C can recover only the actual damage he has sustained through A's refusal to take the goods, which means practically nothing, because he still has the goods. Of course if the market has meanwhile declined C can recover the difference as his damages.

If however, the goods were shipped before A's letter reached C, C can recover their full value from A.

If A notified B that he did not want the goods, four hours after they were ordered, the chance is that the order had not then been sent in. If this is true, B's duty was to notify C when he sent in the order, if he sent it in, that A had cancelled. This so that C could fulfill his fundamental duty of keeping the damage which might be assessed against A as low as possible.

Question: James O'Donnell, Manayunk, Pa.—I purchased in the fall of 1907 goods to the amount of \$10.50 from the Dillard Remedy Co., of East Bangor, Pa., on the following conditions: that all goods unsold on April 1, 1908, were to be taken back and what I sold to be paid for.

On April 1st I received a bill for the entire amount, but didn't pay any attention to it, expecting to have their man call any time. About ten days later I received a letter saying that if I did not settle in ten days they would serve a draft. They served a draft, but I ignored it on your advice, but later on they sent me a lot of letters telling what they would do if I didn't settle, but when I did not bother with them they stopped until the present time. Now I have received the two letters enclosed from a New York lawyer. Kindly let me know what to do in the matter, as I am willing to pay for what I sold.

Answer.—I do not recollect being consulted about this case before, but it is quite clear on your statement. If the condition of purchase was what you say it

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

We guarantee this plan to sell **Skipper Sardines**. Isn't that worth investigating?

**Angus Watson & Company**

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England

# CRYSTAL DOMINO SUGAR

## 2 lb AND 5 lb SEALED BOXES!

2 lb BOXES-60 IN CASE (120 lbs)  
5 lb BOXES-24 IN CASE (120 lbs)

**BEST SUGAR FOR TEA AND COFFEE!**

## Grocery and Specialty Salesmen

If you cover any portion of the States of Pennsylvania, New Jersey or New York, you can carry a well-paying side line that will not interfere in any way with your present work.

Write for particulars.

The Grocery World, 927 Arch St., Philadelphia

No. 3

No. 3

## Cocoa

Our Cocoa takes contracts against all other samples.

The reason: Cup quality first consideration with Cocoa, as well as Coffees and Teas.

**William B. Harris Company**

Coffees, Teas, Spices, Cocoa

167 Front St., New York



was, and that condition was made by somebody having authority to make it, you cannot be compelled to pay for more goods than you have sold. The only weakness in your position is that the person who agreed not to charge for the goods until they were sold may not have had authority to do such an unusual thing. Such a plan is so very unusual that if a mere salesman or agent attempted it, it would be incumbent on the buyer to write the house, before he relied on it, to see if the offer was bona fide. If the question of authority is not in the case, it is clear that you are liable only for what you have sold. I should write the firm's lawyer, reciting the condition and tendering a check for the amount you admit to be due.

Question: J. O. Haines, secretary Merchants' Protective Association, Slatington, Pa.—An article in our constitution reads like this:—

It shall be the duty of every member of this association to report to the secretary, as often as in his judgment he deems it necessary, all persons who have been dealing with him, or them, and ceased to do so, leaving an unpaid account. And it shall be the duty of the secretary to report such delinquent customers to each member without delay, stating such delinquent customer's name, the person or persons to whom he or she is indebted, and upon receipt of such notice no member of this association shall be permitted to give such delinquent customers any goods or merchandise on credit in any form or manner until such delinquent shall have made satisfactory arrangements for the cancellation of his or her unpaid debt to the member or members who reported them to the association.

Is this legal? If not, how can we change it to conform with the laws of the State and have the same effect?

Answer.—The first half of this provision is legal, but the second half is decidedly illegal. In other words, it is entirely unobjectionable for a body of merchants to supply each other with credit information, or to supply it to a central bureau to which they all subscribe or of which they are members. And by the same token the central bureau may supply such information to the various members. Up to that point no complaint can be made of the above article. When, however, it goes further and makes every member pledge himself not to give credit to any person certified as a delinquent, it enters the realm of conspiracy and serious trouble might ensue.

No such pledge is necessary. Let the article end with the provision as to sending the information to each member, leaving the member receiving it to do as he likes about granting credit to the delinquent named. If he is a good merchant he will refuse credit without the pledge, thus accomplishing the same result with perfect legality. For it is entirely within the right of a merchant or set of merchants, acting each upon his own volition, and not by reason of a preconcerted arrangement, to refuse credit or grant it as he or they like.

Question: G. E. B., Duncan, Pa.—About one year ago I gave credit to a man and his wife jointly for goods to the amount of \$12. During the same month a relative of this family died, and the wife came to me for money to buy her husband a suit of clothes to attend the funeral. I gave an order to one of our stores here for \$12. After doing this for them they turned me down on both the bill and the loan, not paying either bill. I had to pay the \$12 for the suit of clothes. I have asked them several times, but they refuse to pay it. They own one horse and wagon and other personal property. How can I collect it?

Answer.—If either of these parties, or both of them together, own personal property in excess of the exemption, which in Pennsylvania is \$300, you can collect by a suit in debt before a Justice of the Peace. If they own less than \$300 you are helpless so far as legal action is concerned, for there is nothing in what you say to indicate that they were guilty of any criminal act.

Question: L. S., Trenton, N. J.—I read in your department of May 9, 1910, that Mr. McAdll, a California merchant, used a form of a notice on the back of his order slips in order to protect his credits. I would like to understand better your advice to him—how to give a shorter and more easily understood notice to the customer.

Answer.—A plan of tying up the credit customer that has been found to work well everywhere is to have both husband and wife sign the following form:—

This agreement, made this..... day of....., 1909, between John Jones (the merchant), party of the first part, and..... (husband) and..... (wife), parties of the second part, witnesseth:—

That..... (husband or wife, as the case may be) covenants and warrants that..... (he or she) is

the sole owner of the personal property and household goods now on the premises, No..... street, making said statement of ownership as a representation for the purpose of obtaining credit from the party of the first part.

That the party of the first part, in consideration of these premises, agrees to extend to the parties of the second part, credit to the extent of \$..... per week (or month).

That the parties of the second part, in consideration of the said extension of credit, which they hereby accept, agree to pay all bills incurred for merchandise at the store of the party of the first part not later than.....

That the said parties of the second part, in further consideration as above, also agree, in case it becomes necessary for the party of the first part to bring any action by reason of any violation of any of the within covenants by the parties of the second part, to waive all rights of exemption which they may enjoy under the Constitution or statutes of the State of....., and the said parties of the second part do hereby waive all exemption rights as aforesaid.

In Witness Whereof, the parties have hereunto set their hands and seals, this..... day of.....

..... [SEAL]  
..... [SEAL]  
..... [SEAL]

Witnesses,  
.....  
.....

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

#### Case Against Southern Wholesale Grocers' Association Settled Out of Court.

The famous Clabaugh-Van Hoose case, the action against the Southern Wholesale Grocers' Association for conspiracy, which was tried during the latter part of 1908 in the Alabama court, has been compromised. The litigation, which proved to be most sensational and interesting, was settled out of court for \$10,000. The Circuit Court docket for Judge A. O. Lane's division; under date of January 21, 1910, shows the following entry in the noted grocery suit, in which Hinton G. Clabaugh was the plaintiff and James A. Van Hoose, as president of the Southern

Wholesale Grocers' Association, was the defendant: "Judgment by consent for the plaintiff for \$10,000. Damages remitted."

#### In Bleached Flour Case Federal Food Law Upheld.

In a decision in a bleached flour case, the United States Court of the Des Moines, Iowa, district last Tuesday upheld the Federal food law and the methods used by the Department of Agriculture to enforce it. It seems that the Government seized a consignment of bleached flour shipped into Iowa. Three milling concerns were involved—the Shawnee Milling Co. of Kansas; the Updyke Milling Co. of Oklahoma, and the Western Milling Co. These concerns asked for an injunction against the food officials on various grounds, but they were refused it in the following opinion:

Several of the States within the last few years have enacted pure food statutes. Congress, June 30, 1906, enacted the statute in question. All these statutes were enacted to cure evils well-nigh intolerable that had grown up during this age of greed, avarice and commercialism that has made the getting of money the prime object of life with so many that the evils were such that much of the food we eat, whether meats of any kind, including fish and poultry, or fruits in all forms, and breadstuffs, were so adulterated and "loaded" or "doctored" as to deceive the consumer. And the same was true of flavors and condiments. The evil as to confectionery and flavors and extracts was as great. Still greater was the evil as to drugs and medicines.

In fact, the evils were everywhere present as to food and medicines and other things. And to eliminate some of these evils and to enable the purchasers to receive what they ordered and paid for, many States passed statutes aimed at these frauds. But it was soon found that the States, in some instances, were disposed to condone as to some articles of local manufacture, and in many other instances the States were powerless to work out a remedy. Thereupon Congress acting upon the theory that the evil was of National concern, enacted the statute in question.

The Secretary of Agriculture, Mr. Wilson, performed his duty, both in letter and spirit, when he submitted the question as to flour bleached by nitrogen peroxide to the Board of Food and Drug Inspection. And that board, the Secretary concurring, after a hearing given to all parties in interest, found that such flour is in contravention of that statute. Such finding is not binding as against the parties thus bleaching flour. But it is conclusive as against all criticism for making the seizures and bringing the question before the courts for determination.

Without doubt, if this legislation is sustained, it is because of that provision of the Constitution which provides that the Congress shall have the power to regulate commerce among the several States. That provision is the life of the nation, and to adopt which was the great concern of the convention of 1787.



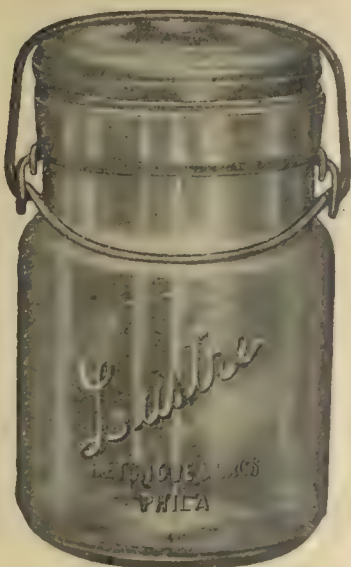
## "Lustre" Wide Mouth Fruit Jar

**WIDE MOUTH**—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

**MACHINE MADE**—Insuring uniform thickness and smooth edges.

**LIGHTNING TRIMMINGS** — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

**CAUTION.**—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

**REMEDY.**—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

### R. E. TONGUE & BROS.

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



## Write for Our Special Intro- ductory Offer

**Q** We'll make you a special proposition, carrying a special profit, to get **HOOTON'S COCOA** selling in your store. It pays us to do this because once started the quality and big money's worth will keep it selling always. Our ten-cent can is the biggest First Quality can at the price; our half-pound can holds two and a half times as much cocoa but sells for less than two and a half times ten cents. It will pay you to write us for our proposition.

**HOOTON COCOA AND CHOCOLATE CO.**  
NEWARK, N. J.

"REMEMBER HOOTON'S, NEWARK, N. J."

## Here's a Summer Delicatessen Specialty for You

If you want a sausage with a new talking point you want our **Lehigh Sausage**. It is a dry smoked sausage, seasoned after a secret of our own.

That's one new point—the other is that the sausage is just as good hot as it is cold. Do you know any other dry smoked sausage that that's true of?

We're pretty well known in our territory and when we say we slaughter the meat for **Lehigh Sausage** it means something to everybody who knows us.

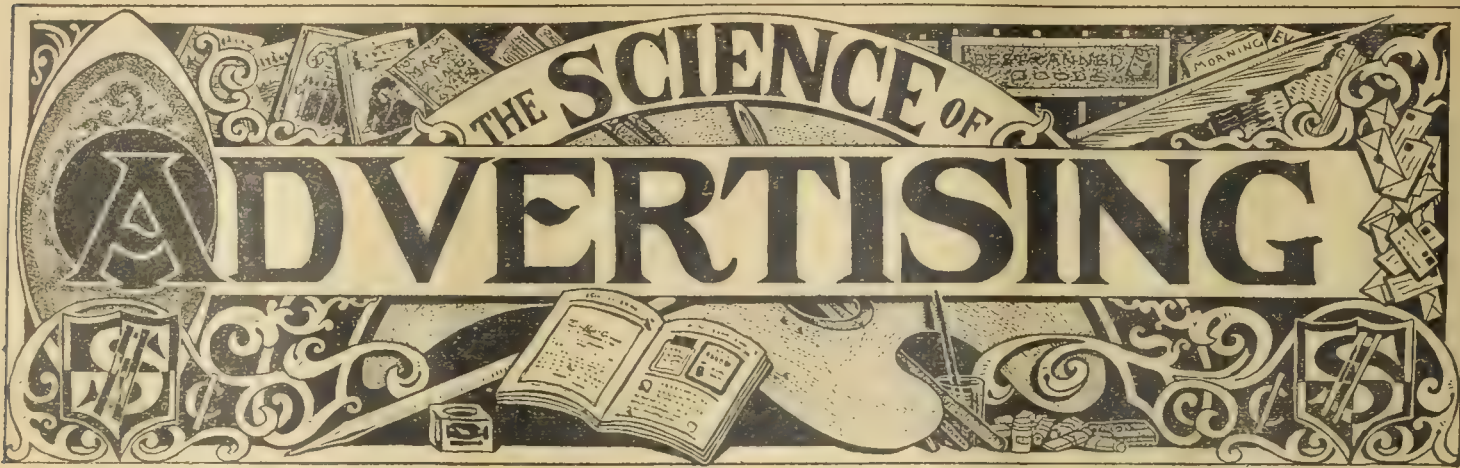
This sausage will make a splendid summer delicatessen specialty.

### Arbogast & Bastian Co.

Wholesale Slaughterers of Cattle, Hogs, Sheep  
and Calves :: Pork Packers and Provision Dealers

ALLENTOWN, LEHIGH COUNTY, PA.





Minersville, Pa., April 20, 1910.  
Editor "Science of Advertising."

Dear Sir:—Inclosed please find copy of advertisement that I am running in our town paper every week, changing it weekly.

Please let me know how it measures up.  
Yours truly,  
ARTHUR JONES.

The advertisement inclosed measured about eight inches double column and is here reproduced about one-fourth reduced:

like to see an advertisement run in together like this. Incidentally as I read this over I note some typographical errors such as "scare" for "scarce" in the next to the last line.

\*\*\*

This is pretty good advertising, however. The only thing I would criticise with any severity is the

## A FEW SNAPS

You have been looking for Lima Beans at 4 lbs. for 25c, we have them.

Nice Dried Peaches, 3 lbs 25c.

Did you try those Seedless Raisins, 5 lbs. 25c., we are selling lots of them.

Also those Prunes, 6c. lb. or 5 lbs 25c.

Larger Prunes 3 " "

Not A Seed Raisins 3 pkgs 25c

We have a dandy Rice 5 lbs 25c

Another chance this week to get those good value Canned goods at 3 for 25c. all one kind or mixed. Corn, Peas and Tomatoes.

Have you tried Libby's Cottage Beef? We sell it in 1 and 2 lb Tins, it is fine to help out the meat bill, 17c and 30c. Can.

Green Peas 10c qt.

Ginger Snaps 6c. lb.

Reading Pretzels, fine 12c box.

Good Catsup, 5c. bottle

Better " 10c "

Sweet & Sour Pickles 10c "

All the health magazines, say eat less meat, and more fish, eggs and cereals. We have these.

Norway Mackerel 5c. each and no apology to make for the size or the quality, same of the larger ones, at 16c and 20c.

Sardines, in oil 7 cans 25c.

Salmon, fine quality, flat 13c. Can.

Perhaps you are not through house-cleaning yet if not, just look at these.

Washing Soda 4 lbs. 5c.

Good Yellow Soap 7 pieces 25c.

Sand Soap 2 " 5c

Dutch Cleanser 10c pkg.

Clothes Pins 4 doz. 5c.

These warm days make you think of thin material for Summer wear, we have a nice line of White Goods, in Flaxons, Lawns, etc also a large line of laces and embroideries to trim them; also fine pearl buttons, we sold a good many buttons since we advertised them. You are changing from blankets to sheets, try us on ready made sheets.

Good Cheese is getting scarce, we have some in stock. Also good Butter, and that 20c Coffee.

## Arthur Jones

Some advertising wiseacres say display—I do think that could this style of display can always have been improved. One way be depended on to be read be to improve it would have been to cause it is unusual. Personally put a short dash between the I am a little afraid of it; I don't paragraphs, like this:—

ever, that I don't like to see goods advertised as "good catsup." If it was only a couple more adjectives, it would pay to say more than that about the article one is offering for sale. Even "absolutely pure" would have been better than nothing. Or "good catsup—nothing but tomatoes and spices—5 cents"; anything to take the thing out of the curt and laconic. One of the best advertising trainings one can

## A FEW SNAPS

You have been looking for Lima Beans at 4 lbs. for 25c, we have them.

Nice Dried Peaches, 3 lbs. 25c.

Did you try those Seedless Raisins, 5 lbs. 25c., we are selling lots of them.

Also those Prunes, 6c. lb. or 5 lbs. 25c.

Larger Prunes 3 lbs. for 25c.

Not A Seed Raisins 3 pkgs. 25c.

We have a dandy Rice 5 lbs. 25c.

Another chance this week to get those good value Canned goods at 3 for 25c. all one kind or mixed. Corn, Peas and Tomatoes.

This opens the text up and gives it a cleaner look, to my mind. Or the dash could have been a little longer and could have been placed at the beginning, like this:—

have is a little cultivation in the use of adjectives. Where one is cramped for space, the use of the right adjective will often tell the whole story. For example, without any special thought I have

## A FEW SNAPS

You have been looking for Lima Beans at 4 lbs. for 25c, we have them.

Nice Dried Peaches, 3 lbs. 25c.

Did you try those Seedless Raisins, 5 lbs. 25c., we are selling lots of them.

Also those Prunes, 6c. lb. or 5 lbs. 25c.

Larger Prunes 3 lbs. for 25c.

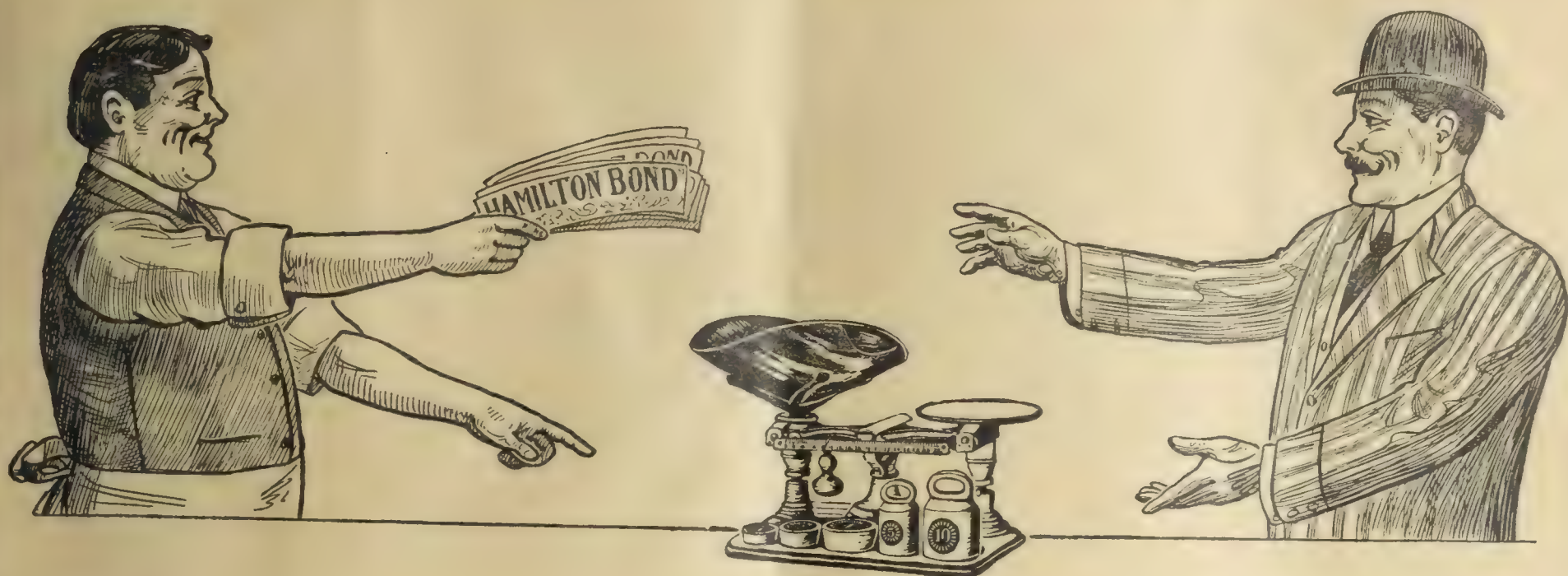
Not A Seed Raisins 3 pkgs. 25c.

Mr. Jones has dished his matter up pretty well. There is something—well, let me call it friendly, about the text which appeals to me. I confess, how-

taken three lines of this advertisement and added to each an adjective. In the original they said nothing but the name of the article and the price:—

Sand Soap, *thorough* . . . . . 2 for 5 cents  
Dutch Cleanser, *invincible* . . 10 cents package  
Clothes Pins, *dependable* . . . . 4 dozen 5 cents





Would you like to have a scale like this, or a good counter, or a gold watch, or a diamond pin, **ABSOLUTELY FREE** You can get either, or all of them or anything else you may need for your store or your home, by pushing the goods which bring you **"HAMILTON BONDS."** We only sell them to manufacturers whose goods are known to you and your customers, on which you make a good profit.

Write us and we will tell you how to refurnish your house or your store without spending money to do it.

## THE HAMILTON CORPORATION

Guaranteed Resources \$1,000,000

**29-35 WEST 32D STREET  
NEW YORK CITY, N. Y.**



I don't know how it strikes you, but to me even this slight indication of what the seller claims for the goods is a strengthening element.

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Nashville, Tenn., May 1, 1910.

Editor "Science of Advertising."

Dear Sir:—Can a retail grocer on the outskirts of a fair-sized city advertise in the local dailies and expect to get any business from it? I have been considering this move for some time, but am a little dubious about it, as it is expensive.

Yours truly,

R. E. TROUT.

As a rule he cannot, in my opinion. If he has anything special to offer, he might, but if he advertises simply the same goods that other grocers offer, at about the same prices, he will almost certainly get no results outside of his own territory, if there. I once knew a retail grocer in the extreme suburbs of a city much larger than Nashville who built up a really large business by advertising a particularly fine honey in the local dailies. Of course he helped himself out by having a telephone and delivering anywhere in the city. The trouble with a neighborhood grocer advertising in a daily that circulates not only in every part of the city but outside, is that he is paying for so much waste circulation. He cannot possibly induce the larger percentage of the readers of the paper to trade with him, unless, as I have said, he has something special to offer.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

#### New Jersey Will Not Bring Meat Packers East for Trial.

Governor Fort, of New Jersey, last week refused the request of Prosecutor Garven, of Hudson County, for a requisition upon the Governor of Illinois for the extradition of J. Ogden Armour, a director of the National Packing Co., who is under indictment in Hudson County, with other officers and directors of packing companies, on a charge of conspiracy to unlawfully enhance the cost of meat through the creation

of an artificial scarcity. The Governor points out first of all that in order for extradition papers to be asked for it was necessary that the person whose extradition was desired be a fugitive from justice, and further, that it was essential that the accused person was in fact in the State of New Jersey at the time of the commission of the alleged offense. The Governor says that the only evidence before him of the presence in New Jersey of Mr. Armour at or about the time of the commission of the alleged offense was his presence in Hoboken in March, 1908, to take passage from that city to Europe, and again in June, 1909, upon his return from Europe. There are other applications pending before Governor Fort for the extradition of other men connected with the meat packing companies in the West.

#### More Brands Found Illegal.

Government Successfully Prosecutes Several More Food Products Under Federal Food Law. Macaroni, Flour, Extract, etc., Under the Ban.

The "Grocery World and General Merchant" has received during the week the details of some few additional cases just concluded under the Federal food law. The facts in each follow:—

##### JUDGMENT No. 243—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about March 26, 1909, the Keller-Lorenz Co., of Spokane, Wash., shipped from Spokane, Wash., to Sand Point, Idaho, a consignment of a food product labeled "Apple Cider Vinegar." Samples from this shipment were procured and analyzed by the Bureau of Chemistry, United States Department of Agriculture, and as the findings of the analyst and report thereon indicated that the product was adulterated and misbranded, because an imitation cider vinegar composed in part of dilute acetic acid and artificially colored in a manner to conceal its inferiority had been substituted in part for cider vinegar, and misbranded within the meaning of the act, because it was labeled "high-grade apple cider vinegar." The defendant plead guilty and was fined \$10.

##### JUDGMENT No. 254—ADULTERATION OF MOLASSES.

On or about January 13, 1910, the Philadelphia Horse and Cattle Molasses Co., Philadelphia, Pa., shipped from the State of Pennsylvania into the District of Columbia 54 barrels of a food product known as molasses. Analysis of samples of this product made in the Bureau of Chemistry, United States Department of Agriculture, showed it to be adulterated, because the said 54 barrels and each of them contained a substance, water, which had been mixed with the contents of the barrel so as to reduce, lower and injuriously affect the quality and strength of the product and

praying seizure, condemnation and forfeiture. The owners agreed to label the goods legally and reclaimed them under bond.

##### JUDGMENT No. 263—ADULTERATION AND MISBRANDING OF BUCKWHEAT FLOUR.

On or about January 16, 1908, William H. Harrison, doing business under the name of W. H. Harrison & Co., of Cincinnati, Ohio, shipped from Cincinnati, Ohio, to Bedford, Ind. a consignment of a food product labeled "Harrison's Prepared Self-Raising Buckwheat Flour." W. H. Harrison & Co., 15-17-19 E. Second Street, Cincinnati, Ohio. Samples from this shipment were procured and analyzed by the Bureau of Chemistry, United States Department of Agriculture, and as the findings of the analyst and report thereon indicated that the product was adulterated and misbranded within the meaning of the Food and Drugs Act of June 30, 1906, in that a substance, graham flour, was substituted in part for the genuine food product, and further, in that graham flour had been mixed and packed with the said article so as to reduce and lower its quality and strength, and was misbranded, in that it was labeled "Prepared Self-Raising Buckwheat Flour," which statement would give the impression that the article was composed of buckwheat flour and leavening material, whereas, in fact, it was composed of buckwheat flour and other wheat products. On March 3, 1910, the said defendant entered a plea of nolo contendere, and the court imposed upon him a fine of \$5.

##### JUDGMENT No. 262—MISBRANDING MACARONI.

On or about December 16, 1909, February 10, 1910, and January 21, 1910, V. Viviano & Bros., of St. Louis, Mo., shipped from the State of Missouri into the State of Illinois consignments consisting of 1,850 boxes, 1,950 boxes and 1,700 boxes of macaroni, respectively. Examination of samples of these shipments made in the Bureau of Chemistry, United States Department of Agriculture, showed them to be misbranded, in that each package was labeled "La Regina V B Artificial Coloring Spaghetti Marca di Frabbrica Register Trade Marke," together with pictorial representations and designs, which tended to give the impression that the product was manufactured and prepared for shipment in a foreign country, to wit, Italy, whereas, in fact, it was not a foreign product, but manufactured in St. Louis, Mo., and praying seizure, condemnation and forfeiture. The court required the claimants to file a bond.

##### JUDGMENT No. 259—ADULTERATION AND MISBRANDING OF LEMON EXTRACT.

On or about July 14, 1908, The J. S. Campbell Co., of Ogden, Utah, shipped from Ogden, Utah, to Preston, Idaho, a consignment of a food product labeled: "Lemon Flavoring Contains approximately 2 per cent. Oil of Lemon Coloring Tumeric For Flavoring Ice Cream, Custards and Pastry Prepared by William Driver & Son Drug Co., Ogden, Utah." Samples from this shipment were procured and analyzed in the Bureau of Chemistry, United States Department of Agriculture, and as the findings of the analyst and report thereon indicated that the product was adulterated and misbranded, because a highly dilute turpeneless lemon extract, artificially colored with coal tar dye in a manner to conceal its inferiority, had been substituted in whole or in part for the genuine article; and was misbranded

in that it was labeled "Lemon Flavoring Contains approximately 2 Per Cent. Oil of Lemon Coloring tumeric," whereas, in fact, it contained no oil of lemon or tumeric, but a highly dilute turpeneless lemon extract, artificially colored with a coal tar dye. On February 7, 1910, said defendant entered a plea of guilty and the court imposed upon it a fine of \$20.

#### Under German Parcels Post Butter and Egg Farmers Mail Consumers Direct.

A New View of the Result of Parcels Post. In Germany Butter, Eggs, Vegetables and Flowers Are Sent to City Consumers by Mail.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

May 12, 1910.

Apropos of the bill now pending in Congress to open the mails to parcels at a much reduced rate, which bill is favored by the mail-order houses and a large class of consumers, and opposed by all organizations of merchants, some information obtained during the week regarding the workings of parcels post in Germany may be of interest.

It appears that in Germany the people of the small towns and the farming population ship to the cities their butter, eggs, vegetables and flowers to actual consumers, thus competing directly with the retail provisioning establishments of every city. Thousands of Hamburg families probably receive their daily pat of fresh butter from the parcels postman, whose existence renders it possible for the farmer in Mecklenburg to visit the city once a year for finding customers, returning to his home with the knowledge that his trade will be served just as conscientiously as though he were located in the heart of Hamburg.

The rates charged by the German Government for the shipment of parcels within its own territory and to Austria, which have been effective since 1873, vary according to the length of the haul. In France an unvarying rate is charged, whether the parcel be transported one mile or 600 miles. Within the limits of Germany and Austria the rate charged for transporting a parcel not exceeding 11.02 pounds in weight a distance of 46.6 miles, which constitutes Zone I, is \$0.059.

HOLT.



**Anker's Bouillon Capsules**

It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers  
**ROYAL SPECIALTY CO.**  
92 Reade St. NEW YORK

# FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

HIGHEST IN HONORS

## Baker's Cocoa & CHOCOLATE



52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

Registered,  
U. S. Pat. Off.

A perfect food, preserves  
health, prolongs life

**Walter Baker & Co. Ltd.**

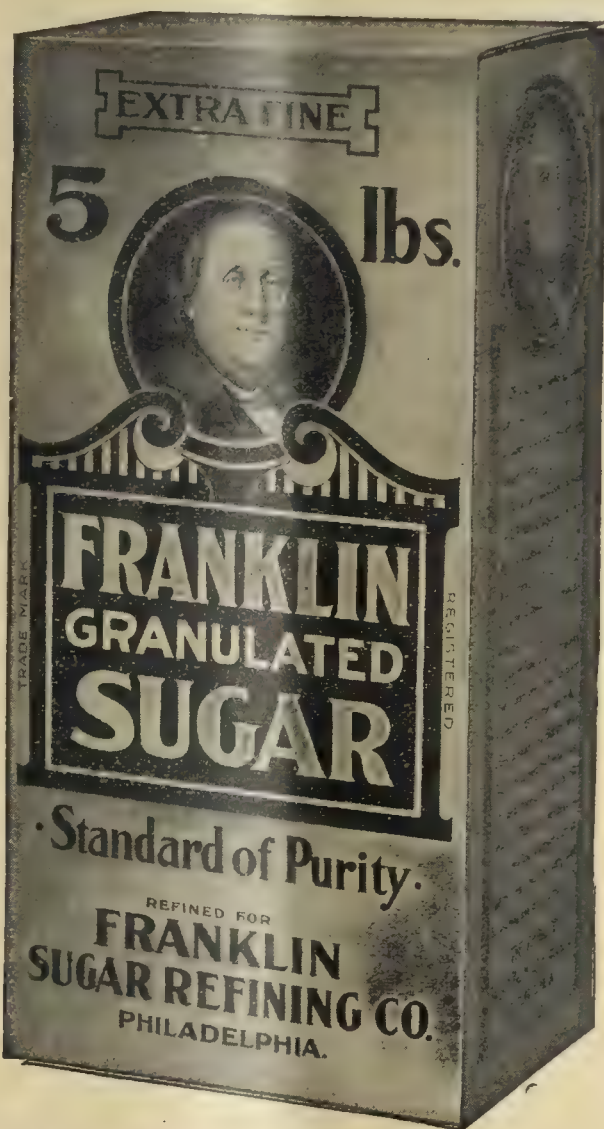
Established 1780 DORCHESTER, MASS.

### MANY GROCERS

Find it pays them to read the  
"good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



PACKED ALSO IN 2-POUND CARTONS

## A LOT TO MOVE FOR THE MONEY

¶ Go look at that bulky barrel of granulated sugar in your back room and roughly calculate how much you're going to make on it, after business expenses are paid.

¶ A lot of weight to move for the money, isn't it?

¶ If none of the sugar in that barrel was going to be given away, it wouldn't be so bad, but bulk sugar always means part given away in "good measure." You can't cut this out on bulk sugar but you can on **Franklin Carton Sugar**. In fact, we've cut it out for you, you sell the same weight that you pay for. A profit on **Franklin Carton Sugar** which will pay you well, would hardly be cost on bulk sugar, owing both to the overweight and the much greater cost of handling. **Franklin Carton Sugar** costs next to nothing to handle.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: ::

**The Franklin Sugar Refining Co.**

PHILADELPHIA, PENNA.

WHY  
should you  
recommend  
it?

Just read  
this and  
you'll see.



### MINUTE GELATINE (PLAIN)

is made of the purest gelatine that can be bought. A jelly made from it is the clearest and firmest possible. You don't have to soak it like other kinds. It dissolves in less than a minute in boiling water or milk. Each package has four envelopes, each of which holds just enough to make a pint of jelly. This changes guess work to a certainty.

A regular package makes a full half-gallon. No standard package makes any more. We refund the purchase price to any dissatisfied customer. You sell it at two packages for 25¢ and make 36¢ on the cost. Doesn't all this answer your question?

If you want to try **MINUTE GELATINE (PLAIN)** yourself, we'll send you a package free. Give us your jobber's name and the package is yours.

**MINUTE TAPIOCA CO.,**  
202 W. Main St., Orange, Mass.

## There's a Hamilton Bond in This

You know the Hamilton Bond premium plan which is being advertised in the "Grocery World and General Merchant." It is the latest and without doubt the best premium plan extant.

Hamilton Bonds are packed with **Sunshine Blue**. This adds another exclusive point to the two that **Sunshine Blue** already had. You will remember that we guarantee it to be absolutely soluble—this makes such a difference to the washing—and we have packed it in a new and mighty handy box.

We will give you one dozen **Sunshine Blue** free if you order within thirty days. Even without the free dozen **Sunshine Blue** you can make over 50 per cent. profit, but with the dozen you make \$1.65 on an investment of \$3.60.

Write for sample and have your wife try **Sunshine Blue**.

**Zonol Products Co.**

116 John Street  
NEW YORK CITY



# THE GROCERY MARKETS

## Tea.

The tea market remains unchanged, steady, but very quiet. The market for new Japans and Formosas have opened on the other side, both about 1 cent per pound above last year's opening. Short stocks on this side and the expectation of a consequent good demand seems to be the main reason. In the case of Japans, the early teas show better quality, which has something to do with the higher price. Spot teas show no change whatever and only a limited demand for immediate wants.

## Coffee.

The coffee market has developed somewhat better feeling during the week. Good roasting Santos coffees are a trifle stronger, though not quotably so. The demand seems to be a little more active, though by no means what the trade would like to see it. Mild coffees are considered rather cheap, but the demand seems somewhat slack. No change has occurred during the week. Java and Mocha are unchanged and quiet.

## Sugar.

Refined sugar shows no change for the week, but raws are firmer. The European market is stronger, due largely to speculation. Refined sugar is not showing the demand it would show if the weather was seasonably warm.

## Syrup and Molasses.

Corn has advanced several cents per bushel during the week, but at this writing there has been no corresponding advance in glucose. Compound syrup is in fair demand, due to the cool weather, prices remaining unchanged. Sugar syrup is in fair export demand, but light demand for home trade. Prices are unchanged. Molasses quiet and unchanged.

## Fish.

Mackerel continues dull and weak. The trade do not seem interested. Cod, hake and had-dock are unchanged and in quiet demand. Domestic sardines remain unchanged on the basis of the last quotation. The feeling among the packers as to future

sardines is strong. Some are quoting \$2.85 for quarter oils f. o. b., although they can be bought from other packers for \$2.75. The demand at any price, however, is light, as buyers distrust the sardine market. Imported sardines are quiet and unchanged. Salmon is strong on spot and scarce. The demand is good considering conditions. No prices on new salmon have been named as yet.

## Canned Goods.

The tomato market shows but little change for the week. There is a light demand for spot goods around 62½ cents county. Futures also show a light demand without change as to quotations. There is a good demand for corn, particularly cheap grades, which are in low supply. Future corn is quiet and unchanged. Cheap spot peas are also wanted, but are scarce. Future peas quiet; demand nearly over. New York State gallon apples are still being held on the basis quoted last week—\$2.75 for gallons. It developed during the week, however, that the news of crop damage in the West, on which the New York State market advanced, was greatly exaggerated. No prices have been named on new peaches as yet; spot peaches dull and unchanged. California canned goods on spot are unchanged; future prices not yet named. Small Baltimore canned goods quiet at ruling quotations.

## Dried Fruits.

Spot prunes, as to some sizes, are higher. Medium sizes are quoted about ¼ cent up. Large sizes show a better demand, but no higher price, and small sizes are unchanged throughout. They are relatively scarce. Future prunes are still held at the opening price of 3½-cent basis noted last week, but there are rumors of sales in New York at 3 cents, and it seems to be generally expected that 3½ cents will not hold. Apricots are unchanged and in light demand. Raisins show some slight improvement as to demand; not at all as to price. Currants quiet and unchanged. Citron is selling fairly well for

future delivery at unchanged prices.

## Beans and Peas.

Domestic pea beans are quoted higher—\$2.33—the main reason being small spot stocks. Nevertheless occasional secondary holders will sell at the old price of \$2.20. Imported pea beans are quoted up to \$2.20, and show fair demand. Domestic marrows are unchanged and firm. California limas are about exhausted on spot, and all purchases made on the coast, if they come by rail, will bring 15 to 20 points higher than the recent spot sales. The demand is fair. Green and Scotch peas are feeling a little better, though they show no advance. Yellow split peas are unchanged and in fair demand.

## Butter.

The receipts of butter show considerable increase in volume. The quality also shows some grass flavor and much improvement. The market is steady throughout at present quotations. There is likely, however, to be a further increase in the make and slightly lower prices. The consumptive demand is very good.

## Eggs.

The receipts of eggs continue liberal, but the market is steady on the present basis. The quality of the eggs now arriving is fine and the demand both for speculation and consumption is very good. A continued good demand is looked for and a fairly liberal supply.

## Cheese.

Receipts of new cheese are gradually increasing, as is also the consumptive demand. The current receipts of cheese show good quality for the season, and the market is firm at ½ cent per pound advance. The make is likely to still further increase as the season advances, and the consumptive demand will also advance as the weather warms. No radical change in prices is expected in the near future.

## Provisions.

The consumptive demand for all smoked meats is very dull. Prices are still above normal, and stocks are reported light. Pure

and compound lard are reported steady and unchanged, with a fair consumptive demand. Barrel pork, dried beef and canned meats are dull and unchanged.

## INDIVIDUAL MARKET REPORTS.

### Spices.

The market is fairly steady, with no special features to report. Foreign markets have fluctuated some little.

Peppers.—Shipments from the East are again small. It is expected that the supply for January 1st will be far short of normal. Prices are generally unchanged; market, however, closing firm.

Red Peppers.—Market is rather firm and the demand appears to be improving.

Cloves in fairly good demand at unchanged prices.

Pimento (Allspice).—The market is exceedingly firm and the tendency seems to be upward. The demand is on the increase.

Mace unchanged during the week. Good grades are scarce at firm prices.

Nutmegs very steady but unchanged. Present values are exceedingly low.

Cassias.—Higher prices quoted to arrive; which are above spot values.

Gingers in fair demand at firm prices.

Tapioca.—Spot stocks are firm. Futures are quoted at very much higher figures.

Seeds very steady and in good demand without any changes to note. Seeds for pickling purposes beginning to move in a most satisfactory way.

McCORMICK & Co., Inc.  
Baltimore, Md.

## MARKET NOTES.

Strawberries are gradually working North, and a few are already in market from Delaware. The bulk of the receipts, however, are from Eastern Shore, Maryland and Virginia. The market ranges from 9 to 16 cents. The heavy summer demand has not yet opened, on account of cool weather.

The first receipts of Florida peaches are expected almost any day.

The first watermelons are in market, hailing from New Orleans. They were very poor and



so few as to be hardly quotable. Florida watermelons should be along soon.

Florida tomatoes are doing better, being now quoted at \$2.50 to \$2.75. The quality is fair and the demand moderate. All the tomatoes in market are from Florida.

Virginia sends the first white oxheart cherries North that the market has seen. They sold at 30 cents. Pie cherries should be in shortly; the crop has been damaged by the cold somewhat.

Asparagus shows an advance during the week of about 5 cents. All the receipts are from nearby, and the range is 18 to 40 cents. The demand is good.

New Florida potatoes about hold their own—\$3.50 to \$3.75 per barrel. Bermudas are about done. The demand is good.

Charleston cabbage is about done. Supplies are now coming from Virginia and average \$1.50 per barrel. Charleston has had the poorest cabbage crop in years.



We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### Associated Press Defends Poisoned Canned Goods Report.

Bel Air, Md., May 9, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—We enclose herewith concluding correspondence between Mr. Charles T. Thompson, superintendent of the Associated Press, and ourselves.

Yours very truly,  
FRANK E. GORRELL,  
Secretary.

It will be remembered that the National Cannery Association called down the Associated Press for dispatching over the country an item that several people had died from eating bad canned goods. One of the objections was that there is no such place as "Sawtelle, Col.," the supposed

scene of the tragedy, and another objection was the use of the word "canned" when the Cannery Association said the goods were really preserved. The reply of the Associated Press is as follows:—

THE ASSOCIATED PRESS.

April 30, 1910.

Frank E. Gorrell, Esq.,  
Secretary National Cannery Association,  
Bel Air, Md.

Dear Sir:—I beg to acknowledge the receipt of yours of the 18th inst., with inclosure. Both have been carefully noted and the latter is herewith returned in accordance with your request.

We thank you for the information conveyed, as we are always glad to be advised concerning any seeming inaccuracy in our reports. We feel obliged to call your attention, however, to the concluding sentences of your inclosure, which appeared to us

as unnecessary and personally offensive, and not warranted by facts, in stating that there was "deliberate duplicity and falsification." There was certainly no deliberate action as this. If there was an error in one of the details of our item, it was an unintentional one, and not due to any deliberate purpose of misstating the facts.

Inquiry shows that the item was originally dated Sawtelle, Cal., but was inadvertently changed to Sawtelle, Col., through a not unnatural telegraphic mistaking of Col. for Cal. This mistake of date line was speedily corrected by a substitute under a Los Angeles date saying "Substitute Sawtelle, Cal." Your impression that we carried two stories in this event probably comes from the fact that some paper published the original Sawtelle story and did not observe our correction and substitute.

Concerning the use of the word "canned," we would have preferred, of course, that this word had not been used. But we call your attention to the following: The main importance of this item, from a news standpoint, was the death of eleven persons. This was in the nature of a rather important and extensive tragedy, the details of the tragedy being of subordinate importance. The news importance of such a serious tragedy of course outweighs any trade question concerning the use of the word "canned" or "preserved." From this, I think, you will see that there could have been no deliberate purpose in using this word "canned," as the trade designation of a certain class of goods. As a matter of fact, it was not used in any such trade sense. It was used perhaps hurriedly, in a general sense, to indicate that the deaths had resulted from eating fruit put up

## The Only Answer Here is "Yes"

¶ If we can sell you Teas and Coffees by mail cheaper than you are buying through salesmen—the same grades, mind—wouldn't you be foolish not to save the money?

¶ By the same token, aren't you foolish not to look into our claim that we can sell you by mail cheaper?

¶ It isn't a lengthy process—finding out just what we can do. Send us samples to match and quote, or ask us for samples and prices.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897

## Knighthood Is in Flower

All of our fanciest private brands are packed under the **KNIGHTHOOD** brand.

If you are in search of a staple line of fancy food products, know that we send the **KNIGHTHOOD** goods out backed with our word, our fullest guarantee, and our entire commercial reputation.

**REEVES, PARVIN & CO., Philadelphia**  
RIVER FRONT STORES

**MR. GROCER:**

**We want you to sell**

## PEERLESS BRAND EVAPORATED MILK

**FIRST:** Because you are sure of giving your buyers a pure article and one that will satisfy your most particular customers.

**SECOND:** Because you make a larger profit on **PEERLESS BRAND EVAPORATED MILK** than on any other well-known brand.

**BORDEN'S CONDENSED MILK CO.**

"Leaders of Quality."

Established 1857.

**NEW YORK**



in receptacles at home. In referring to preserved goods, the word "canned" is sometimes used in this general sense, not meaning tin cans, but in the sense synonymous of "preserved." Some of the dictionaries appear to approve this use of the word, as a standard dictionary gives the definite of canning as: "The process . . . of preserving fruits . . . and sealing in tin cans, glass jars, etc."

As further showing that there was no purpose whatever of referring to the canning industry, we point out that our item specifically stated that this was a homemade product, viz.: "Was put up several months ago by Mrs. Valdez." This shows that it was not only homemade (not the trade variety of canned goods), but the words "put up" are the usual homely expression for products prepared at home. We appear to have been in error in stating that the fruit was peaches, whereas it was pears, and we naturally regret that this mistake in the kind of fruit was made. I do not understand, however, that you are specially concerned as to the kind of fruit referred to, or that this detail materially alters the main facts as to the fatalities.

We draw your attention to the fact that this item was used three months ago, namely on January 4th last. Had the above inaccuracies of detail been brought to our attention at the time, it might have been feasible to make some rectification.

But after more than three months the matter has entirely passed out of the public mind, and it would probably serve no useful purpose to revive attention to it at this late day. We can only express regret, therefore, that certain inaccuracies of detail were made under the circumstances above stated, and assure you that every care will be exercised to avoid their recurrence.

Yours truly,  
CHARLES T. THOMPSON,  
Superintendent.

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#### Always Some Bad Canned Goods Packers.

Aberdeen, Md., May 9, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—We note your suggestions to the packer to pack the

right kind of canned goods. This is a good deal like advising the people to lead the right kind of a life. There will always be people who will do wrong and there will always be packers who will not pack the best goods, but why not advise the buyer to buy the right kind of goods from the packers who pack the right kind.

This is their only salvation and their only means of success.

There will be sloppy packers, sloppy brokers, sloppy merchants and retailers as well as sloppy consumers as long as the world lasts, and even though we get the prospective labeling of seconds "seconds" and pure tomatoes "pure tomatoes," there will be some packers who will do sloppy work, even though their goods comply with the branding.

Yours very truly,  
H. P. STRASBAUGH,  
Strasbaugh, Silver & Co.

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#### Something on Advertising From One Who Knows.

New York, May 12, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—There is certainly good stuff in the "Grocery World and General Merchant"—every retailer who reads it ought to benefit. You tell him the things he ought to know.

One thing I notice, however—there are many large advertisers who have space with you—yet none of them seem to tell the retailer a most vital point, just what consumer advertising is being done, what sales leverage is being put on the general public to warrant the retailers stocking goods.

It seems to me every package goods manufacturer ought to be in your paper—telling the trade what he is doing to move the goods.

Advertising their advertising, in other words. Have you thought about that?

Suppose we did not advertise our advertising—and the manufacturer did not know our great circulation to the women of this country—(about 80 per cent. goes out to "Mrs.")—why should they buy space?

If the retailer does not know what quantity and quality of advertising is behind a food product why should he enthuse?

It seems to me you can bring home to the retailer that thing of greatest importance to the manufacturer—necessity of preparedness to meet demand with the goods sure to be asked for.

Is this a new slant to the question?

Sincerely yours,

ROBERT FROTHINGHAM,

Advertising Manager "Everybody's Magazine."

Glad to note your satisfaction with the "Bulletin," as shown in your May 2d issue.

All the salad in market is now from nearby and averages \$2 per barrel. The demand is excellent.

#### A Retailer's Objections to Putting Net Weight on Label.

Well-Known Grocer Compiles List of Objections to Bill Now Pending in District of Columbia, Which is Regarded as Entering Wedge for Similar Measures Elsewhere.

As readers of the "Grocery World and General Merchant" know, there is pending before Congress a bill requiring all package foods sold within the District of Columbia to bear the mini-

mum net weight. The bill is being bitterly fought by all branches of the trade for several reasons, the most important of which is that if such a bill becomes a law in even one State it will inevitably be followed by attempts to pass similar measures elsewhere. Furthermore, if passed in a State or territory which does not, as a rule, manufacture its own package products, but has them shipped in from outside, like the District of Columbia, a large number of manufacturers must provide special labels, which means a revival of the confusion which attended the passage of different State food laws.

A well-known retail grocer has prepared the following memorandum of all the objections which occur to him against the District of Columbia bill, or to any bill requiring the printing of net weight upon the label:—

1. Food laws already prevent deception.
2. Package system is a world-wide sanitary advance and should be encouraged.
3. Would require weighing of each individual package.
4. Would result in increased cost of foods.
5. Public demand is for package goods at definite price.
6. Fractional currency system of 5 cents and 10 cents fixes size of package.
7. Measure of value is not package weight, but package price.
8. If package weight becomes test, it may be accomplished, in many instances, by inferior ingredients.
9. Lightness of contents, in some instances, mark of superiority—bill thus grants premium on inferiority.
10. Even allowance—"minimum net weight"—for evaporation, shrinkage and sifting would compel party ar-



## Quality Talks



We recognize the fact that there is a growing demand for a really good quality of Baked Beans, and have had one of the most reliable packers in the country prepare and pack for us goods of a superior quality under our

### Quaker City Brand Pork and Beans

No. 3 cans, 2 doz. in case, plain . . . \$1.00 per doz.

No. 3 cans, 2 doz. in case, sauce . . . 1.05 per doz.

Guaranteed as Represented

KIRK, FOSTER & CO.

WHOLESALE  
GROCERS

209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA



rested to produce evidence by workman as to original weight of particular package—to show the difference did not occur fraudulently—a veritable trap.

11. Provision for allowance for variation from any cause, or, "minimum net weight," an invitation to fraud.

12. To impose American system of weights and measures on packages of foreign countries is to invite retaliation.

13. If foreign packages must meet various American systems of weights and measures, American packages would be required to meet foreign systems of weights and measures.

14. Uniformity of law for food products of overwhelming importance—thirty-eight States having already enacted the weight provision of the National law.

15. The public approves uniformity of pure food laws, and greater uniformity already exists in the branding of food packages than on any other subject.

16. If the law is now changed the whole subject would be thrown into utter chaos and confusion for the laws of thirty-eight States, following the National law, simply require if a weight is stated, it must be correctly stated.

17. Packages are more reliable than pound methods and variable scales. Partly filled packages are immediately detected. Variable scales are universal, notwithstanding efforts of public sealers.

18. Would affect entire food, beverage and drug trade—tens of thousands of different articles—from a package of popcorn to a bale of hay.

19. "Foods, beverages and drugs." Where is dividing line? Shall it be avoirdupois, troy or apothecary weight; liquid or dry measure? Pounds are not alike; ounces are not alike; gallons are not alike. Apothecary's fluid measure differs from liquid measure. Bottles from England vary in capacity from bottles from France, etc., etc.

20. Would benefit nobody but possibly manufacturers of scales. Would increase cost of foods, which, owing to trade custom and fractional currency would, in the end, result in smaller packages at old prices.

## NATIONAL RETAIL GROCERS' ASSOCIATION DEMANDS CHEAP OLEO-MARGARINE.

(Continued from page 9.)

ness (which was impossible to reduce) the large co-operative stores were unable to put the small grocer out of business.

He said that such methods as he had explained made business better and that it had been found that the system was good and other associations in Canada, near Seattle, had taken it up.

Next spoke Fred. Mason, of the Diamond Match Co., who was perhaps personally known to every delegate present. Mr. Mason is a veteran at the work of organizing and building up associations and his audience paid close attention to him. There are no laws to prevent anyone from entering into the grocery business, he said, but great harm was often done to the grocers because

some one started into the business who had no real liking for it. The result was that they did not give it their attention and it died, but not until after it had demoralized conditions in the neighborhood of it and possibly dragged another grocer down with its ruins. He summarized by saying that "any dead fish could float down stream, but that it took a live one to swim up stream."

At the conclusion of Mr. Mason's address C. C. Lawson, secretary of the Missouri Retail Merchants' Association and chairman of the Committee on Rules and Order, announced that he was ready to report. He was given the floor and said that his committee recommended that the rules as printed in the constitution and by-laws, Section 9, be adopted. The motion was later made and carried.

C. S. Tuttle, president of the New York Retail Grocers' Association, who was not present at the morning session, arrived in the afternoon and spoke on "Organization." Tuttle is an enthusiast on the subject and he made the house of representatives ring with his eloquent appeal to the grocers to get closer together, work more in harmony and build up a fighting machine that would win all the battles for right.

On Wednesday the piece de resistance was the report of the Committee on Resolutions. A resolution favoring free deals when the goods were not perishable elicited warm discussion, many delegates being apparently against all free deals. The latter finally won and the resolution as passed was as follows:—

Resolved, That we oppose free deals of all kinds and believe they overload the grocers and encourage price cutting.

A resolution introduced by John W. Pratt, of Olean, N. Y., disapproved of the methods of advertising the grocers' profits, for the reason that these advertisements come to the attention of the consumer. This practice was further objected to on the grounds that the gross profits are misleading and deceptive.

Still another resolution considered any jobber, broker, manufacturer or agent unfair who sold a catalogue mail-order house and at the same time sought an outlet for his foods through the re-

tailer. According to the resolution, the retailers are to give their loyal support to all manufacturers, jobbers, etc., who protect the retail merchants by refraining from selling such institutions.

The proposed action of the railroads in filing new tariffs covering the transportation of freight which show heavy increases over existing rates was declared unwarranted and against existing prosperity, and called for the appointment of a committee to attend the meeting of the Illinois Manufacturers' Association May 17th in Chicago, which committee is to use all honorable means to prevent a further increase in rates.

The resolution on parcels post contained the usual condemnation and severely censured the National Canners' Association for favoring the passage of this measure. It further protested against the action of the canners, declaring their attitude as being unfriendly and asked the National Canners' Association to further examine the subject with a view to having that association rescind its action.

Manufacturers who solicit orders direct from consumers, same to be filled by the retail merchant without having secured the consent of the retail merchants, came in for denunciation as not only being aggravating and unbusiness-like, but unfair and unprofitable to the retailer.

This resolution requested manufacturers to place their goods in the regular way or obtain the consent of the dealers in advance of the solicitation.

The attitude which the convention should take on the labeling of net weight on package goods was also discussed on Wednesday, but was laid over until Thursday, though nothing was done about it even then.

On Thursday came the election of officers. T. P. Sullivan was elected president to succeed himself, as was also John W. Lux, of Minneapolis, vice-president; John A. Green, Cleveland, Ohio, secretary; Henry W. Schwab, of Milwaukee, treasurer, and Frank B. Connolly, of San Francisco, member of the Board of Directors.

Denver was selected in the contest for the next convention over the opposition of Oklahoma City, Minneapolis and Omaha.

The Committee on Resolutions made a further report. A resolution was adopted suggesting that retailers buy and sell all bulk goods by weight instead of measure.

A resolution was also adopted without opposition defining the wholesaler as one distributing to the retail trade exclusively, and that the term retailer shall apply to all firms supplying consumers and that a consumer was one who purchases commodities for consumption on his own premises and placed in the consumers' class hotels, restaurants, boarding houses, camps of all kinds, railroads, saw mills and steamships. This resolution recognized the right of the wholesaler to receive from the manufacturer and producer a lower price than is made to the retailer, but recommended that the wholesaler distributing to the consuming trade shall be recognized as a retailer and charged the retailer's price.

There was some discussion relative to the classing of hotels, restaurants, etc., as consumers, it being contended in some quarters that local conditions should govern the proposition. Otten, of New York, for instance, claiming that it would be folly to think that the large New York hotels who buy five times as much as an average grocer should trade with a retail grocer.

The convention disapproved of the numerous articles condemning the retailer and printed by the daily and magazine press, many of which are not borne out with the facts. In disposing of the question it was the opinion of the delegates that they should protest against these unwarranted and untrue statements, and on motion the chair appointed a committee of five, consisting of Ira L. Dailey, St. Joseph, Mo.; George E. Green, Peoria, Ill.; John A. Green, Cleveland, Ohio; C. H. Tuttle, Hornell, N. Y., and J. A. Galbraith, Denver, Col., whose duty it will be to set the press of the country right on questions affecting the retailer. Premiums given to consumers was condemned as heretofore.

The convention adjourned after a continuous session at 2.30 this afternoon celebrating the affair with a banquet this evening in the St. Nicholas Hotel.

C. M. W.





CONDUCTED BY IVAN P. THOMPSON

#### A German Window.

Sour kroust and Frankfurters, Limburger and Schweitzer-käse, and in fact any German food when mentioned or read about are generally connected with persons who are fond of a "stein" with their meal. Wherefore a large "fake" stein as a centrepiece to this window would be appropriate and conducive to increasing the appetite of those who are German, of German descent, or simply lovers of German food.

Take a barrel that has a lid to it and fasten the lid on by nailing a strip of cloth both to the barrel and to the lid in such a way as to make a hinge. Cover the barrel with grey rough paper, leaving the top and bottom hoops visible. Around the waist of the barrel stick another piece of paper, the same color as the first, but not rough in texture, and on it paint in black the word PROSIT, meaning "here's luck" or words to that effect. Next fasten a barrel hoop to make a handle to the stein and cover it with the same paper as that with which you have already covered

the body of the barrel. This done prop up your lid with a stick or anything at all on the "off" side of your barrel and in the opening put some crumpled white paper covered in front if possible with cotton batting to look like froth. You might put a few decorative marks on the body of the barrel in black paint to give the impression of some design embossed upon the stein.

To cover the weak spot at the juncture of the "hinge" and the top of the "handle" use green crepe paper, as in sketch, and it will also give the appearance of hops so closely allied with steins in lithographs used to advertise German beers. Now you have your centrepiece! Cover your lid with paper to match barrel and outline the rim and handle with black paint.

Have a red floor cloth if you can. Place, from left to right, a dish of cervelat, sour kroust, Wienerwurst and Frankfurters, and signs. On the left of the "stein" put a pyramid of "sardellen" cans and a big red Dutch cheese. On the right a Lim-

burger and a Swiss cheese. Back of these put a row of boxes covered with the floor cloth and on them build, say, three rows of sardellen cans and above these two or three rows of Van Houten's cocoa. Along the top of the back row place some more green crepe paper, and also put some along the bottom of the barrel and here and there around the dishes.

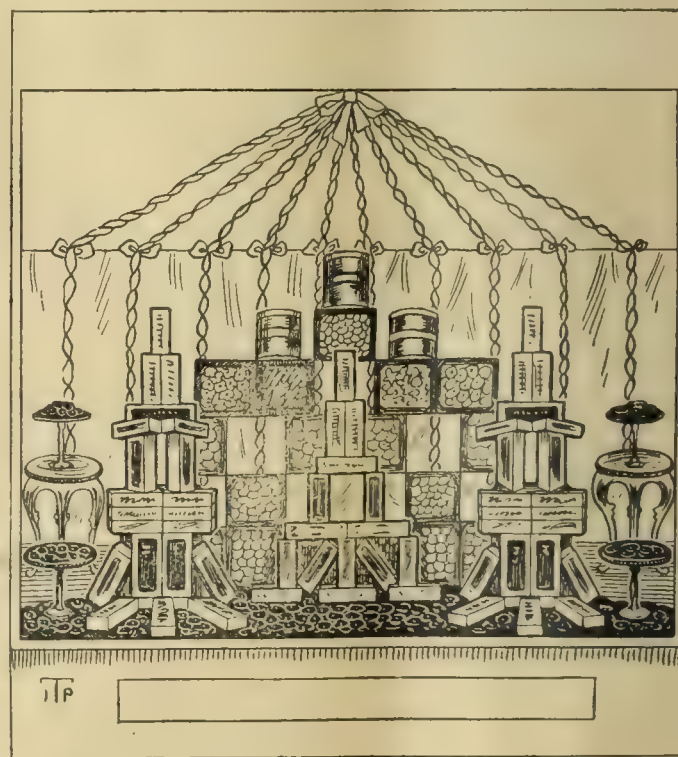
#### Biscuit Window.

In the summer time biscuits are even more in demand than in cold weather because there are more ice cream and iced drinks used and the heat creates a desire for something light and cool to eat or drink. Biscuits "go"

mid of cartons as in sketch. For the base of this pyramid use a box and place your cartons in front, at the sides and on top of it, and if any of it "shows" cover it with light yellow paper to match floor cloth. The centre pyramid of cartons can support itself. On the right of it do the same as on the left, only reversed.

Back of this, on the left and right, place a table (an ornamental one if possible, or, if you have none, use two boxes on end and cover with light yellow paper or whatever matches the floor cloth) bearing a glass dish with biscuits in it—dark ones—such as ginger snaps. Between the two front left and right hand pyramids and behind the centre pyramid build first a row of fancy tin boxes shoulder to shoulder, then on this another with gaps in it like in sketch. Then another, then another, and finally only one fancy tin box flanked on either side by a round one and with another round one on top of it as the apex of your design.

Almost on a level with the top tin string a curtain of cheese cloth—pink if possible, or light



well with ices and iced drinks of every sort. There are so many kinds of biscuits that you had better pick out for yourself the color combination of your design as produced by the cartons you use.

Use a light yellow floor cloth and from left to right use in your foreground a glass dish of some dark colored biscuit, then a pyra-

yellow, and from a bow in the centre of the front of your window hang twisted strips of paper of a color different from the drapery and the same as the boxes. The sketch will illustrate what I mean.

I should have mentioned before that things like ginger snaps should be strewn on the front ground cloth, but only very



lightly and in such a manner that they will not obscure the view of the cartons on the floor.

NOTE.—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

### Pennsylvania Food Commissioner Took 8,530 Samples in 1909.

Sends "Grocery World and General Merchant" Summary of Work for 1909. No Cheese Found Adulterated, While 30 Per Cent. of Vinegar Was Bad, and 16 Per Cent. of General Food Samples.

The "Grocery World and General Merchant" has received from the Pennsylvania Dairy and Food Department a summary of the work done for the year 1909, and some of the figures showing food prosecutions and the percentage of adulteration in the various lines are interesting.

During the year 4,082 samples of milk and cream were purchased for analysis as compared with about 2,649 taken in 1908. The samples were collected in 126 different communities. The condition of affairs discovered by this extensive survey of the trade in milk and cream was most excellent. There were terminated fourteen cases against dealers who had added formaldehyde to milk or cream and 112 against dealers who had watered or skimmed the milk or sold as cream an article containing less than 15 per cent. of butter fat contrary to law.

The examinations of cheese showed no violations of the law.

The Commissioner states that 141 samples of cider vinegar were taken for analysis. Forty-five prosecutions were terminated for violations of the vinegar act. This shows an adulteration of not less than 30 per cent.

Under the lard law of 1909 363 samples were analyzed and under the findings of the chemists 29 prosecutions were terminated

against the makers and vendors of adulterated lard who had introduced cottonseed products and beef stearine.

Under the rotten egg act 74 samples were taken for analysis

and a number of very flagrant violations of the law were detected and prosecutions correspondingly instituted.

Under the new act relating to non-alcoholic drinks 973 samples

were taken from soda fountains, bars and sidewalk stands. These goods showed serious adulteration, largely with saccharin; also with injurious colors and artificial flavors and also exhibited misbranding to a marked extent. Under this act 148 prosecutions were terminated during the year.

Under the General Food Act of 1909, which applies to all food articles, including ingredients used in the preparation of food, except those covered by special acts relating to milk and milk products, oleomargarine, lard, vinegar, fruit syrups, non-alcoholic drinks and eggs, 1,204 samples were taken for analysis: 214 samples of bakers' materials and products; 329 samples of canned fruits and vegetables; 117 samples of catsups, sauces, etc.; 49 samples of fruit butter, jellies and preserves; 406 samples of meats and fish—both canned and fresh, together with a large number of miscellaneous food materials. About one-sixth of these examinations led to prosecutions which were terminated during the year, viz., 229 under the acts of 1907 and 1909. In 1908 796 general food samples were taken for examination and 101 prosecutions for violations of the food law were terminated. This shows that in 1909 nearly twice as many general food samples were examined as in 1908 and more than twice as many prosecutions were terminated for violations of the general food laws.

The Commissioner states in his report that 1,418 samples of butter, oleomargarine and renovated butter were purchased for examination and that there resulted 273 prosecutions that were terminated in the year 1909. All told, 8,530 samples under all laws were taken and examined in 1909, resulting in 797 cases.

Florida cucumbers are ruling rather high—\$1.50 to \$1.75 per box. The demand is good.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Stores, Trenton, N. J.

**Under the Counter.**—No place in the store calls for closer space figuring than right underneath the counter where you work. Drawers are out-dated. Open sections are the thing. In a ten-foot counter you can have thirty sections. 1s, 2s and 5s of sugar; ¼s, ½s and 1s of tea; pounds of coffee; pints, quarts and 2 quarts of beans; 1s and 2s of rice, barley, etc. Each section marked off. Space counts. Steps count. Make your under-the-counter space pay. If it's a conglomeration now, rip everything out and put things in order. Doesn't need a carpenter to do this. Nor you don't have to buy lumber. Take a few tomato cases apart. But if under the counter is a "chest of drawers" tear them out. If the boss wants to know why I'm willing to give him a dozen good reasons.

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**Making Good.**—Make good. Do you know that that's a splendid motto to live up to? I don't know anything that gives a fellow more confidence or creates a more wholesome feeling than to know he has made good. In fact, there's no earthly show for the man that doesn't make good. What is making good? In a nutshell, it's showing *profitable results*. It's making your store look better than it ever looked. It's selling more goods this year than you sold last. It's making your department attractive. It's getting out of the old lazy, sloppy, sleepy way of doing things. It's being on the job from start to finish. Making good is making a business man of yourself. And, gentlemen, it's in you and in me and in every man—"To Make Good."

**Concerning Vinegar.**—Do you know why you don't sell more vinegar? It's because you talk gallons instead of bottles. The junk man will sell you amber fifths for 20 cents per dozen. The labels will cost you something like 50 cents per thousand. Fill up your bottles at 10 cents and make a counter display with a few dozen cucumbers mixed in and you'll sell vinegar at a profit of a hundred per cent. over the gallon price. That's doing something. If you haven't the authority to go ahead with the thing show this paragraph to the boss. From now on it's vinegar time.

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**Can You Write Signs?**—No one can teach you—but you. Practice does it. Commence on common wrapping paper and if the fiftieth one you make is readable and presentable you're doing well. After the fiftieth you can write a sign. Many an instance I know of a man being turned down for the position of manager of a store because he never practiced sign writing. Of course this accomplishment isn't demanded by big concerns. But you can't always start with the big people. So my advice is practice this work. A can of paint and a 10-cent brush will fit you out.

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**Six O'clock.**—Suppose it is 6 o'clock and the doors are closed. That may not be all. Avoid the rush act at this hour. Don't grudge five or ten minutes to straighten things out. It'll all come back to you some day with compound interest. There's a whole lot in the way a clerk acts at quitting time.

**John Scott & Co.**  
INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

**Ceylon and Assam Teas**

These Teas are becoming more popular every day.

"Our prices are always correct"





## THE NEW FLAVOR MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

**BUTTER & HARDING, Brokers**  
5 S. Front St., Philadelphia, Pa.

¶ We don't care **what** you are now paying for premium merchandise, we believe we can sell it to you for less money.

¶ No matter what you want we can get it for you.

¶ If you will send for our catalogue it will tell you a lot of things on this subject which you ought to know.

**AMERICAN MERCHANDISING CO.**  
163 W. 29th Street, New York

## THEY SAY CLOTHES DON'T MAKE THE MAN

But you know **they help a lot with the ladies**, that's the reason we put the handsomest labels you ever saw on Victoria Canned Goods. It induces the ladies to try them once, and their unmatched quality **keeps** them buying them. You try them and see.

**HOWELL & BURSK**  
130-32 S. Front St., Philadelphia



No. 1 Cuspidor  
6 1/2 Inch

## THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO

## COFFEE FOR THE 400

"Four hundred Coffee" is the name of a Blend that will bring customers to you and keep them coming. No one can drink it without praising it. It is known to many people as "The Clean" Coffee because of the trouble and expense we go to to get out every particle of dust and dirt before we put it in air tight cans, to **keep it out**.

**GITHENS, REXSAMER & CO.**  
15 and 17 S. Front St., Coffee Plant  
40 and 42 S. Front St., Office, Phila.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

## THE STROLLER'S COLUMN



### The Reliable Man and the Other Fellow.

D'ye know, if I had my time to go over, I believe I'd set out to be—in everything I did—*reliable* rather than the brilliant world-beater that I and everybody who knows me admits I am, especially at the table.

I've made up my mind that the reliable fellow gets the raisins every time.

He may not be in it as to brains with us other fellows—usually he ain't—but he's the man that people depend on, and that's worth a whole heap.

Something that happened last week started me on this. I heard one-half in one store and the other half in another.

A big general storekeeper was talking to me about a department manager he had. He had raised him from a boy in his store, and knew all about him inside and outside.

"He's one of the smartest fellows I ever had," he said. "He can see a good business move through a four-foot wall, and he's as quick as lightning on the trigger. There's only one trouble with him—he's lazy and he don't always get things done. You can't always depend on him. If he does do things they're sure to be done right, but I'm never quite sure until I see them done that they're going to be. On time, at least."

I've met hundreds of fellows that that shoe would fit like a glove. As a matter of fact, I've almost come to believe that the more brains a fellow's got the less you can depend on him to do things on the minute or at all, unless he's nagged at.

The store where I heard the other half of the proposition was a wholesale house. One of the firm was talking about one of the salesmen—a man that had been with the house twenty years.

"He always seemed a little slow to me," I said.

"He is slow," he said, "but we haven't a man I would hate to lose more. You can depend on him to the absolute limit. If he says he'll do a thing, or if he's been told to do it, you can sit down and know it's being done, that's all. Of course I mean if it can be done. You can know he'll get at it and do it if it's possible. It's the greatest comfort in the world to have a man like that working for you."

"That's all right," I said, "but do you pay a fellow like that as much money as you do the man who does more business, but ain't so reliable?"

"I suppose not," he said, "but the slower man gets paid in another way. He knows that everybody about the place has the fullest confidence in him and he knows his job is here for his life. We have some other men that do twice the business, but we can't rely on them half as far. The firm's attitude toward those fellows is entirely different."

"That sounds mighty good," I said, "and it is good, but your confidence in a man don't buy shoes for his children."

"Very true," said the jobber, "but it gives him a great deal more comfort in life, I should think."

And then I asked him one of the questions that nobody can answer but the father of us all.

"Why can't there be a world-beater that is reliable, too?"

"You've got me there," he said, "all I know is that we've never found one in this business, and we've been in it for twenty-five years."

But you can't tell me it ain't the world-beater's fault. Sure it's his fault! I've talked thou-

sands of times with fellows that promised me to attend to something on a certain day. Would it be done? No, not until I got at 'em several times more—*after* the time they had said they would do it.

And yet very often those fellows were as sharp as steel traps—way above the ordinary man. It's even a fact that the further above the average they were the less sure I was that the thing they agreed to do would be done.

Know why? Because I think most men with big brains think it's sort of trifling to take a lot of pains over simply carrying things out. Especially little things. They think people will excuse 'em if they don't—"he has so much bigger things on his mind."

Greatest mistake a man can make, sure's your born. Think a fellow like that couldn't religiously do everything he said he'd do, or have a reason why? Sure he could! He might have to fill his pockets with little notes to himself, or carry dirty strings around his fingers for days, but he could do it. The thing is he won't take that trouble. If he knew he'd built up a beautiful reputation as a man people couldn't depend on, he'd take the trouble, though.

I have a scheme I can recommend to all you fellows who are married, if you need something of the sort:—

I tell my wife to remind me to do things. If she forgets it I can roast her with a clear conscience, for I didn't even try to remember it, while she did.

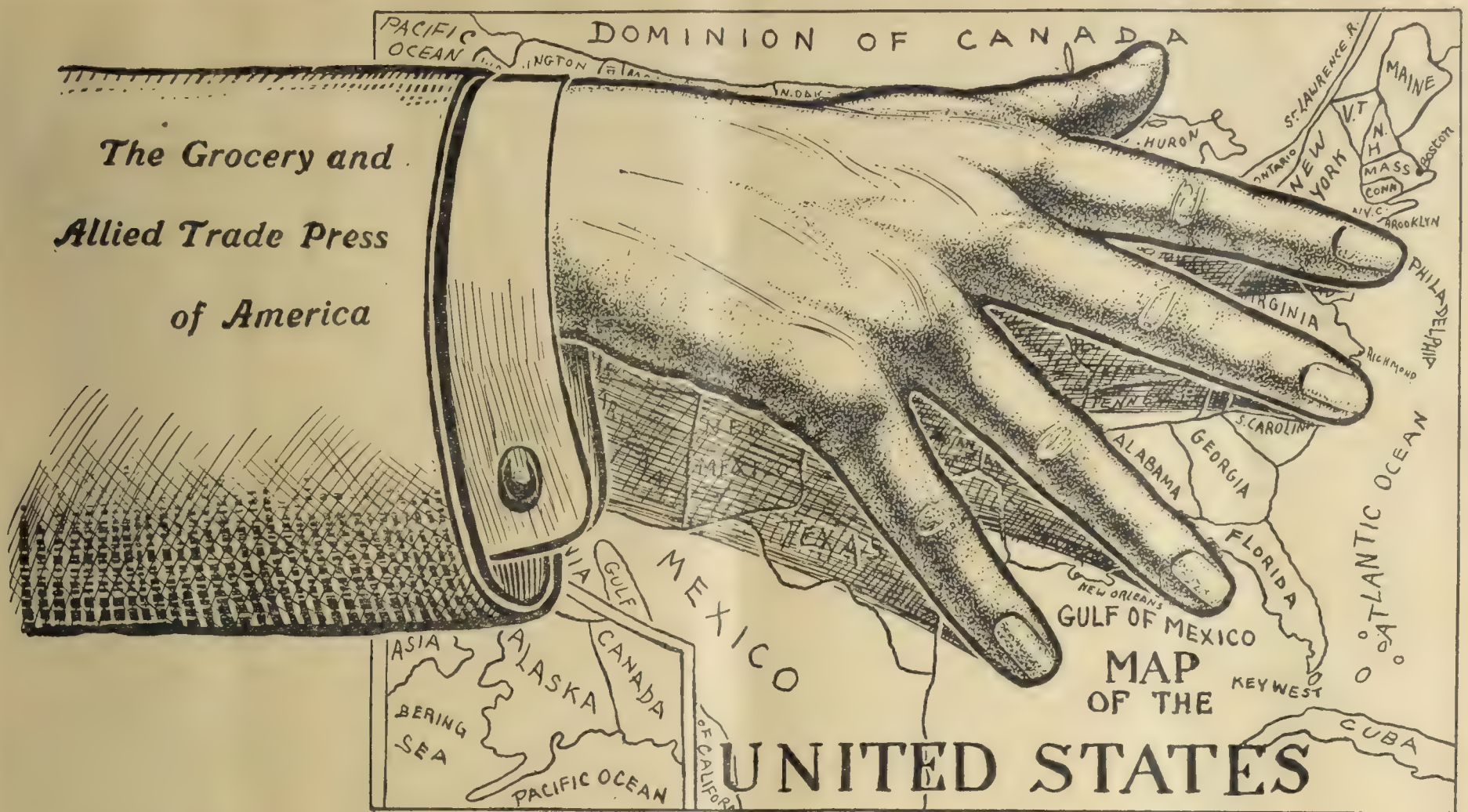
THE STROLLER.

### DO YOU WISH TO BUY OR SELL?

If you want to sell your Business, Residence or Farm, no matter where located, we can find you a buyer.

If you wish to buy, write us; we may have just what you are looking for. Address  
Wm. J. Platt & Co., Bridgeport, Conn.





THE GROCERY AND ALLIED TRADE PRESS OF AMERICA reaches the best retailers in every state in the Union and represents a more nearly ideal means of communication between the manufacturer and the retailer than the magazines and newspapers do between the manufacturer and the consumer; because their circulations are guaranteed, their rates are standardized, they represent CLASS circulation at a very small cost—which means every reader of every publication is a prospective QUANTITY purchaser of your goods, and in addition to this, they have a co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which causes their subscribers to take more than the ordinary interest in their columns.

Every reason why a manufacturer **SHOULDN'T** use the GROCERY AND ALLIED TRADE PRESS OF AMERICA to accomplish the most important thing in his business—reach retailers—has been removed. Every reason why he **SHOULD** has been strengthened.

To talk to retailers for **ONE-TENTH** what it is costing you to do it now, use the following publications:—

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For full information as to how to reach retailers, address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



# WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## FOR SALE.

**FOR SALE.**—One of the finest, best equipped, best paying delicatessen and grocery stores in Reading, Pa. Property for sale and in very good condition. Hot water plant and all latest improvements. Business established six years and is in very flourishing condition. Very good reason for selling. Address W. Zimmermann, 1026 Buttonwood St., Reading, Pa. 20

**FOR SALE.**—An old-established grocery and provision store. Would do good with fresh meats. Rent, \$12 per month. If sold at once will accept \$350. N. W. Cor. Randolph St. and Erie Ave. 24

**FOR SALE.**—Grocery and provision store. Northwest section. Growing neighborhood. Will sell stock and fixtures for \$675. Dwelling, five rooms and bath, \$3,500. "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

**FOR SALE.**—Grocery, provision and meat store established six years. If sold at once will take \$750. Will sell house, containing eight rooms and bath, also stable, for \$3,000. Apply Front and Fern Sts., Darby, Pa. 21

**FOR SALE.**—Grocery and delicatessen store, with restaurant and furnished rooms attached, situated on main street of a city with 70,000 population. A good chance for man and wife. Total investment \$3,500. Fine up-to-date fixtures, large stock. Doing cash business. Small expenses, profits large. Owner in poor health, which is only reason for disposing, as it has been a very profitable stand for years. Open to the fullest investigation. Will be pleased to furnish full details on request. C. C. C. "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

**FOR SALE.**—Grocery and provision store, corner Dearborn and Brown Streets. Rent of store and dwelling containing six rooms and bath \$25 per month. To a quick buyer will sell for \$375. F. H., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**FOR SALE.**—In West Philadelphia, grocery and provision store. Established over ten years. Will sell for \$950, if sold at once. H. B., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**FOR SALE.**—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

**FOR SALE.**—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 21

**FOR SALE.**—Grocery, provision and notion store, Cor. Miller and Madison Sts. Will sell at a very low price if sold at once. House contains eight rooms. Rent, \$18 per month. J. Wilson, Miller and Madison Sts., Philadelphia, Pa. 25

**FOR SALE.**—Meat and provision store. Established five years. Doing a fine business. Will sell for \$550 if sold at once. Dwelling contains nine rooms. Eugene Lux, 3051 Frankford Ave., Phila., Pa. 25

**FOR SALE.**—Country store and dwelling. Good location. Call or write E. J. Rauch, Rauchtown, Clinton Co., Pa. 21

**FOR SALE.**—Good size Coles' counter coffee mill, \$5.00. App'y 5944 Callowhill St., Philadelphia, Pa. 21

**FOR SALE.**—An Enterprise rotary dried beef cutter. In perfect order. Will sell it very reasonable. W. M. Althouse, 2601 E. Norris St., Philadelphia, Pa. 23

**FOR SALE.**—Cheap. Complete Coffee Roasting Plant, consisting of a one bag Henneman gas roaster, cooling box, 5 H. P. direct motor, piping, etc. In operation now.

Installing larger plant. The H. G. Tombler Grocery Co., Easton, Pa. 21

**FOR SALE.**—Business and property of an up-to-date general merchandise business place, located in Donaldson, Schuylkill Co., Pa. (west end of Schuylkill Co.). An opportunity for somebody to get hold of well established general merchandise business place, located in the best part of the town, with a population of 1,000 inhabitants and with good surrounding patches to draw from. Business of \$36,000 last year, with chances to improve. Carry a stock of from \$7,000 to \$8,000. Property worth from \$6,000 to \$7,000. All buildings in good repair, with all modern conveniences (steam heat, electric light, phone, etc.). Will sell stock at inventory. Reason for selling, ill health. A fine, large dwelling attached, with large lawn. A handsome place, with bath room, electric light, etc., such as makes home pleasant. Apply to R. A. Schwalm, Donaldson, Schuylkill Co., Pa. 20

## HELP WANTED.

**PENNSYLVANIA GENERAL STORE.**—keeper wants clerk who can do anything and everything. Will pay \$6.00 a week and board to start. Wants single man, settled and seasoned. Chance to be placed in charge of business as soon as competency is demonstrated. Address E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." 21

## BUSINESS OPPORTUNITIES.

**ON ACCOUNT OF BEING IN THE** general merchandise business I am compelled to sacrifice one of the best grocery, meat and provision stores in Philadelphia, doing from \$500.00 to \$600.00 per week. The greater part of it is cash, and the rest as good as cash. Store is fully equipped with Walker fixtures. This is worth investigating. Apply at my office, 2238 Diamond St., Philadelphia, Pa. 20

oooooooooooooooooooooooooooo  
**DO YOU WANT TO SELL**  
**YOUR BUSINESS?**  
 We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.  
 In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.  
 If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.  
 Write, call or telephone.  
**WARNER & CO.,**  
 927 Arch Street, Philadelphia, Pa.  
 Phones, Bell Flibert 2500,  
 Keystone, Race 746.  
 ooooooooooooooooooooooooooooo

## GROCERY, MEAT AND PROVISION STORES.

### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures,

including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted Every one paying.

**WARNER & CO.,**  
 927 Arch Street. Philadelphia, Pa.

## SITUATION WANTED.

A YOUNG married man, experienced, acquainted with the grocery trade central Pennsylvania, working out of Harrisburg, is open for a proposition. Ten years at present place. Want to make a change. Philadelphia reference as to character and ability. R. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

**PHILADELPHIA GROCERY CLERK** wants position as clerk or manager. Aged twenty-six. Has had eleven years experience, four as manager of a store doing \$900 to \$1,000 a week. Good window dresser. Will make good, active producer for good store. C 28, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

## WANTED.

**WANTED.**—A Kirkwood short account system. Small size. J. F. Day, Siegfried, Pa. 20

**WANTED.**—McCaskey register, 140-160 account. State lowest cash price. H. G. Pennington, Bloomsburg, Pa. 21

## MISCELLANEOUS.

**WE BUY ENTIRE OR PORTION OF** stocks of general stores for cash. Highest prices paid. F. Laison & Co., 1624 S. 5th St., Philadelphia, Pa. 5

**DOUBLE YOUR PRETZEL PROFITS.** Genuine "Huebener's Lititz Bretzels" are business builders—aristocrat of the pretzel kingdom. In packages. Pure, clean, no lard. Delicate flavor and crispness found in no other pretzel product. Be first to introduce them in your locality—our special all-profit offer with exclusive rights makes it well worth while. Lititz Pretzel Company, Drawer G1, Lititz, Pa. 23

**GENERAL STORES BOUGHT FOR** cash. Highest prices paid. F. Laison & Co., 1624 S. Fifth St., Philadelphia, Pa. 22



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results.

Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 25

# FAN TIME IS COMING

☞ The Grocery Stores that do not use Electric Fans during the warm Spring and Summer months are permitting their competitors who use Electricity, to deprive them of trade.

☞ If you have not made an Electric Fan installation you should make your arrangements right now. We carry a complete stock of Fans of every variety, at various prices. Let us obtain estimate for a wiring and Fan installation. Write or telephone.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.



# The Sooner You Start Selling CLICQUOT CLUB GINGER ALE



the sooner your ginger ale trade will increase to what it ought to be. You can never sell as much of any other ginger ale, either domestic or imported, as you can sell of CLICQUOT CLUB GINGER ALE because no other has the quality and publicity that make CLICQUOT CLUB sell. Everywhere CLICQUOT CLUB is on sale it proves our statement by outselling all other brands. You want "sellers," so you want CLICQUOT CLUB because its history is made up of sale-after-sale and never a customer that is not pleased with its Quality, Purity and Delicious Flavor.

Other CLICQUOT PRODUCTS with the Clicquot Purity and Flavor:

CLICQUOT CLUB SARSAPARILLA  
CLICQUOT CLUB ROOT BEER

CLICQUOT CLUB LEMON SODA  
CLICQUOT CLUB BLOOD ORANGE

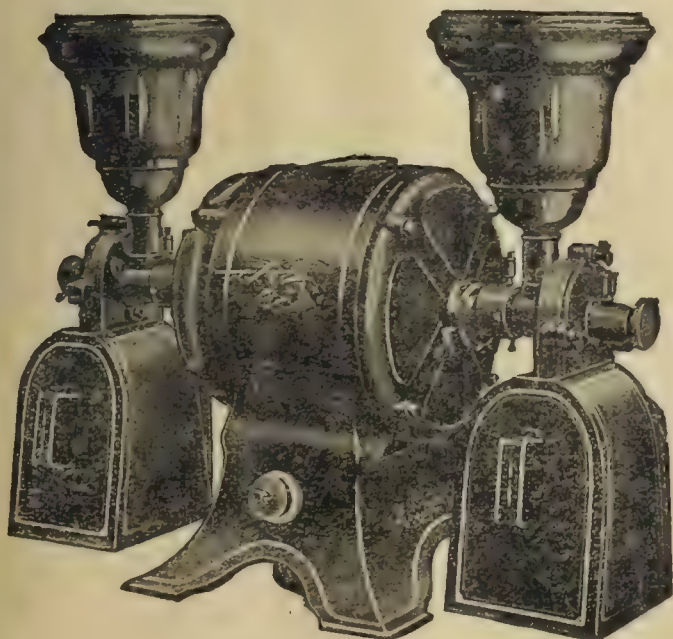
CLICQUOT CLUB BIRCH BEER



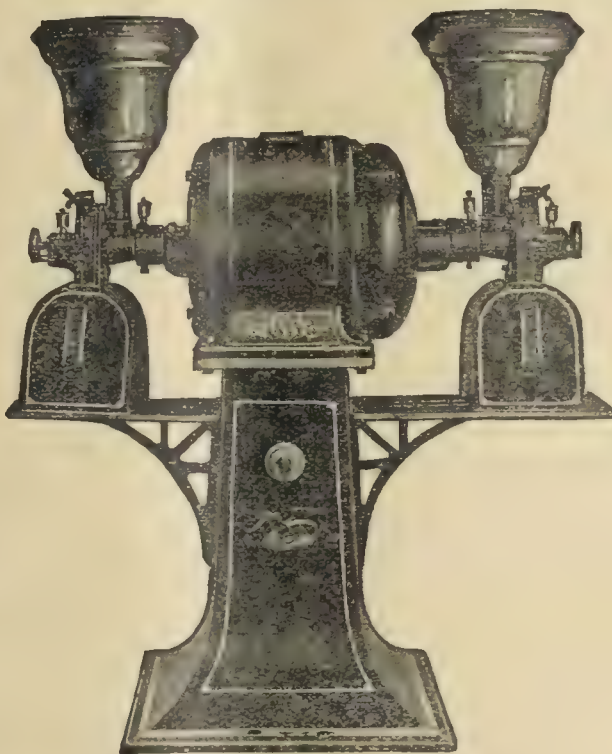
Millis, Massachusetts

## HENRY TROEMNER'S Electric Coffee Mills

ARE THE FAVORITE MILLS  
SAVING DOLLARS AND LABOR  
THEY ARE FOOL PROOF



No. 192 MILL



No. 192 P MILL

WRITE FOR PRICE LIST

## HENRY TROEMNER

No. 911 ARCH STREET :: PHILADELPHIA, PA

J. A. FLESCH & SON, 115 Adams St., Chicago, Ill.

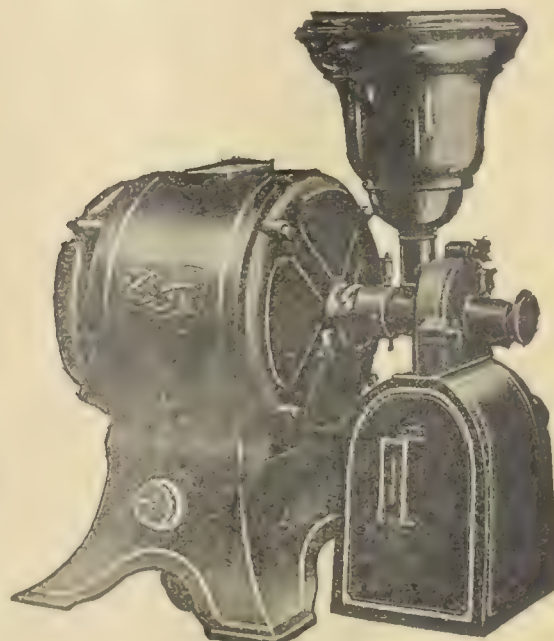
GENERAL AGENTS FOR UNITED STATES

## ESTABLISHED 1840

Illustrations show mills fitted with direct-current motors; made also for alternating-current services.

Don't be talked into buying something "as good." There's nothing like or as good.

TROEMNER'S IS UNEQUALED



No. 19 MILL



# Grocery World and General Merchant Prices--Current.

**CORRECTED WEEKLY. MAY 16, 1910.**

	COL.
Ammonia.....	1
Axle Grease.....	2
Baking Powder.....	2
Blacking—Shoe.....	3
Bluing—Dry.....	3
Bluing—Liquid.....	3
Brushes.....	28
Butchers' Sundries.....	21
Butter.....	4
Crackers and Cakes.....	10
Candles.....	4
Canned Goods.....	4
Canned Meats.....	6
Cat-up.....	8
Cereal Special es.....	14
Cheese.....	12
Chewing Gum.....	23
Chocolate and Cocoa.....	8
Cider.....	23
Clams.....	15
Corn Starch.....	26
Condensed Milk.....	9
Cottolene.....	12
Coffee Essence and Chicory.....	3
Delikatessen.....	10
Dried Fruits.....	16
Dressed Meats.....	20
Dressed Poultry.....	21
Drugs.....	22
Evaporated Milk.....	9
Eggs.....	1

	COL.
Fancy Groceries .....	12
Flour.....	13
Farinaceous Goods.....	13
Fresh Fish.....	14
Foreign and Domestic Green Fruits.....	17
Green Coffee.....	3
Gelatine and Prepared Desserts.....	14
Horseradish .....	27
Honey.....	27
Ink.....	18
Jars and Jar Rubbers.....	4
Ketchup.....	8
Lamp Goods.....	18
Lime.....	18
Lye and Potash.....	18
Lard and Compounds.....	50
Live Poultry.....	21
Laundry Soaps.....	25
Laundry Starch.....	26
Macaroni.....	15
Matches.....	18
Mince Meat.....	18
Maple Syrup.....	27
Oysters.....	16
Oils.....	19
Olives.....	19
Package Coffee.....	3
Pure Olive Oil.....	19
Potato Chips.....	19
Peanut Butter.....	19
Pickled Meats and Fish.....	19

	COL.
Pickles.....	20
Provisions.....	20
Pum Pudding.....	21
Preserves, Jellies, Jams and Marmalades.....	21
Polishing and Cleaning Compounds.....	25
Roasted Coffee in Bulk.....	3
Rice.....	3
Refined Molasses and Syrups.....	27
Rope, Tie Yarn, etc.....	27
Sugar.....	1
Shoe Dressing.....	2
Sarines.....	2
Soups.....	8
Smoked Fish, Codfish and Mackerel.....	15
Sauer Kraut.....	21
Salt.....	24
Salad Dressing.....	24
Sal Soda.....	24
Sauces.....	24
Soda—Bi-Carb.....	24
Soft Drink.....	24
Soap Powder.....	25
Specialties.....	26
Stove Polish.....	26
Sundries.....	26
Syrup and Molasse.....	27
Smoking Tobacco.....	28
Tea.....	1
Toilet Soaps.....	25
Tobacco—Plug.....	28
Vinegar.....	29

	COL.
Whole Spices.....	26
Wood and Willow Ware. ....	27
Yeast Cakes.....	28

## ADVANCES.

Canned Meats.....	6
Crackers and Cakes.....	12
Flour.....	13

## DECLINES.

Butter.....	4
Live Poultry.....	21

### ADDITIONS.

Fresh Fish..... 16

## SUGAR.

	Barrels.	Halves.
Cut Loaf .....	6.35	6.5
Eagle Tablets .....		6.85
Crystal Dominoes, 24 5-lb. pkgs. ....		7.0
"                    60 2-lb. pkgs. ....		8.40
Cubes.....	5.70	5.00
Lozenge.....	5.60	5.80
Powdered.....	5.55	5.75
Granulated, fine or stand., McCahan..	5.40	5.60
"                    Franklin...	5.40	5.60
"                    special fine .....	5.45	
"                    fine, 2 lb. bags.....	5.70	
"                    " 2-lb. pkgs., cases...	5.60	
"                    " 5-lb. bags.....	5.61	
"                    " 10 10-lb. bags.....	5.55	
"                    " 25 lb. bags.....	5.45	
"                    " 100-lb. bags.....	5.42	
"                    coarse.....	5.50	
"                    extra coarse .....	5.70	
A Crystal .....	5.45	100-lb.
A Confectioners.....	5.25	Bags.
No. 2.....	5.5	5.1
No. 3.....	5.05	5.05
No. 6.....	4.95	4.95
No. 8.....	4.85	4.85
No. 10.....	4.75	4.75

TEA.

<b>Foochow Oolong—</b>	Per lb.
Choice.....	34
Extra choice.....	39
Fancy.....	45
<b>Formosa Oolong—</b>	
Choice.....	33
Extra choice.....	39
Fancy.....	45
<b>Imperial—</b>	
Choice.....	37
Extra choice.....	33
Fancy.....	40
<b>Young Hyson—</b>	
Choice.....	35
Extra choice.....	30
Fancy.....	35
<b>Gunpowder—</b>	
Choice.....	38
Fancy.....	45
<b>Japan, pan fired or basket fired—</b>	
Choice.....	35
Extra choice.....	40
Fancy.....	45
<b>English Breakfast—</b>	
Choice.....	35
Extra choice.....	30
Fancy.....	35
<b>Ceylon—</b>	
Tetley's, No. 1, lbs., ½s or ¼s.....	60
“ No. 2, ¾ lb.....	45
“ Troubadour, 1 lb. tins.....	
Bungalow, 1 lb.....	25
“ “ “ ½ lb.....	28

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87½
Tibbals Dri-Monia (con. dry), 10c. size, ¼ gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

## AXLE GREASE.

Fraser's, 15 lb. pails.....		.85
Fraser's, boxes, 1/4 gross.....	per gross	9.40
Mica, 1/4 gross.....	per gross	9.00
Castor Oil, 36 x-lb. tins, 1/4 gross.....	per gross	10.00
Castor Oil, 24 3-lb. pails, 1/4 gross.....	per gross	26.00

## BAKING POWDER.

<b>Sea Foam Baking Powder—</b>	
¼ lb., 4 doz. in case.....	.95
¾ lb., s doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., ¼-lb., 4 doz.....	per doz. .45
Davis' O. K., ½-lb., 3 doz.....	per doz. .90
Davis' O. K., 1-lb., 3 doz.....	per doz. 1.65
Davis' O. K., 5-lb., ¾ doz.....	per doz. 7.20
Cleveland's, 10-c. size, 4 doz.....	per doz. .84
Cleveland's ¼-lb., 4 doz.....	per doz. 1.23
Leslie's, nickel.....	4 doz. cases .45
Leslie's, ¼-lb. cans, 3 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
<b>Rumford's Yeast Powder :—</b>	
4 oz. glass, 2 doz.....	.85 ½
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	1.02
<b>Rumford Baking Powder :—</b>	
3c.-tins, 4 doz.....	per doz. .45
roc.-can, 2 doz. in box.....	per doz. .90
¼-lb. cans, 3 doz in case.....	per doz. 1.25
1-lb. cans, 1 doz. in case.....	per doz. 2.50
Royal, roc. size, 4 doz.....	1.11
¼ lb., 4 doz.....	1.90
¾ "      "      "      "      "      "	3.40
"      "      "      "      "      "	4.05

**BLACKING—Shoe.**

Shinola (premiums).....	per gross	10.00
Blackola, 1 doz., 1 cent size.....		.85
Mason's No 1, ¼ gross.....	per gross	2.70
" " 2, " " " " " "	"	3.00
" " 3, " " " " " "	"	3.30
" " 4, " " " " " "	"	5.40
" " 5, " " " " " "	"	13.80
T. M. French.....	per doz.	1.10

## SHOE DRESSING.

SHOE DRESSING.		Dos.
Mason's—		
Medium Black Dressing.....		.85
Regular Black Dressing.....		.75
Combination Black.....		.75
Combination Russet.....		.75
Medium White Dressing.....		.75
No. 2, Black Shine.....		.45
No. 3, Black Shine.....		.75
No. 2, Tan Shine.....		.45
No. 3, Tan Shine.....		.75
Acme, 1 doz.....		1.25
Blxby's Royal Polish, 1 doz.....		.85
Blxby Jet Oil Polish.....		.85
Brown's Shoe Dressing, 1 doz.....		.85
Brown's, Army and Navy, 1 doz.....		.80
Boyer's French Dressing.....		.65
“ Oil Polish.....		.84
Easy “ Bright, ladies’.....		.85
“ “ waterproof.....		1.25
Admiral Russet Combination.....		.90
Admiral Shoe Dressing.....		.90

## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25½ .27
Java, Interior.....	.21 .23
Bogatos.....	.14 .17
Washed, Caracas.....	.14 .16½
Washed, Mexican.....	.14½ .15½
Bucaramango.....	.13 .13½
Guatemala.....	.12½ .14½
Maracaibo.....	.14 .18
Washed Santos.....	.14 .18
Mocha Seed Santos.....	.18 .13½
Santos.....	.11 .12½
Rio.....	.11 .12

## ROASTED COFFEE IN BULK.

Private Estate.....	.33
Fancy East India.....	.28
Fancy Blend.....	.27
Logan Blend.....	.13½
Java and Mocha Blend.....	.26
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	13½	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—		
30 tins in box.....	per box	4.15
12 in tins box.....	per carton	1.00
5-lb. tins.....	per doz.	5.75

**BLUING—Dry.**

	Per gross
Barlow's, small, 2 doz.....	3.75
" " large, 1 doz.....	3.50
Sawyer's, No. 1, 6 doz.....	1.75
" " No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" " No. 2, 3 doz.....	2.65
" " A, No. 6, 19 oz. boxes, 1 ox. free...	4.80
" " Ball Blue, No. 1, 3 doz.....	2.60
" " " No. 2, 3 doz.....	4.80
Reckitt's "c. and voc. sast., 8 lbs..... Per lb.	.30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
" " " " 6 " @ 39c. ".....	2.34

**BLUING—Liquid.**

	Per gross
Bayer's Bengal, No. 8, $\frac{1}{4}$ gross.....	
Army and Navy, No. 8, 3 doz.....	\$ 10
Crystal, No. 2, 3 doz.....	3 00
Troy, No. 32, bbls., 6 doz. barrel.....	3 50
French Laundry, large, $\frac{1}{4}$ gross in barrel.....	2 45
Tibbals Cream Indigo, 5c. size, $\frac{1}{4}$ gross case.....	4 80
" " " " 10c. size, $\frac{1}{4}$ gross case.....	9 00
Free goods with $\frac{1}{4}$ gross 5-cent size and $\frac{1}{4}$ gross 10-cent size.	

**BUTTER.**

BUTTER.		Per lb.
<b>Tab Butter—</b>		
Creamery, extra, 60-lb. tubs .....		.31
"    first,                   " .....		.30
"    second,           " .....		.29
"    third,             " .....		.28
"    dairy, extra, bakers' use, 30-60 lbs .....		.23-.27
"    g and 10-lb. rolls, 60 and 100-lb. boxes .....		.20-.32
<b>Print Butter—</b>		
Star or S. D. brands, 1 lb., 20-30-lb. boxes .....		.35
B. B., E. D. brands, 20-30-lb. boxes .....		.14
J. J. C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes .....		.33
Sheaf ("aco") Elgin, 20-30-lb. boxes .....		.32
Sheaf .....		.29
Milken Farm, lbs. and ½ lbs. ....		.26
Gurnee, lbs. and ½ lbs. ....		.34
Honebe .....		.31
White Rock .....		.34

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/4
" 16's, 30 lbs.....	.12 1/4
Paraffine, 4's, 6's, 8's cartons, 1/4-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearlins, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs..... per box	1.75
Werk's, 8's, 30 lbs.....	1.25
" 16's, 30 lbs.....	1.12 1/2
Neverout, 8's..... per box	1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

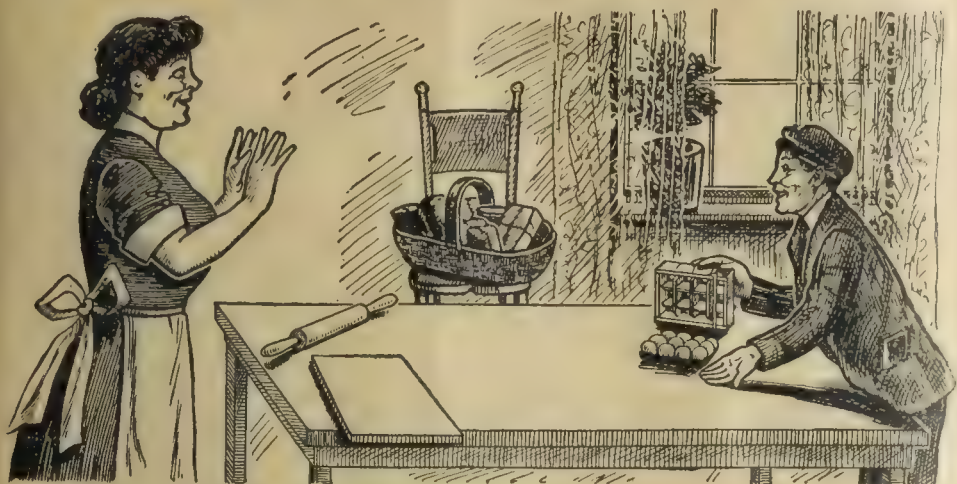
Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons .....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons .....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

## CANNED GOODS.

	Per doz.
Tomatoes—	
Fancy Jersey.....	.87½
New Jersey, No. 10, 1 doz.....	2.20
“ standard No. 3.....	.80
“ 5¼ inch.....	1.20
Maryland, No. 10, 1 doz.....	1.95
Mrs. Lippincott's, frying.....	1.15
Our Best, 50 oz.....	1.00
Fancy Maryland.....	.75
Luncheon, fancy Maryland.....	.80
Lima Beans—	
New Jersey, No. 2.....	.90
“ “ 10.....	4.50
String Beans—	Per doz
Fancy cut Refugee.....	1.05
“ Refugee.....	1.20
Small.....	1.35
Fancy small Refugee.....	1.60
Smallest Refugee.....	1.80
New York, No. 10.....	4.25

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





### PLEASE YOUR CUSTOMERS AND SAVE MONEY BY USING STAR EGG CARRIERS AND TRAYS

You'll please your customers because you'll deliver twelve perfect whole eggs to the dozen and that's what they want. You'll save money by preventing breakage and also save time in handling; it only takes 9 seconds to put a dozen eggs into a Star Egg Carrier and one second to get them out. Write for our booklet "No Broken Eggs," because it shows you how Star Egg Carriers and Trays will save you money. In fact, you're wasting a cent per dozen profit on eggs that we can show you how to pocket.

Star Egg Carrier and Tray Manufacturing Company  
102 JAY STREET, ROCHESTER, N. Y.



## Welch's Grape Juice

### Why Welch's is the Standard

¶ Welch's Grape Juice is the standard, but not because we say so. It is the standard because many consumers and many dealers have known it many years and know it to be the best.

¶ Quality has made it the standard. We have been telling folks about the quality of Welch's and about the value of pure, unfermented grape juice. Our product met the claims of the advertising and the result is that Welch's is a staple article in the best class of stores everywhere and it is the STANDARD.

¶ Dealers more interested in price than quality have been changing from one brand of grape juice to another and most such dealers have a poor opinion of grape juice as a product and as a seller. But the dealer handling Welch's has a growing grape juice trade and recommends it to his best customers with confidence.

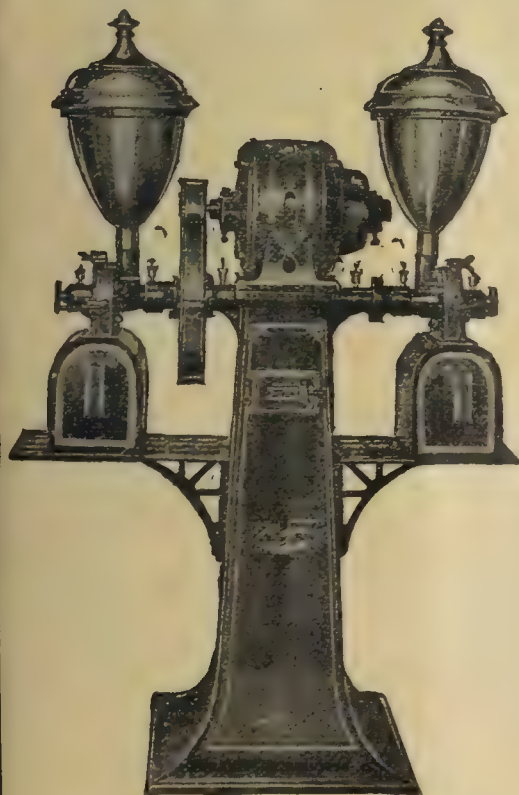
¶ Co-operate with our general advertising by using the attractive display material which we furnish free.

¶ Order Welch's from your jobber.

The Welch Grape Juice Company  
Westfield, N. Y.

## Electric Coffee Mills

### Tea and Coffee Bins



*"Experience in buying is as  
necessary as experience  
in making"*

Mr. Grocer, you wouldn't try to make a Coffee Mill because your lack of knowledge on the subject would prevent you making it right. Well, why buy one without knowledge of the subject when you can use our experience? We have handled all makes in planning and equipping grocery stores all over this country, and we'll get you the right one at the right price.

Write us for catalogue.

**J. A. FLESCH & SON**

SPECIAL AGENTS FOR HENRY TROEMNER

Suite 1945—115 Adams Street, CHICAGO

Designers of Modern Fixtures for Grocery Stores



## What This Picture Means

Here is a picture of the butter that made us the best known butter house in the East. Gurnse butter.

The Gurnse butter plan is to produce a dairy butter that we know is fancy and surround it with such restrictions that we can keep it fancy. Make it regular and dependable—the hardest thing to do with butter, and the most unusual.

The fact that we have done this is proven beyond question by the enormous trade in Gurnse butter that we have in Philadelphia and in a constantly widening territory centering in Philadelphia. Possibly the money-back guarantee we authorize grocers to give with Gurnse has something to do with it.

Wrapped in brine-dipped parchment.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—34 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.



Wax Beans—	
Small	1.35
Fancy, small	1.60
Cut wax	1.05
Baked Beans—	
Fancy Maine, No. 3, sauce	1.60
" " " 3, plain	1.45
" " " 2, sauce	1.25
" " " 2, plain	1.15
" " Picnic sauce	.70
" " Individual sauce	.50
Maryland, No. 3, sauce	1.20
" " 3, plain	1.20
Good, No. 3, plain or sauce	.95
Campbell's, No. 2, sauce	.95
Red Kidney Bean—	
New York, fancy, No. 2	.95
Maryland, Standard, No. 2	.80
Corn—	
Fancy Maine	1.25
" New York, cream crushed	1.00
" " Country Gentleman	1.15
Fancy Shoe Peg	1.00
" " "	.85
Maryland, crushed	.85
Peas—	
Fancy New York, sweet	1.05
" " sifted, sweet	1.20
" " extra sifted, sweet	1.35
" " fancy sifted, sweet	1.65
" " June	1.05
" " sifted June	1.20
" " extra sifted June	1.35
" " fancy sifted June	1.65
" " No. 10 cans	5.00
Extra sifted, E. J.	1.25
Sifted, E. J.	1.05
Sweet Dimpled	1.00
Maryland, sifted E. J.	.85
" June	.80
Beets—	
New Jersey fancy, No. 3	1.10
" " " 10	3.25
Succotash—	
New York, fancy, No. 2	1.20
" standard, No. 2	1.05
Maryland Slavery, No. 2	.95
Spinach—	
Maryland, standard, No. 3	.95
New York, fancy, No. 3	1.50
Sweet Potatoes—	
New York, fancy, No. 3	1.25
New Jersey, standard, No. 3	.90
Pumpkin—	
New York, extra fancy, No. 3	1.15
" " " 2	.90
" fancy, No. 3	1.00
New Jersey, fancy, No. 3	.85
" standard, No. 3	.75
Maryland, standard, No. 3	.65
Asparagus—	
Mammoth, 2 1/2s	3.00
Large, 2 1/2s	2.75
Oak, large, 2 1/2s	2.65
" standard, 2 1/2s	2.45
Fancy tips, No. 1, square	2.65
Extra standard, No. 1, square	2.45

## California Canned Fruit.

Apricots—	
Extra quality	2.50
Extra standard	2.60
Standard	1.40
Pears—	
Bartlett, extra quality, 2 1/2s	2.60
" extra standard, 2 1/2s	2.15
" standard, 2 1/2s	1.80
Cherries—	
Extra quality, 2 1/2s	2.90
" standard, 2 1/2s	2.35
Standard, 2 1/2s	1.80
Peaches—	
Extra quality, lemon cling	2.50
Standard, lemon cling	1.90
Extra standard, No. 8	5.60
Oak, sliced, lemon cling, No. 1, 4 doz	1.05
Plums—	
Egg, extra standard	1.45
Green Gage, extra standard	1.45
Egg, standard	1.10
Gage, standard	1.10

## Domestic Canned Fruit.

Apples—	
Extra standard, No. 3, 2 doz	.90
Standard, No. 3, 2 doz	.85
New York State, No. 10	2.85
Blackberries—	
New Jersey, syrup, No. 2	1.30
Standard, No. 2	1.02 1/2
Blueberries—	
Maine, Eagle No. 2	1.25
Laggies, No. 10	6.00
Cherries—	
Maryland, No. 2, white, extra	1.35
New York, white, No. 2	2.65
Flour City, red, No. 2	
Peaches—	
Extra standard, yellow, No. 3	1.25
Standard, white, No. 3	1.05
Standard, pie, No. 3	.95
Pears—	
New Jersey, No. 10	3.75
Delaware, standard, No. 3	1.00
Raspberries—	
New York, extra preserved, No. 2	2.45
Strawberries—	
Anchor, No. 2, water	.75
New Jersey, standard, No. 2	1.50

Pineapple—	
Hawaiian, No. 2 1/2, sliced	2.50
" " 2	2.20
" " 2, grated	1.75
" " 2, crushed	1.80
" " extra, grated in juice	5.75
" " crushed in juice	5.75
Baltimore, extra, grated, No. 2	1.80
" " sliced	2.00
Singapore, heavy syrup, No. 1 1/2, cubes	1.10
" " " 1 1/2, chunks	1.20
" " " 1 1/2, sliced	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs—	
Deviled, No. 1, 4 doz., McMenamin's	3.17 1/2
" No. 2, 2 doz., McMenamin's	3.25
Clams—	
Star, No. 1, 4 doz.	.85
Lobster—	
B & M., No. 1, tall, 2 doz.	4.35
" " flat, 4 doz.	4.35
B & M., No. 1/2, flat, 4 doz.	1.40
Star brand, No. 1/2, flat, 4 doz.	1.35
" No. 1/2, flat, 4 doz.	2.25
Shrimps—	
Dunbar, No. 1, pickle, 4 doz.	1.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	
" " No. 2, 2 doz.	
" " No. 3, 2 doz.	
Underwood, soused, No. 1, 30 cans	
" " No. 1, 4 doz.	
Oysters—	
Boyer's, No. 1, 2 doz.	.73
" No. 2, 2 doz.	1.45
Stewart's, No. 2, 2 doz.	1.35
" No. 1, 2 doz.	.67 1/2
Victory, No. 1, 2 doz.	.75
Kippered Herring—	
Macanache's, 2 doz., plain	1.60
Bonaccard, 6 doz.	1.60
Salmon—	
Hapgood's, No. 1, tall	2.05
" " 1, flat	2.15
Horseshoe, No. 1	1.65
Alaska, red	1.55
White Raven, red, 1/2s	
Red, No. 1/2, flat, 4 doz.	.90
Pink, No. 1/2, 4 doz.	.80
Herringlets, 1/2s, in pure olive oil, key, 50 tins	7.65
" 1/2s, in tomato sauce, key, 50 tins	7.65

## SARDINES—Imported.

Boneless and peeled, 1/2s	28.00
" D. & G., 1/4s	26.50
" Ispa, 1/2s	28.00
" Gondolier, 1/2s	17.00
" Landell, 1/2s	8.50
" Martel, 1/2s	10.50
" " 1/2s	14.00
" Loyal, 1/2s	9.50
Argonauts, 1/2s	14.00
Orion, smoked, 1/4s, key	8.00
Tomato sauce, 1/4s	15.00
Truffled, 1/4s, key	12.50
Spiced, 1/4s	10.00
Skipper, 1/4s	11.50
tomato sauce, 1/4s	11.50
Royanette, oval, 1/4s	100 9.50
Angus Watson & Co.—	
Skipper Sardines, 1/4s, oil	11.50
" " 1/2s, oil	10.75
" " 1/4s, tomato sauce	11.50
" " 1/2s, tomato sauce	10.75
Sea Queen Sardines, 1/4s, oil	9.20
Sea Pearl Sardines, 1/4s, oil	8.00

## Domestic.

American Oil—	
No. 2, 1/4s	100 3.00
1/4s, key	100 3.15
Irma, 1/4s	100 4.00
Mustard—	
Irma, 1/4s	100 3.85
1/4s	100 9.15
3/4s	50 2.75
Continental, 1/4s, key	48 3.00
Irma, fancy, 3/4s	50 3.80
Gold Label, 1/4s	50 4.50
" 1/4s	100 7.00
Underwood's, 1/4s	50 4.25

CANNED MEATS.  
Corned Beef.

Morris & Co's Supreme Brand—	
No. 1, key, 2 doz	1.75
No. 2, key, 1 doz	3.00
No. 3, key, 1 doz	12.00
No. 14, key, 1/2 doz	35.50
Libby's—	
No. 1, key, 2 doz	1.95
No. 2, key, 1 doz	3.00

## Chipped Beef.

Libby's—	
No. 1/2, 2 doz	1.30
No. 1, 2 doz	2.20
No. 1/2, glass, 2 doz	1.35
No. 1, glass, 2 doz	2.30 1/2
Beechout—	
No. 1/2, sliced, glass jars	1.70
No. 1, sliced, glass jars	2.80

## Sliced Bacon.

Beechout—	
Medium, glass jars	1.80
Large, glass jars	3.00

## Roast Beef.

Morris & Co's Supreme Brand—	
No. 1, 2 doz	1.75
No. 2, 1 doz	2.75
Libby's—	
No. 1, 2 doz	1.75
No. 2, 1 doz	3.00
Kings—	
No. 1, 2 doz	1.57 1/2
No. 2, 1 doz	2.75

## Lunch Tongue.

Morris & Co's Supreme brand, No. 1, 2 doz	
Libby's, No. 1, 2 doz	3.15
Libby's, No. 1/2, 2 doz	1.85

## Whole Ox Tongue.

Fairbank's, No. 2, 1 doz	
Libby's, No. 2 1/2, 1 doz	8.00
	9.50

## Potted or Deviled Meats.

Libby's—	
No. 1/2, 4 doz	.50
No. 1/2, 4 doz	.90
R. & R.—	
No. 1/2, 4 doz	1.15
No. 1/2, 2 doz	1.95

## Potted Chicken or Turkey.

Libby's—	
No. 1/2, 4 doz	
No. 1/2, 2 doz	
R. & R., No. 1/2, 4 doz	
	1.75

## Boned Meats.

Curtice Brothers, "Blue Label," in tins—	
Chicken, No. 1/2	3.50
" No. 1	6.00
Turkey, No. 1/2	3.50
" No. 1	6.00
Whole Rolled Ox Tongue, No. 2	12.50
Boneless Whole Ham, No. 1 1/2	8.75
" No. 2 1/2	12.50
All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

## Deviled Meats.

Curtice Brothers, "Blue Label"—	
No. 5 oz. No. 10 oz.	
Ham	1.50 2.50
Tongue	1.50 2.50
Chicken	2.00 3.50
Turkey	2.00 3.50
No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.	

## Potted Meats.

Curtice Brothers, "Blue Label"—	
No. 1/2 Tin. No. 1/4 Tin.	
Ham	1.45 2.45
Tongue	1.45 2.45
Chicken	1.95 2.95
Turkey	1.95 2.95
No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.	

## SOUPS.

Campbell's—	
Asparagus	Per doz. .90
Beef	.90
Bouillon	.90
Celery	.90
Consomme	.90
Chicken	.95
Chicken Gumbo (Okra)	.90
Clam Bouillon	.90
Clam Chowder	.90
Julienne	.90
Mock Turtle	.90
Mulligatawny	.90
Mutton Broth	.90
Ox Tail	.90
Pea	.90
Pepper Pot	.90
Printanier	.90
Tomato	.90
Tomato Okra	.90
Vegetable	.90
Vermicelli-Tomato	.90
No. 10 cans, Tomato only	per doz. 6.50

## Curtice Brothers, "Blue Label"—

Quarts. Pints. 1/2 Pints.	
Consomme	3.15 1.75 1.25
Bouillon	3.15 1.75 1.25
Beef	3.15 1.75 1.25
Julienne	3.15 1.75 1.25
Printanier	3.15 1.75 1.25
Vegetable	3.15 1.75 1.25
Tomato	3.15 1.75 1.25
Ox Tail	3.15 1.75 1.25
Mock Turtle	3.15 1.75 1.25
Pea	3.15 1.75 1.25
Mutton Broth	3.15 1.75 1.25
Clam Chowder	3.15 1.75 1.25
Clam Broth	3.15 1.75 1.25
Chicken Gumbo	3.15 1.75 1.25
Mulligatawny	3.15 1.75 1.25
Chicken	3.15 1.75 1.25
Chicken Broth	3.15 1.75 1.25
Green Turtle	6.50 3.50 2.00
Green Turtle, Clear	7.25 3.75 2.25
Terrapin	7.25 3.75 2.25
Schimmel's, assorted, 1 lb., 4 doz	.85

## CATSUP.

Beefsteak Catsup, medium	
Waldorf, medium, 12 oz., screw top, 2 doz	2.00
Campbell's—	
Tomato, 10c. size, bottles	.90
Tobasco, 10c. size, bottles	.90
Snider's—	
Pints, 2 doz	2.10
Half-pints, 2 doz	1.30
Quarts, 1 doz	3.25
Gallons, 6 jugs in crate	per jug .80

## KETCHUP.

Curtice's "Blue Label" Tomato Ketchup—	
Small, 25 bottles in case	2.75
Medium, 25 bottles in case	4.25
Large, 12 bottles in case	3.25

## CHOCOLATE AND COCOA.

Walter Baker & Co's—	
Premium, 1/2s, 12 to 25 lbs	
Premium, 1/2s, 12 lbs	.30
Caracas, sweet, 6 lbs	.32
German, sweet, 12 lbs	.28
Auto, sweet, 6 lbs	.35
Cocoa, 1/2-lb. cans, 12 lbs. in box	.36
Cocoa, 1/2-lb. tins, 6 lbs	.36
W. H. Baker's—	
Best Cocoa, 1/2-lb. size	per lb. .38
" 1-lb. "	.33
Premium Chocolate, 1/2s, 12 lbs	.28
" 1/2s, 12 lbs	.29
Best Sweet Chocolate, 1-5s, 6 lbs	.19 1/2
" 1-5s, 12 lbs	.19 1/2
Hershey's—	
Milk, 48 5 cent	per box 1.60
Epp's—	
Cocoa, 1/2-lb. tins, 7 lbs	.48
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins	per tin .75
" 12-lb. boxes, 1/2-lb. tins	.40
" 6-lb. boxes, 1/2-lb. tins	.20
" square tins, 48 in box	.12
Hooton Cocoa and Chocolate Co.—	
Cocoa, labeled, 1/2s	.33
Cocoa, labeled, 1/2s	.37
Premium Chocolate, 1/2s	.28
Premium Chocolate, 1/2s	.29
Bensdorp's Royal Dutch Cocoa, 12 lb. cases—	
Per can. Per doz.	
1/2-lb. round cans	.28 2.27
1/2-lb. round cans	.29 2.60
1-lb. "	.57 6.84
1 1/2-lb. " 50 cans in case	.67
5-lb. " "	
	3.75 .55
Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—	
Milk, 6 to 12 lb.	.45
Queen, 4 to 12 lb., 12 to case	.48
Sweet Vanilla, 4 to 12 lb.	.28
" 8 to 12 lb.	.28
Milk Chocolate, Towers, 5 lb. boxes	.50
" 1/2 lb. boxes, 90 to case	.56
Turinos, 5 lb. boxes	.





## "If I Only Had the Training I Could Take That Position"

How often have *you* had that very thought upon seeing an advertisement for a traveling salesman—a chance to make a good salary and see the world. Such positions are always open to the *trained man* and *you* can *get the training!* The Sheldon Course in Scientific Salesmanship has given many a \$10-a-week grocery clerk his *real* start in life.

### SHELDON SCHOOL

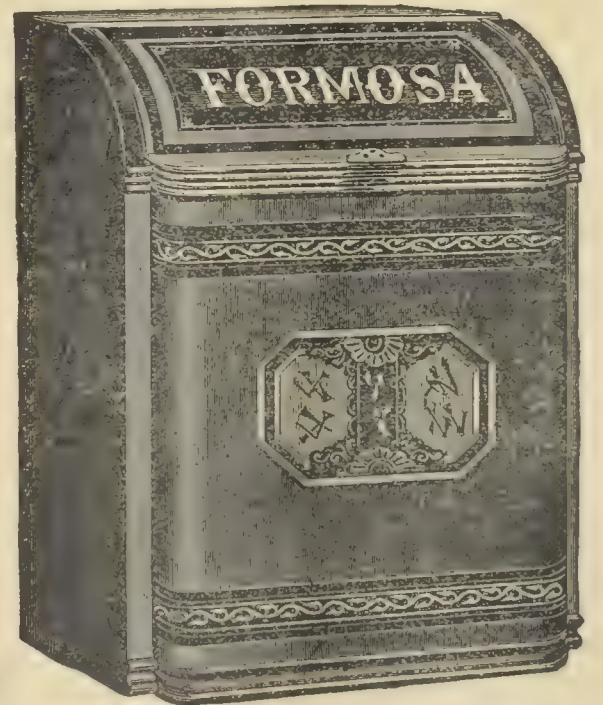
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## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese  
Scenery Paper for  
Tea-store Decoration



TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills

WRITE FOR CATALOGUE

MORGAN & CORNELL

211 DUANE ST.  
NEW YORK









**H**am without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

**SWIFT'S PREMIUM HAMS** are uniform—always properly cured, tasty, appetizing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAMS**.

Swift & Company, U. S. A.

**WASHBURN-CROSBY'S**

# Gold Medal Flour



**Now Sold by Philadelphia Jobbers**

IN

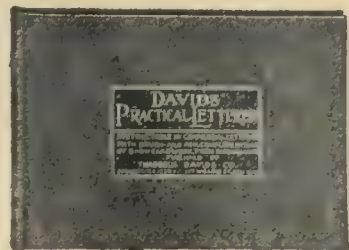
## 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



**This Book \$1.00**

**Dauids' Practical Letterer** will teach anybody to make show cards and to do all sorts of sign work with brush and pen, no matter how clumsy or inexperienced.

A practical series of lessons and forms. Worth its weight in gold to any merchant using show cards.

Letterine Ink, finest made, all colors.

**Thaddeus Davids Co.**

New York

ESTABLISHED 1825

## What Rennet Must Do to Be Good

Good rennet has gotten to be one of the most staple dessert specialties that a grocer can sell.

If it is good. To be good, it must coagulate milk in a few minutes and it must not spoil. James T. Shinn's Liquid Rennet fills these requirements under a double-barreled guarantee. And besides that, it has the flavor—the clean, delicate, penetrating flavor that makes rennet-eating grow into a habit.

As to profit, \$3.00 return on a \$1.50 investment is good enough, eh?

**Shinn & Kirk**

1400 SPRUCE ST., PHILA., PA.

## Millbourne Flour

GOOD OLD MILLBOURNE

Good for 150 Years

**GOOD TO=DAY**

Millbourne Mills, 63d & Market Sts., Phila., Pa.

## Here's One Exception

When you go on about cereals paying nothing, don't forget that they're not all that way. Our **Gluten Cereal** pays about 40%. Don't jump at the conclusion that it must be a pretty poor cereal to pay that much—we probably take more care and pains with **Gluten Cereal** than any other manufacturer in the country.

A rich, satisfactory food that stays in people's affections.

**A. C. Godshall & Co.**

Incorporated  
LANSDALE, PA.



—16—

Raisins—	Per box
Extra Dessert Clusters, 22-lb. boxes.....	2.95
Connoisseur Clusters, 22-lb. boxes.....	2.05
California Clusters, 20 No. 1 pks.....	9.15
	Per lb.
Muscatel, Fcy Cal, 4 cr. loose, 50-lb. boxes	
Fcy Cal. 3 cr. loose, 50 lbs.....	.05½
Fancy Cal. 2 cr. loose, 50 lb. boxes.....	.04½
Valencia, Rogers Fcy, 4 cr. Ondara layers	
28 lbs.....	.06½
5 or 10-box lots.....	.06½
Standard Brands, 28-lb. boxes.....	.06½

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# She Always Went Back

"I occasionally try some of these much-advertised soaps," said a lady to one of our customers the other day, "but I always came back to Babbitt's Best. In many years I've never found anything that suited me so well."

Think of the grocer who filled all that lady's orders for Babbitt's Best. No talk—no persuasion—no explaining—no work. Simply filling orders that the soap itself gets.

And at a profit, too—don't forget that.

MADE BY  
**B. T. BABBITT**  
NEW YORK

## Ask Your Jobber For Supreme Brand Corned Beef

(formerly Fairbanks Lion Brand)

*All Supreme Brand Canned Meats are 1910 pack. Attractive labels. Choicest quality.*

W. A. MILLAR & CO., AGENTS

427-31 NORTH SECOND STREET, PHILADELPHIA

## RETAILERS

### Should Sell the Genuine No. 2 Norway Mackerel

Count 220 to 250 to the barrel.

#### Fat and Appetizing

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE



The

or

**S-M-A-N** AND  
**T.B.H.**

## Everybody Knows Them



Knight's Flavoring Extracts have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

**KNIGHT**  
Cooking Extract Co.  
No. 211 ARCH STREET  
PHILADELPHIA, PA.



-17-

<b>Seeded Raisins—</b>	
Owl, extra fancy, 36 is.....	.07½
Fancy, 36 is.....	.07½
Blue Pennant, 36 is.....	.07½
Parrot, 36 is.....	.05¾
Souvenir, 36 is.....	.06½
Glen Rosa, 36 is.....	.07½
Blue Ribbon, 36 is.....	.06½
<b>California Seedless Raisins—</b>	
Gold Cord, bleached, 36 is.....	.10
Not-A-Seed, 36 is.....	.07½
Griffin, 50 is.....	.06¾
Gray's, 36 is.....	.06½
Loose Muscatels, 3 crown, 50-lb. boxes.....	.05¾
Sultanas, 50-lb. boxes.....	.04¾
Thompson's, 50-lb. boxes.....	.05
<b>Prunes—</b>	
Fancy Santa Clara, 20-30.....	.14
" " 30-40.....	.09¾
" " 40-50.....	.08½
" " 50-60.....	.07½
" " 60-70.....	.06½
Ruby, 30-40.....	.09¾
" " 40-50.....	.09¾
" " 50-60.....	.08¾
Oregon, 40-50.....	.07¾
" " 50-60.....	.07½
Silver.....	.11½
<b>Currents—</b>	
Fancy, re-cleaned, new, 40 is.....	.08½
Extra choice, re-cleaned, new, 40 is.....	.07¾
Fancy, re-cleaned, 30 lbs. loose.....	.08
<b>Citron—Extra, fancy, new (all whole pieces),</b>	
10-lb. hinge lid boxes.....	.13¾
Lemon Peel, fancy, 10-lb. hinge lid boxes.....	.12¾
Orange Peel.....	Per lb.
Fancy 10 lb., hinge lid boxes.....	.12¾
<b>Dates—</b>	
Fard, fancy, new, boxes about 14 lbs.....	.11½
Hallowe'en, very fcy, new (Gldn) abt. 70 lb.	.05
Orient, new, pitted, 30 packs.....	.06
<b>Figs—</b>	
Fancy, new, Cal., 10-is.....	.77½
Extra fancy new Smyrna layers, 5 crown, boxes about 12 lbs.....	.1¾
Fancy new Smyrna layers, 5 crown, boxes about 12 lbs.....	.12¾
5 or 10 box lots.....	.12
<b>Apricots—</b>	
Blenheim, extra fancy large, very bright	Per lb.
Santa Claras, 25 lb. boxes.....	.15¾
5 or 10 box lots.....	.15¾
Fancy Royals, new, 25 lb. boxes.....	.14
Extra choice Royals, new, 25 lb. boxes.....	.13¾
5 box lots.....	.13¾
Choice Royals, new, 25 lb. boxes.....	.12½
5 or 10 box lots.....	.12½
Moorpark Slabs, fancy, very bright, 50 lb.....	.12½
<b>Cherries—</b>	
Extra fancy California, pitted, 25 lb. boxes.....	.21
Pennsylvania, pitted, 25 lb. boxes.....	.19
<b>Nectarines—</b>	
Fancy, white, 25 lbs.....	.09¾
5 or 10-box lots.....	.09¾
<b>Peaches—</b>	
Fancy Muir, 25 lbs.....	.09¾
Extra choice Muir, 25 lbs.....	.09
Choice Muir, 25 lbs.....	.07½
Good, 25 lbs.....	.06
Extra choice Yellow, 50 lbs.....	.07½
Whole, 50 lbs.....	.05¾
Fancy, pared, 25 lbs.....	.18¾
<b>FOREIGN AND DOMESTIC GREEN FRUITS.</b>	
<b>Jamaica Bananas—</b>	
Selected, 10 hands, packed 1 in barrel.....	Per bunch.
" " 9 " " 1 ".....	2.00
" " 9 " " 1 ".....	1.75
" " 8 " " 1 ".....	1.63
" " 8 " " 1 ".....	1.25
" " 8 " " 2 ".....	1.15
" " 7 " " 3 ".....	1.10
" " 7 " " 3 ".....	.95
" " 7 " " 3 ".....	.85
<b>Cocoanuts—</b>	
Porto Rico, extra fancy, 80 size.....	Per sack
Jamaica, extra fancy, 100 size.....	3.75
" " 120-150.....	3.25
" " 176-200.....	3.00
" " 216-250.....	3.25
" " 288-300.....	3.00
<b>Golden Russetts, 126-150.....</b>	
" " 176-200.....	3.00
" " 216-250.....	3.50
" " 288-300.....	3.25
<b>Florida Grape Fruit—</b>	
Fancy Brights, 36-46-96.....	Per box
" " 54-64-80.....	4.00
Russetts, 36-46-96.....	3.50
" " 54-64-80.....	4.25
<b>Messina Lemons—</b>	
Extra fancy, 300 size.....	Per box
" " 360 size.....	3.50
Choice, 300 size.....	3.25
" " 360 size.....	3.25
<b>California Lemons—</b>	
Extra fancy, 300 size.....	Per box
" " 360 size.....	3.75
Choice, 300 size.....	3.25
" " 360 size.....	3.25
<b>Pineapples—</b>	
Fancy, 18-24.....	Per doz.
" " 30 size.....	3.25
Fancy, 36-42 size.....	3.00
<b>California Oranges—</b>	
Extra fancy Navels, 96-112.....	Per box
Extra fancy Navels, 126-150.....	2.50
Extra fancy Navels, 176-216.....	3.00
Extra fancy Navels, 250, 288-324.....	3.50

## HORSE RADISH.

Tumblers, 10-c. size, 2 doz.....	Per doz.
Tumblers, 5-c. size, 2 doz.....	.65
Tumblers, 10-c. Lord's Prayer, 2 doz.....	.45
Tumblers, 10-c. Lord's Prayer, 2 doz.....	.85
Tumblers, 10-c. Lord's Prayer, 2 doz.....	.85

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## INK.

Arnold's, black, 32.....	per bottle	.48
Continental, red, 1 doz.....		.30
" " black, 3 doz.....		.25
Royal, black, 3 doz.....		.25
Superior, black, 3 doz.....		.23
Stafford, Commercial, 32.....	per bottle	.60

## LAMP GOODS.

<b>Lamp Chimneys—</b>	
Per case of 6 doz.	
No. 0. No. 1. No. 2.	
Macbeth Pearl Top.....	4.20 4.50 5.10
Acme Victor Top.....	3.60 4.20 4.80
Pure Flint, Lustre Top.....	3.70 3.30 3.90
Crystal, Crimp Top.....	3.10 2.70 3.30
No. 0. Tubular Lantern Globes.....	5 doz. 2.75
Cold Blast.....	5 doz. 3.75
<b>Jumbo Chimneys, plain.....</b>	
per doz. .75 .85	
dec., 107.....	
No. 0. No. 1. No. 2.	
Banner Burners.....	.45 .55 .75
No charge for packages.	
<b>Oil Cans—</b>	
Per doz.	
1-gal., glass.....	2.25
1-gal., galvanized, Pearl.....	1.90
5-gal., Leanoor, spout.....	5.50
5-gal., " spigot.....	6.50
5-gal., Columbia.....	7.00
5-gal., Banner.....	8.00
5-gal., Climax, pump.....	10.00
5-gal., Home Rule, pump.....	10.00
<b>Lanterns—</b>	
No. 0. Standard.....	
No. 0. Dash.....	
Cold Blast.....	

## LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb.....	1.50
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## LYE AND POTASH.

<b>Banner Lye, 4 doz.....</b>	
per case. 3.75	
<b>Babbitt's Lye, 4 doz.....</b>	
per case. 3.25	
<b>Lewis' Lye.....</b>	
per case. 3.25	
<b>Red Seal, 4 doz.....</b>	
per case. 1.90	
<b>Red Seal, 4 doz.....</b>	
per case. 4.00	

## MATCHES.

<b>Double Dip Brands—</b>	
Per case	
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots.....	3.35
Black Diamond, Dia. 5 size, 100 bxs., 4 cs.....	3.00
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.....	4.25
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots.....	3.75
Swan, Dia. 5 size, 144 bxs., 4 cs. lots.....	3.75
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.....	3.50
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.....	.95
" " " 2½ gr. cs., 8 cs. lots.....	2.35
" " " 5 gr. cs., 4 cs. lots.....	4.70
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs.....	.85
" " " 3 gr. cs., 7 cs. lots.....	2.55
" " " 5 " " 4 ".....	4.25
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.....	2.50
<b>Parlor Brands—</b>	
Per case	
Search Light, Dia. 5 size, 4 cs. lots.....	4.25
" " Dia. 1 size, 2½ gr. cs., 8 cs. lots.....	2.40
" " " 3 gr. cs., 7 cs. lots.....	2.85
" " " 5 gr. cs., 4 cs. lots.....	4.75
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots.....	3.50
" " Dia. 5 size, 144 bxs., 4 cs. lots.....	3.75
Chips, Dia. 5 size, 50/3 bx. pkgs., 10 cs. lots.....	1.65
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.....	.93
" " " 3 gr. cs., 7 cs. lots.....	2.70
" " " 5 " " 4 ".....	4.50
Doric, Dia. 1 size, 1 gr. cases.....	.90
" " " 5 " " 4 ".....	4.50
Big Buffalo, Dia. B size, 144 bxs.....	3.85
Little Stars, Dia. L S size, 10 gr. cs., 2 cs. lots.....	3.80
Vulcan, Dia. 5 size, 144 bxs.....	4.20
<b>Safety Matches—</b>	
Per case	
Three Noses, Dia. 1 size, 5 gr. cs., 4 cs. lots.....	4.50
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.....	3.75
" " " 6 " " 5 ".....	2.00
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.....	2.25
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.....	2.50
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs.....	1.90
" " " 10 " " 4 ".....	3.80
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.....	2.25
Vulcan, No. 2, 50 gr. to case.....	25.00
" " less than 50 gr.....	.55

## MINCE MEAT.

<b>Atmore &amp; Son—</b>	
<b>Extra Family, Seedless—</b>	
Per case.	
No. 5, 6 glass jars.....	4.50
No. 3, 6 glass jars.....	3.10
No. 18, 37 and 68, wooden pails.....	per lb.
Barrels, halves, quarters and kits.....	.15¾
<b>Family, Seedless—</b>	
Per box.	
No. 5, 6 wooden pails.....	3.65
No. 10, 6 wooden pails.....	6.50
<b>Celebrated, Seedless—</b>	
per lb.	
Bbls., ½ and ⅓.....	.08¾
Wooden pails, 18, 37 and 68 lbs.....	.09¾
Wooden kits, Nos. 20-35.....	.09
Wooden kits, Nos. 20-35.....	.08
<b>Keystone—</b>	
Per lb.	
Bbls., ½ and ⅓.....	.07¾
Wooden pails, 18, 37 and 68 lbs.....	.08¾
Condensed cartons, 3 doz. to case.....	11.00
Condensed cartons, 8½ doz. to case.....	11.00
Barrels, ½, ⅓, ⅓.....	per lb.
Wooden kits, Nos. 20-35.....	.08
Wooden kits, Nos. 25-40.....	.10¾

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<b>Schimmel's—</b>	
Bbls., ½ bbls. and 30-lb. kits.....	
18 and 37-lb. kanakins.....	
10-lb. kanakins, 6 to crate.....	
5-lb. " 6 to crate.....	
5-lb. glass jars, 6 to crate.....	
Campbell's, 30-lb. pails.....	
Mrs. Wells, bbls., ½ bbls. and 30-lb. kits.....	
New Year, bbls., kegs and 30-lb. kits.....	
Crescent, bbls., ½ bbls. and 30-lb. kits.....	
National, bbls., ½ bbls. and 30-lb. kits.....	
Smithwork, bbls., ½ bbls. and 30-lb. pails.....	
Brick's Nonpareil Brand—	
Bbls., 440 lbs., ½ bbls. 250 lbs. ¼ bbls. 125 lbs., ⅓ bbls. 65 lbs.....	
Tubs, 70 lbs., 35 lbs., 18 lbs.....	
Charge for packages as follows: 70 lbs., 60c.; 35 lbs., 40c.; 18 lbs., 25c. Returnable if in good order.	
Tins, 5 lb., ½ doz. in crate.....	
Per crate	
Brick's Old Homestead—	
Bbls., 28 lb. pails, etc.....	
35, 28 and 18 lb. tubs.....	
Packages not returnable.	
<b>None Such—New Eng. Cond.</b>	
12 oz. pkgs., per ¼ gr.....	
12 " " " ½ ".....	

## OILS.

Steve Gasoline.....	Per gal.
Headlight, 150 test.....	.15¾

## OLIVES.

<b>Extra Queen—</b>	
Per doz.	
Imported, No. 10, 2 doz.....	2.70
" " 19, 1 ".....	4.50
" " 32, 1 ".....	6.80
" " 16, 2 ".....	2.40
" " 8, 3 ".....	.90
Cyldr., imported, No. 10, 2 doz.....	1.45
Fancy, No. 16, 1 doz.....	2.30
" " 14, 2 ".....	2.20
Special, No. 14, 2 doz.....	1.50
<b>Stuffed—</b>	
Ring, 3 doz.....	
Fancy, No. 14, panel bottle, 2 doz.....	
" " " 10, 2 ".....	
Olives in bulk—	
1 gal. pails. 2 gal. pails. 5 gal. kegs	
X.....	1.35 2.65 5.65
XX.....	1.45 2.85 6.15
XXX.....	1.75 3.35 7.00
XXXX.....	2.00 3.85 8.00
XXXXX.....	2.40 4.20 10.25
Mammoth.....	2.70 5.15 11.60
Kegs, large, 1 gallon.....	1.60

## PURE OLIVE OIL.

<b>Special importation, large, 1 doz. case.....</b>	
7.00	
<b>" " medium, 2 doz. case.....</b>	
8.00	
<b>" " small, 2 doz. case.....</b>	
5.00	
<b>Trois Croix, French, 8-½ gal. cans, case.....</b>	
12.00	
<b>" " glass, small, 2 doz. case.....</b>	
" " med., ".....	
<b>Table and Cooking Oil—</b>	
Per doz.	
Cottonseed, large, 1 doz.....	1.90
" " medium, 2 doz.....	.95
" " small, 2 doz.....	.48
Wesson's Cooking, 30—No. 2.....	Per case 7.00

## American Oil.

<b>Stohrer's, No. 8, 2 doz.....</b>	
.55	
<b>" " No. 16, 2 doz.....</b>	
.90	
<b>" " No. 32, 1 doz.....</b>	
1.85	
<b>Keystone, bottles, 2 doz.....</b>	
.90	

## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.....	per doz.	4.75



Positively  
The Best  
Wagon  
Ever Built  
For the  
Grocery  
Trade

Strong,  
Easy-  
Running,  
Finest  
Steel Tires,  
Wheels  
Second-  
Growth  
Hickory



This wagon is exceedingly handsome and almost everlasting. There are more "J. M." wagons in use in Philadelphia than all other makes combined. We have a number of them ready for your name and colors.

Tell us your ideas of a wagon, we will send you a catalogue in which you will find something very much like it. If it isn't there, we will build it for you.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

In buying Coffee it is important to know that you get what you buy.

We give you a positive guarantee that each and every order must be exactly like the sample shown.

Our guarantee is backed by our reputation secured through nearly one hundred years of honest business dealings.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## Your Trade in Crackers

May not be as important as your trade in Coffee; but it can be largely and profitably increased if you will make a little more effort in favor of

## EXTON'S CRACKERS

Hand them out in a judicious manner to the extent of a pound or so occasionally



To Taste them is to Buy

Always the same EXTON flavor and a satisfactory profit for the dealer.

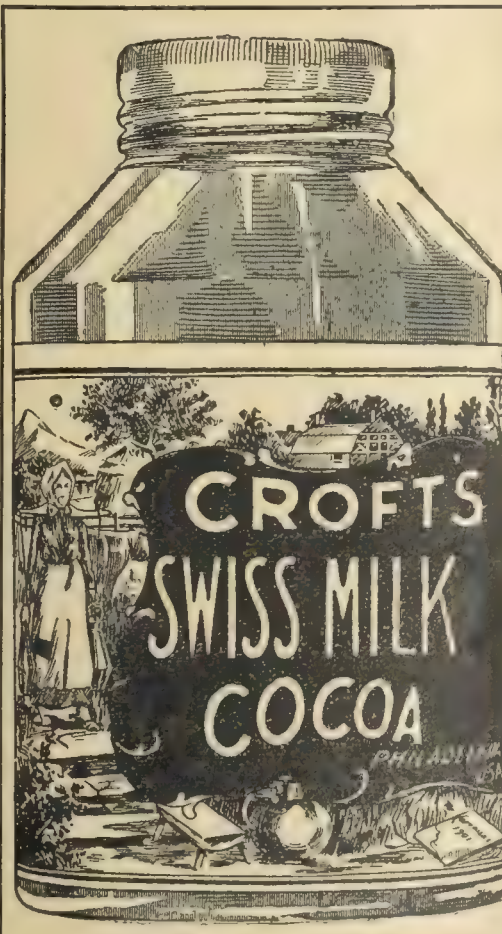
**A. EXTON & CO.,** = **Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton-made Oyster and Butter Crackers stamped "EXTON"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## Bought Simply. Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of Croft's Swiss Milk Cocoa simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

**CROFT & ALLEN CO.** PHILADELPHIA  
Pennsylvania . .



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Dressed Sheep and Lambs—	
Lamb, western, good.....	-.76½
“ “ culls.....	-.74
Sheep, choice.....	-.74
“ medium.....	-.72

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues.....each	-.75
Cow Tongues.....	-.50
Calf Heads, scalded.....	-.50
Sweetbreads, veal.....per pair	-.40
“ beef.....per doz.	-1.00
Calf Livers.....per lb.	-.25
Beef Kidneys.....per doz.	-1.00
Beef Livers.....	-.06
Ox Tails.....per doz.	-.50
Hearts, beef.....per lb.	-.03
Rolls, beef.....	-.03
Tenderloin, beef, western.....	-.15
Fresh Pork, loins, city.....	-.15
“ western.....	-.17

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.

Turkeys—	
Western, young hens, 8 to 10 lbs.....	-.24
“ young toms, 15 to 17 lbs.....	-.24
Old hens and toms.....	-.24
Common to good.....	-.20
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	-.42
Philadelphia, fresh killed, 3½ to 4 lbs. to pair.....	-.42
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy.....	-.42
Western, 4 to 4½ lbs. to pair, fancy.....	-.22
“ 3 to 3½ lbs. to pair, fancy.....	-.22
“ fair to good.....	-.18
Fowls—	
Western, fancy.....	-.20
Heavy Roasters, 4 to 5 lbs.....	-.20
Fair to good.....	-.18
Old cocks.....	-.15
Squabs—	
Prime, large, fancy.....	4.50-5.50
Mixed.....	3.00-4.00
Dark.....	1.75-2.50

## LIVE POULTRY.

Spring Chickens, nearby, 1½ to 2 lbs.....	
Large Springers.....	-.25
Fowls.....	-.18
Roosters.....	-.14
Ducks.....	-.15

## SAUER KRAUT.

Barrels, 45 gals., Oakdale.....	6.75
Half barrels.....	2.70
Kegs, 14 gals., 2 doz. each.....	8.50

## PLUM PUDDING.

Richardson & Robins—	
Individual size, ½ lb.....	9.95
Round conical, with key, No. 1, 1 doz.....	9.30
“ “ No. 2, 1 doz.....	4.10
“ “ No. 3, ½ doz.....	6.30
“ “ No. 4, ½ doz.....	8.15
P. P. Sauce, No. 1, 2 doz.....	
Atmore's Genuine English, seedless—	
Individual, 2 doz.....	2.10
No. 1, cans, 1 doz.....	2.30
No. 2, cans, 1 doz.....	4.10
No. 3, cans, ½ doz.....	3.35
No. 4, cans, ½ doz.....	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	
No. 32, jars.....	9.75
No. 4½, toy pails.....	2.55
American, pure apple, tumblers, assorted slices.....	88
Schimmel's, No. 10, tumblers.....	83
National, No. 10, tumblers.....	72½
“ No. 6, tumblers.....	49
Preserves—	
Schimmel's, pure, 30-lb. pails.....	13½
National, 30-lb. pails.....	99
Southwark, 30-lb. pails.....	96
“ 4½-lb. toy pails, ½ doz.....	4.15
Fruit Butters—	
Apple, No. 32, jars.....	98
“ Southwark, No. 3, tins.....	1.00
“ No. 5, toy pails.....	2.70
“ 30-lb. pails.....per pail	1.08
“ 20 lb. crocks.....per lb.	97½
“ Schimmel's, 30-lb. pails.....	96
Prune, 30-lb. pails.....	97½
Peach, 30 lb. pails.....	97
Jams—	
Schimmel's, pure, jars, 2 doz.....	1.70
Southwark, assorted, jars, 2 doz.....	93
Orange Marmalade—	
Hartley's, imported.....	1.80
Schimmel's, pure.....	1.65
Warrock's Guava Jelly—	
1-lb. tumblers.....	4.00
½-lb. “.....	2.95

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DRUGS.  
Family Medicines.

Guaranteed Full U. S. P. Strength.

Castor Oil.....	45	83	1.25
Sweet Oil.....	45	73	1.00
Spirits Nitro.....	45	85	1.95
Spirits Camphor.....	45	85	1.95
Spirits Painters' Commercial.....	45	85	1.95
Paregoric.....	45	85	1.95
Glycerine.....	45	85	1.95
Syrup Squills.....	45	85	1.95
Syrup Rhubarb.....	45	85	1.95
Syrup Ipecac.....	45	85	1.95
Turlington Balsam.....	45	85	1.95
Golden Tincture.....	45	85	1.95
Tincture Arnica.....	45	85	1.95
Balsam de Malta.....	45	85	1.95
Bateman Drops, rd bots.....	45	85	1.95
Godfrey's Cordial, rd bots.....	45	85	1.95
Turpentine.....	45	85	1.95
Laudanum, 10c. size.....per doz.	1.50		
“ 25c. size.....	1.95		
5 per cent. discount in gross lots assorted.			
Alum.....per lb.	1.05		
Borax, powdered, bulk.....per lb.	1.07		
“ lump, bulk.....	1.00		
Butter Color, W. & R.....per doz.	2.00		
Bluestone, bulk.....per lb.	1.08		
Copperas.....	1.01½		
Camphor, gum, 1-oz. blocks.....	1.95		
“ flakes, 50-lb. bbls.....	1.02½		
“ “ less quantity.....	1.03½		
“ Tar Balls, 50-lb. bbls.....	1.05½		
“ “ less quantity.....	1.05½		
Castoria, Fletcher's.....per doz.	2.80		
“ Pitcher's.....	1.75		
Carbonate of Ammonia.....per lb.	1.11		
Epsom Salts.....	1.08		
Glauber Salts.....	1.05½		
Gum, ordinary.....	1.09½		
“ white.....	1.20		
Gum Arabic.....	1.30		
Haarlem Oil.....per doz.	1.30		
Husband's Magnesia.....	2.85		
Jamaica Ginger, Hires', Alaska.....	1.90		
Licorice, P. & S., 5c. stick, imported, per doz.....	1.36		
“ M. & R., 5-lb. boxes.....per lb.	1.27		
“ “ lozenges, 5-lb. boxes.....	1.24		
“ “ root.....	1.21		
Putty, 25-lb. cans.....per 100 lbs.	1.60		
“ 50-lb. cans.....	1.55		
Petroleum Jelly, screw top, 5c. size.....per doz.	1.35		
“ “ 10c. size.....	1.75		
Paris Green, 100-125-lb. kegs.....per lb.	24½		
“ ¼-lb. packages.....	29		
“ ½-lb. packages.....	28		
“ 1-lb. packages.....	27		
Rosin.....	1.04		
Roach Powder, Omega, 4-oz. cans.....	1.80		
Roach Sault, 10c. size.....per gross	9.00		
Saltpetre, crystal, about 350-lb. bbls.....per lb.	1.06½		
“ granulated, about 100-lb. kegs.....	1.06½		
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.55		
“ 100-lb. bags.....	2.35		
“ less quantity.....per lb.	1.03½		
Venetian Red.....	1.01		
Whiting.....	1.02		
Goff's—			
Cough Syrup, 25c. size.....	1.75		
Herb Bitters, 25c. size.....	1.75		
Oil Liniment, 25c. size.....	1.75		
Sarsaparilla, 50c. size.....	3.50		
Worm Syrup, 25c. size.....	1.20		
Horse and Cattle Powder, 15c. size.....	1.20		
Dyspepsia Tablets, 10c. size.....	1.75		
Iron Glue, McCormick & Co.—			
No. 5.....	1.40		
No. 10.....	1.75		
Tube V.....	1.75		
McCormick & Co., Bee Brand—			
Insect Powder.....	1.85		
Root Beer.....	1.80		
Talcum Powder.....	1.75		
Triangular Quinine.....	1.80		
Quinine Capsules.....	1.80		

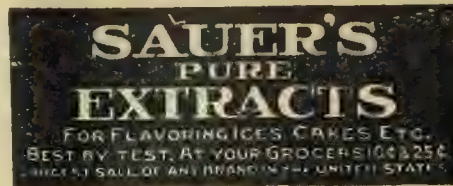
## Druggists' Sundries.

Acid Phosphate, Horsford's.....per doz.	4.15
Bath Brick, box 25 bricks.....per box	1.60
Sealing Wax.....	1.03
Silver Sand.....per bbl.	1.25
Tar, pints.....per doz.	1.75
“ quarts.....	1.00
“ gallons.....each	1.30
“ ½ bbls.....	3.50
“ bbls.....	6.00
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....per case	3.75
U. S. Nerve and Bone Liniment, 25c. size.....	2.00
McCord's Magic Medicine, 25c. size.....	2.00
“ 50c. size.....	4.00
McCormick's Tasteless Chili Tonic, 25c. size.....	2.00
“ 50c. size.....	4.00
McCormick's Watermelon Syrup, 50c. size.....	4.00
Reliable Brand Headache Powders, 10c. size.....	1.75

## Extracts and Essences.

McCormick & Co., Bee Brand—	
Vanilla, Rose, Pistachio, No. 2 size.....	1.90
“ “ “ No. 3 size.....	2.00
“ “ “ No. 4 size.....	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size.....	
“ “ “ No. 3 size.....	1.75
“ “ “ No. 4 size.....	2.00
Lemon, No. 2 size.....	1.90
Orange, No. 2 size.....	1.90

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Sauer's Flavoring Extracts—	
No. 1, Lemon and Vanilla.....	1.45
No. 2, Vanilla and Rose.....	1.90
No. 3, Lemon and assorted.....	1.85
No. 4, “.....	2.00
No. 4, Vanilla.....	2.25
Assorted cases, Nos. 1 and 2.....	10.30
“ Nos. 1, 2 and 4.....	11.30
Bulk.....	
XXX Vanilla.....	1.50
XX Vanilla.....	1.25
X Vanilla.....	1.00
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery.....	1.00
Peach, Rose, Apricot, Violet.....	1.50
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit.....	1.25
Tea.....	7.00
Kitchen Queen—	
Extract Vanilla, No. 25.....	2.00
“ “ No. 2X.....	1.80
“ “ No. X.....	1.45
Extract Lemon, No. 25.....	1.75
“ “ No. 2X.....	1.60
“ “ No. X.....	1.45
Ingemoll's Flavoring Extracts—	
High Grade Vanilla.....	1.75
“ Lemon.....	1.75
Select Vanilla.....	1.85
“ Lemon.....	1.85
“ assorted.....	1.85
“ small size.....	1.45

## Liquid Rennet and Tablets.

Blair's Liquid Rennet.....	
“ “ 3 doz. pts.....	1.10
Shinn & Kirk's Liquid Rennet.....	1.75
Hanson's Junket Tablets, 3 doz.....	1.80

## CIDER.

Corson's—	
Barrels.....per gal.	1.16
½ barrels, 28 gals.....per bbl.	5.00
Kegs, 14 gals.....	3.00
Bottled Cider—	
Duffy's 1842 Apple Juice, 1 doz. qts.....	3.50
“ “ 2 doz. pts.....	4.00
Anchor brand Golden Russet, 1 doz. qts.....	3.75
“ “ 2 doz. pts.....	4.25
Mott's brand Golden Russet, 1 doz. qts.....	3.75
“ “ 2 doz. pts.....	4.25

## CHEWING GUM.

Adams', counter jars, 100 5c. packages.....	2.75
“ boxes, 20 packages.....	1.55
Gee Whizz, 75 packs.....	1.47
Fleur's Chiclets, 3 lbs., bulk.....	1.25
Spearment, 20 packs, 100 pieces.....	1.55

## RICE.

Extra Fancy Head, XXXX, 100-lb. bags.....	
Fancy Head, 100-lb. bags.....	1.07½
Extra choice, 100-lb. bags.....	1.06½
Prime, 100-lb. bags.....	1.05½
Japan style, fancy, 100-lb. bags.....	1.04½
“ choice, 100-lb. bags.....	1.03½
Java, fancy, polished, 100-lb. bags.....	1.03
B. Fischer & Co.—	



Fischer's, choicest head, 1, 2½ and 3-lb. bags.....	1.07½
Queen Quality, fancy head, 1, 3 and 5-lb. bags.....	1.06½
Imperial, fanciest Japan, 1, 3 and 5-lb. bags.....	1.04½
Coronet, selected head, 1 and 3-lb. bags.....	1.05½
Cracked, head, 1-lb. bags.....	1.04
Strictly pure uncoated, head, 1 and 3-lb. bags.....	1.06½
Naja, strictly pure uncoated, 1-lb. bags.....	1.05

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East India, head, 1-lb. bags.....	1.07½
XXXX, fanciest head, 100-lb. bags.....	1.07
Extra fancy head, 100-lb. bags.....	1.06½
Fancy head, 100-lb. bags.....	1.06
Choice head, 100-lb. bags.....	1.05½
Head, 100-lb. bags.....	1.05
Fancy Java, head, 100-lb. bags.....	1.05½
Extra fanciest Patna, 100-lb. bags.....	1.07
Siam, Patna style, 100-lb. bags.....	1.06
Choice screenings, 100-lb. bags.....	1.03½
No. 2 screenings, 100-lb. bags.....	1.02½
Extra fanciest Japan, 100-lb. bags.....	1.03½
Fancy Japan, 100-lb. bags.....	1.03½
Ordinary Japan, 100-lb. bags.....	1.03

## SALT.

Worcester—	
Bbls., contain 280 lbs.....	2.90
“ 60 5-lb. bags.....	4.00
“ 25 14-lb. bags.....	3.75
“ 30 10-lb. bags.....	3.75
“ 115 2½-lb. bags.....	4.00
Quick Freezing Ice Cream Salt, 50 6s to the barrel, 10 cent size bags list.....	
Irish Linen, 250-lb. bags.....	2.90
“ 56-lb. bags.....	1.65
“ 28-lb. bags.....	1.35
Marmalade, quick-dissolving bathing salt, 30 10-lb. bags, in bbls.....per bbl.	3.00
Pretzel, 280-lb. bbls.....	2.40
“ 180-lb. sacks.....	1.55
Cheese, 280-lb. bbls.....	2.40
Packing, 70-lb. cotton bags.....	1.40
“ 140-lb. cotton bags.....	1.75
Ivory, dime size, 36 wooden boxes to case.....	2.20
New Ivory, 24 large cartons to case.....	1.50
Less than 5 bbls. the list net; 5 to 9 bbls., 5 per cent. discount; 10 bbls. or more, 7½ per cent. discount may be allowed.	

## SALAD DRESSING.

Durkee's, large, 1 doz.....	
“ small, 2 doz.....	4.25
“ picnic, 2 doz.....	2.75
Schimmel's, small, 2 doz.....	1.90
My Wife's, large, 1 doz.....	2.30
“ small, 2 doz.....	1.50
Snider's, No. 8, 2 doz.....	1.40

## SAL SODA.

Bbls., 400 lbs.....per 100	1.80
Kegs, 150 lbs.....per 100	1.95
40-lb. boxes, bulk or granulated.....	

## SAUCES.

Lea & Perrine's—	
Worcestershire, quarts.....	7.50
“ pints.....	4.90
“ ½ pints.....	2.60
Seider's—	
Chili, No. 16, 1 doz.....	2.25
“ No. 8, 2 doz.....	1.40
Oyster Cocktail, No. 16, 2 doz.....	2.35
“ No. 8, 2 doz.....	1.40
Worcester, Campbell's, No. 8, 2 doz.....	1.90
North of England, No. 8, 2 doz.....	1.85
Chaf, 2 doz.....	1.75

## SODA—BI-CARB.

	Per lb.
Babbitt's ¼s, 25 lb.....	.05¾
Arm & Hammer, 1 lb. pkgs., 36 lbs.....	.05
“ “ ¼ “ “ 36 “.....	.05½
“ “ ¼ “ “ 36 “.....	.06
“ “ 1 lb. and ½s pkgs., 36 lbs.....	.05¾
“ “ ¼ “ “ 36 “.....	.05½
“ “ 1, ½ and ¼ lb, 36 lbs.....	.05¾
Dwights, 1 lb. pkgs., 36 lbs.....	.05
“ “ ¼ “ “ 36 “.....	.05½
“ “ ¼ “ “ 36 “.....	.06
“ “ 1 and ½ lb. pkgs., 36 lbs.....	.05¾
“ “ 1, ¾ and ½ lb. pkgs., 36 lbs.....	.05¾
Swan, kegs 110 lbs.....	.01½
Bi-Carb, bulk.....	.02½





For the Retail Grocer

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50 cans to the case.  
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The top notch of clean-  
ser quality.

A big-profit staple—it re-  
peats permanently.  
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imitated but  
never equaled



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Three Leaders

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Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

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Most of them will be bothered with mos-  
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drive them away. Tell them **Egyptian Deodorizer**  
will not only do that but it will drive away all  
kinds of insects and at the same time purify  
the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your cus-  
tomers about it and you will soon want more.  
A splendid profit which you might just as well  
have as the druggist.

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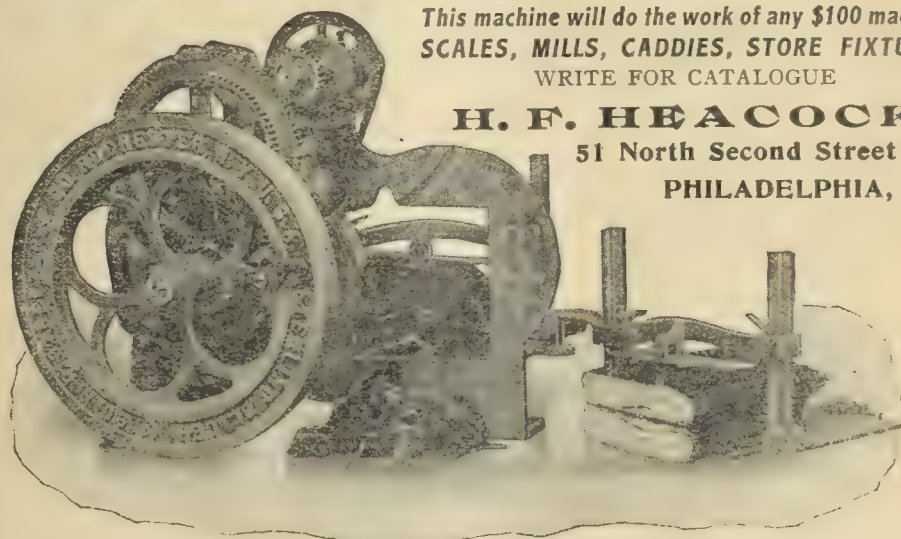
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none after that. Every merchant wants  
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the year round.

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jump into a phenomenal sale at once.  
But it will never lose what it gains, and at  
the end of the year will be doing all it did  
at the beginning, and probably more.

The tender kernels of selected wheat.

**THE WHEATENA CO., Rahway, N. J.**









Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, May 23, 1910.

No. 21.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,  
AT

927 Arch Street, Philadelphia.

#### TELEPHONES:

Philadelphia { Bell, Filbert 2500.  
Keystone, Race 746.

#### NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

#### PITTSBURG OFFICE:

825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

#### PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

ELTON J. BUCKLEY,  
Editor.

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Advertising Manager.

WILLIAM H. NAYLOR  
Circulation Manager

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## Here Is the Real Meaning of the Flour Bleaching Process

Some Extracts from the Official Testimony in the Government's Cases Against Artificially Whitened Flour, Showing the Noisome Features of the Process and Its Results.

The "Grocery World and General Merchant" has received from the United States Department of Agriculture the full report of the cases recently brought in Louisiana against artificially bleached flour under the Federal Food and Drug Act. The Government's campaign has been referred to from time to time in this journal, as it is of great importance to the grocery trade in general. There is no doubt that up to the time when the Government began to apply the Federal food law to the flour bleaching process, practically all the wheat flour on the market was bleached. There is still some being sold, in the hope that the courts will decide that the Government has no right to proceed. Every case so far brought, however, has been decided in favor of the Government. The campaign has now reached such a stage that the trade should take a hand. Retail and wholesale grocers are the sole distributors of flour, and after they have been put in full possession of all the facts concerning the bleaching process, it is scarcely likely that any of them would be particularly anxious to sell bleached flour if they could sell the natural.

The report sent this journal by the Government contains a summary of all the witnesses' testimony in the case brought in Louisiana, which is the most important one so far. From this the "Grocery World and General Merchant" has taken just a few kernels, from which the real inwardness of the Alsop bleaching process, as it is called, can be gathered. The name of each witness appears over the extract from his testimony:—

B. C. WINSLOW, Inspector of the Department of Agriculture:—

I have observed the Alsop process in a large number of mills throughout the United States. The process consists of an apparatus for the manipulation of an electrical current which produces nitrogen peroxide gas; and an air pump, pumping a current of air which is mixed or mixes with the gas, and a receptacle for mixing the flour and gas. The gas diluted with air passes from the

generator to the agitator, when the flour and gas are brought into close contact. The gas used had a disagreeable odor, which was very marked at the Aetna Company's mill and in the car in which the flour was shipped.

ANDREW L. WINTON, Chief of the Chicago Laboratory, United States Department of Agriculture:—

Bleaching by the Alsop process changes the chemical and physical character of the flour. In my opinion, the bleaching of flour injures the quality and flavor of the flour for baking purposes. The flour in question was inferior to "patent" flour, although bleaching had served to give it the color of the more valuable flour.

ANDREW S. MITCHELL, Chief of the St. Paul Laboratory, United States Department of Agriculture:—

Nitrogen peroxide is a poisonous, irrespirable gas of a brownish-red color and a suffocating odor. The nitrogen peroxide gas combines with the moisture of the flour so as to form nitrous acid and nitric acid. All combinations of nitrous acid are poisonous. Treatment with nitrogen peroxide injured the quality and strength of the flour in the following particulars: First, bleaching impaired its flavor; second, the fat was chemically and physically altered to its detriment; third, the gluten of the flour was affected so that it did not go through the normal process which is known to the miller and baker as conditioning or improving, and was thereby stopped from further improvement.

A special study was made in the St. Paul Laboratory to ascertain whether or not nitrous acid or nitrite reacting material added to the flour by the Alsop bleaching process remains in the bread as ordinarily made in bakeries or the kitchens of the people. These investigations showed that bread made from this flour, at or about the time of its shipment and seizure, contained a portion of the nitrites present in the flour.

GORDON SMITH, a baker of long experience, residing at Mobile, Alabama; a member of the National Association of Master Bakers:—

Bleaching flour tends to kill the fine nutty flavor of the wheat. Dough made from bleached flour does not expand so well and you do not get as large a loaf as from unbleached flour. Bread made from unbleached flour has a better flavor and better appearance. Bleaching betters the appearance of the flour, but does not help the bread in any way. Unbleached flour is yellowish before baking, but after baking it whitens. Bleaching a flour does not aid the baker in any way. It tends to deceive the eye and gives the flour the appearance of a better grade. Aging naturally improves flour; bleaching does not, nor will the flour, after bleaching, improve with age, the bleached flour being at its best when it comes from the mill. The longer it stands the worse it gets.

FRED. H. KRITE, miller of forty-five years' experience, residing at St. Louis, Missouri:—

The effect of the Alsop process is to turn the flour a deadly white color. It makes "straight" and "clear" flour look like a "patent" and thus enables millers to put off their flour as a "patent" flour. There is a very disagreeable odor connected with the use of the Alsop process. The bleaching gives to a new flour the appearance of an aged flour and makes flour from a new wheat look like flour manufactured from aged wheat. It does not, however, improve the quality of the flour. In other words, it is deceptive in that it makes new flour from new wheat look like a better and whiter flour. If flour be heavily bleached, it is injured and will make a sticky dough but with light bleaching this difference is not so marked. Flour does not improve after bleaching.

WILLIAM POLLOCK, a miller and millwright of fifty years' experience:—

A salesman of a bleached flour can persuade the purchaser to believe his flour to be of a better grade, when, as a matter of fact, it is not as good as unbleached flour with which it may come into competition. Bleaching destroys to a great extent the sweet flavor and rich aroma, which is especially noticeable in hot bread when broken open for use, and gives to the bread an unpleasant odor.

HANNAH L. WESSLING, a chemist and breadmaker employed by the Bureau of Chemistry at the Food and Drug Inspection Laboratory, Chicago, Ill.:—

I am familiar with bread made from various kinds of flours, having conducted experiments on the flour involved in this case and compared the resulting bread with a number of breads of standard "patent" flour and in every case found the bread made of bleached flour inferior in color, in volume and in flavor. The difference between the bread made from bleached flour and that made from a standard "patent" flour, purchased on the market, was very marked and could be observed even by an unpracticed eye. The bleached flour always gave a very dull, lifeless gray color and the difference in volume was very marked. Bread made from flour bleached by the Alsop process may be a little whiter in color than bread made from unbleached flour. Where the bleaching is slight there is not much difference in color. With heavy bleaching the bread deteriorates in color, that is, the color is inferior. There is usually, in the case of breads made from bleached flour, a lack of flavor and very often there is present an unpleasant flavor, but in all cases there is a lack of agreeable flavor.

DR. HAMILTON P. JONES, graduate of medical department Tulane University, New Orleans, La.

Bleaching by the Alsop process adds to the flour poisonous or deleterious ingredients, namely, nitrogen peroxide, nitrous and nitric acids. The injurious effect of these added ingredients is in direct proportion to the amount of nitrogen peroxide added to the flour and, of course, to the amount of the flour consumed. The effect of nitrogen peroxide is, generally speaking, to impair the digestibility of the bread; to tend to produce gastric irritation and for the nitrogen peroxide to form a definite chemical combination with the hemoglobin of the blood which acts to bind the oxygen contained

in the blood so tightly to the hemoglobin that it is no longer available and, therefore, it circulates through the system as a foreign substance.

### Food Committee Listens to Attacks on Southern Wholesale Grocers' Association.

Witnesses Say They Were Prevented From Buying Direct and Had to Retire. Washington Retailer, Whose Father Ran the Store Before Him, Finds Old Books Show Much Lower Prices Than Now.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

May 19, 1910.

The week's sessions of the Food Investigating Committee have mostly been devoted to listening to attacks upon the Southern Wholesale Grocers' Association, which has been before the committee off and on for two or three weeks. As reported in this correspondence, H. G. Clabaugh, of Atlanta, Ga., a former jobber who sued the association for heavy damages because he said it forced him out of business, first brought the matter to the committee's attention last week. Other witnesses heard this week made the same claim.

One of these witnesses was John T. Hammond, of New Smyrna, Fla. Mr. Hammond testified that he started in business as a wholesale grocer at Orlando, Fla., in 1905, with a capital of \$40,000. He remained in business three months. The Southern Wholesale Grocers' Association appealed to manufacturers not to sell him direct, and conditions were such that he couldn't buy goods, and he had to close.

Later Hammond brought suit in the Jacksonville Circuit Court for \$200,000 damages and recovered \$33,000. The case was appealed on a technicality and is now awaiting retrial.

Another witness who testified along the same line was J. M. Denny, secretary of the Eureka Grocery Co. of Washington, D. C.

### ELTON J. BUCKLEY

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Attorney and Counselor at Law

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice





## They Won't Want What They Can't See

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**PEERLESS FIXTURES CO., Dept. E, Marshall, Michigan**

## Be Alive! Think! Leave the Rut! Push **CLICQUOT CLUB** Ginger Ale



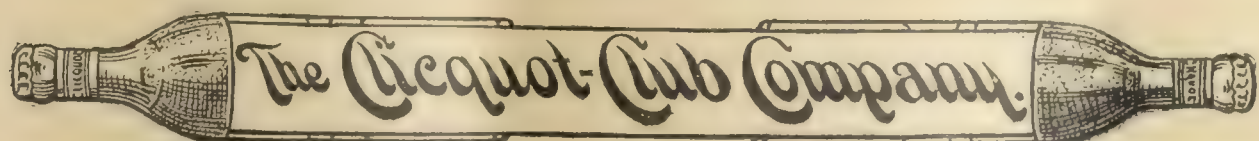
Lots of imported ginger ale was selling before we made **CLICQUOT CLUB**, but we made **CLICQUOT CLUB** *better* than the imported and *advertised* it in the big magazines, and the result is more sales every season for **CLICQUOT CLUB** and fewer sales for imported ginger ales. Recommend **CLICQUOT CLUB GINGER ALE** to your customers, and once they start buying it they'll never stop, because its Flavor, Purity and Fine Quality will please them and hold their trade. The big pint bottle holds two full eight-ounce glasses—quantity as well as quality.

Other **CLICQUOT** PRODUCTS with the Clicquot Purity and Flavor:

**CLICQUOT CLUB SARSAPARILLA**  
**CLICQUOT CLUB ROOT BEER**

**CLICQUOT CLUB LEMON SODA**  
**CLICQUOT CLUB BLOOD ORANGE**

**CLICQUOT CLUB BIRCH BEER**



Millis, Massachusetts



He said that his concern had also incurred the enmity of the Wholesale Grocers' Association of Washington, and as a result the Eureka Grocery Co. had found it difficult and in many instances impossible to purchase goods. He presented to the committee many letters received from large firms substantiating this.

The only witness who directly discussed the real purpose of the committee to find the cause of the high cost of living was G. A. Russell, a retail grocer of this city. This witness told the committee that he thought the increase in prices of the necessities of life, according to information he had gathered from the books of his father's store, going back as far as 1876, was due to the fact that the public now demanded a higher class of goods, a great deal of package goods and better service. He thought the great amount of advertising done now by manufacturers, wholesalers and retailers of food products had something to do with increased cost. He was certain that the consumer always paid the advertising bills.

On Wednesday some exceedingly important evidence was given by Herman Sielcken, the New York coffee man. Mr. Sielcken is one of the best known coffee operators in the United States. He is hand in glove with the Brazilian Government in its valorization plan of holding up the price of Santos coffee, and not long ago he took over the Woolson Spice Co's. business from the Sugar Trust.

Mr. Sielcken testified that the retailer's profit on coffee is exceedingly high. He said that the middleman's profit on coffee in this country is approximately 15 cents a pound, against Germany's 7-cent profit. Germany imposes a tariff on coffee and the United States does not. Sielcken, replying to questions of Representative Longworth, said that during a period of many years the price of coffee laid down at New York has averaged 7½ cents and the cost of roasting and preparing it 2 to 2½ cents, the consumer paying for this 25 cents a pound and upward.

HOLT.

All the cucumbers in market are from Florida and range from \$1.50 to \$2. The demand is good.

## Government Losing Some Food Cases

**Court Decides Against in Prosecutions of Honey and Molasses. Labels Attacked for Deceit Court Finds Legal. Wins Cases Against Other Products, However.**

The following reports of cases brought by the United States Government against various food products under the Federal food law were received during the week from Washington. It will be noted that the Government lost some of the cases:—

### JUDGMENT No. 269.—MISBRANDING OF HONEY.

On or about October 7, 1907, Henry Boeckmann, of Brooklyn, N. Y., shipped from the State of New York into the State of New Jersey, a quantity of a food product labeled: "Compound pure comb and strained honey and corn syrup, A. Boeckmann, Brooklyn, N. Y." Samples from this shipment were procured and analyzed by the Bureau of Chemistry, United States Department of Agriculture, and as the findings of the analyst and report thereon indicated that the product was misbranded in that it was labeled "Compound pure comb and strained honey and corn syrup," whereas, in fact, the principal ingredient was glucose and starch sugar. To this indictment a demurrer was filed by the defendant and the court sustained it on the ground that the label was not misleading.

### JUDGMENT No. 270.—ADULTERATION AND MISBRANDING OF MOLASSES.

On various dates extending from March 18, to August 1, 1908, C. E. Coe, of Memphis, Tenn., shipped from the State of Tennessee into the State of Arkansas 779 cases of molasses. Analysis of samples of this product made in the Bureau of Chemistry, United States Department of Agriculture, indicated that it was adulterated in that glucose had been mixed and packed with it so as to reduce or lower or injuriously affect its quality or strength and had been substituted in part for the genuine article; and was misbranded in that a part of said 779 cases were labeled in conspicuous type "Sugar Glen Open Kettle Sugar House Molasses absolutely pure. Highest grade sugar house Molasses." and inconspicuously printed across the face of the label in some cases and across the back in others, "Compound molasses and corn syrup," and that the remainder of said 779 cases were labeled conspicuously "Burro Sugar House Ribbon Cane Molasses," and inconspicuously printed across the face of the label in some cases and across the back in others, "Compound Molasses and Corn Syrup," which form of labeling was false, misleading, and deceptive, in that it conveyed the impression that the product was pure molasses and said impression would not be corrected by the words "Compound Molasses and Corn Syrup" inconspicuously printed across the face or back of the label, and praying seizure, condemnation and forfeiture. An answer was filed by C. E. Coe, Memphis, Tenn., setting up a claim to the said 779 cases of molasses and denying the adulteration and misbranding.

On November 7, 1908, the case came on for trial on the misbranding charge, the Government having

abandoned the charge of adulteration, and after hearing the evidence, the court instructed the jury to return a verdict for the claimant, because the label used was not misleading. Subsequently the United States entered an appeal in this case and also filed a writ of error, and the case, in due course, coming on for hearing before the United States Circuit Court of Appeals for the Eighth Court, the court rendered its opinion sustaining the verdict of the lower court.

### JUDGMENT No. 271.—MISBRANDING OF CANE AND MAPLE SYRUP.

On or about October 3, 1907, John A. Tolman & Company, of Chicago, Ill., shipped from the State of Illinois to the State of Iowa, a consignment of a food product labeled: "Topmost Cane and Maple Syrup. This syrup is composed of the following ingredients and none other. Cane Syrup, 60%; Maple Syrup, 40%. John A. Tolman & Company, Chicago." Samples from this shipment were procured and analyzed, and as the findings of the analyst and report thereon indicated that the product was misbranded because the product contained little, if any, maple syrup. To this information the defendant entered a plea of not guilty and on September 24, 1908, the case came on for trial resulting in a fine of \$50.

### JUDGMENT No. 272.—ADULTERATION OF DESICCATED EGGS.

On or about January 8, 1910, the Monarch Desiccated Egg Company, Chicago, Ill., shipped from the State of Illinois to the State of New York eight hundred pounds of desiccated egg product. Analysis of samples of this product showed it to be adulterated because it was in a filthy, decomposed and putrid condition and unfit for human consumption, and praying seizure, condemnation and forfeiture. The court ordered the stuff destroyed.

### JUDGMENT No. 277.—ADULTERATION AND MISBRANDING OF LEMON FLAVOR.

On or about January 22, 1909, the Hallock-Denton Company, Newark, N. J., shipped from the State of New Jersey to the State of Pennsylvania, a consignment of a food product labeled: "The Bon Ton Concentrated Imitation Lemon Flavor containing pure oil of lemon fortified with citral harmless vegetable color, Serial No. 1,825, Hallock-Denton Company, Newark, N. J." Samples from this shipment were procured and analyzed, the findings indicating that the product was adulterated and misbranded in that it contained an added poisonous ingredient, namely, methyl alcohol, and alleging in the second count that it was misbranded within the meaning of the act, in that it was labeled, "Concentrated Imitation Lemon Flavor containing pure oil of lemon fortified with citral harmless vegetable color," which statements were false and misleading, in that the product did not contain any oil of lemon, and did not contain a harmless vegetable color, but was colored with a coal tar dye.

On November 8, 1909, the defendant entered a plea of non vult to the second count, and the court imposed upon it a fine of \$50.

### JUDGMENT No. 279.—ADULTERATION AND MISBRANDING OF LEMONADE POWDER AND ORANGEADE POWDER.

On or about September 28, 1909, and August 15, 1909, respectively, Charles T. Morrissey, Chicago, Ill., doing business under the name and style of The Columbia Manufacturing Company, shipped from the State of Illinois to the State of Pennsylvania, consignments of food products labeled, respectively: "Crescent Lemonade Powder, Colored, Delicious, Cooling and Harmless;" and "Crescent Orangeade Powder, Colored, Delicious, Cooling and Harmless." Samples from these shipments were procured and analyzed, indicating that the products were adulterated and misbranded in that citric acid had been substituted wholly or in part for the genuine article and had been mixed and packed with it in a manner to reduce, lower, and injuriously affect its quality and strength, and they had been artificially colored in a manner to conceal inferiority; and were misbranded, in that they were labeled, "Crescent Lemonade Powder" and "Crescent Orangeade Powder," which statements were false and misleading, in that they would lead a purchaser to believe that the products were obtained from lemons and oranges, respectively, whereas, in fact, the products were imitations, consisting almost entirely of citric acid, and artificially colored and flavored.

On March 18, 1910, the defendant entered a plea of guilty to each information and was fined \$10 in each case.

### Home-made Sugar Progress in 1909.

It is shown in the annual report of the American Beet Sugar Co., which was sent out to stockholders during the week, that the total net income for the twelve months ended March 31st amounted to \$7,009,644, a decrease of \$147,211. The net surplus is placed at \$1,097,253, equal to 7.31 per cent. earned on the \$15,000,000 common stock, as compared with 6.98 per cent. earned on the same stock last year. In his report President H. Rieman Duval says: "The average price for sugar sold this year was a little less than last year, the advance in the market value of sugar not coming until after the bulk of the campaign's product had been sold. There was an increase of 291,962 bags of sugar this year. Of this increase, the California factories made 230,882 bags, and Colorado 88,605 bags. Grand Island decreased 27,525 bags. Great damage was done in Colorado and in Nebraska to the beet crops by summer and autumn floods, and early severe winter."

Radishes are glutted, and it takes good stock to bring \$1 per 100. All the receipts are from nearby.



Written for the "Grocery World and General Merchant."

## Battle Creek Doctor Says De-Caffeinized Coffee Is an Imitation of Postum

**Confirms Theory That the Caffeine in Coffee Is Responsible for Harm But Questions Whether It Can Be Removed Without Destroying the Coffee. Also Raises Question of Flavor.**

An article on "De-caffeinated" coffee in your May 2d issue was called to my attention recently by one who knows of my study of coffee, tea and "Postum" as beverages, and of my personal experience with them all.

Without going into the scientific discussion of the alkaloid caffeine, found in both coffee and tea, it is acknowledged by physicians as a rule to be the cause of many "obscure" ailments—especially of the nervous and circulatory systems.

The Postum Co. has for fifteen years supplied the people with a food beverage made of wheat and molasses, which requires no elimination of any of its elements, as there are none which are harmful. The number of those who have learned from the Postum Co.'s advertising (mostly of an educational kind) that coffee is harmful because of its contained caffeine is continually growing.

I realize that the grocer is in the business to sell goods at a fair profit and not to assume the adventurous spirit of the missionary or the responsibility of the reformer. But of two articles in demand through advertising, and of equal profit to the dealer, I believe most grocers would prefer to sell an article which needs no apology nor "de"—anything to make it "perfectly harmless," as is the evident desire of those who, now acknowledging that coffee does contain a harmful element, are attempting to "delete" or eliminate that element—caffeine.

It is a question, not fully decided in the minds of some eminent authorities, whether caffeine can be successfully removed from coffee without destroying the coffee, or at least rendering it an undesirable dietetic commodity. Even though it may prove to be possible and practicable, the element most coffee drinkers look for—"the drug"—would be found missing and with it the drug action they seek would also be missing.

There is another question which is of interest—the quality of aroma or flavor in the de-caffeinated coffee when prepared for the table. If the caffeine, the fatty acid element in coffee, is retained, the aroma might reasonably be expected to remain also, even though the "stimulating" drug had been removed.

If, however, the process of eliminating the caffeine is accomplished by the use of steam (on which one elaborate process was based, which came to my notice about two years ago) it would seem to me that much of the volatile caffeine must be carried away with the alkaloid.

R. M. STERRETT, M. D.  
Battle Creek, Mich.,  
May 17, 1910.

### DO YOU WISH TO BUY OR SELL?

If you want to sell your Business, Residence or Farm, no matter where located, we can find you a buyer.

If you wish to buy, write us; we may have just what you are looking for. Address  
Wm. J. Platt & Co., Bridgeport, Conn.

### MANY GROCERS

Find it pays them to read the  
"good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

These trade-mark crisscross lines on every package  
**SPECIAL DIETETIC**  
**FOOD** Flour for cases of  
**KIDNEY AND LIVER TROUBLES**  
REQUIRING RATHER STRICT DIET  
Unlike other goods. Ask physicians. For book  
or sample, write  
**FARWELL & RHINES, Watertown, N. Y., U. S. A.**

¶ We invite you to book your orders with us now for both spot and future "Idlewild" and "Winola" brands of canned goods.

¶ These brands are well known for their very high quality, and are sure to please your trade. Prices named on application.

**Crocker Grocery Co., Wholesale**  
Wilkes-Barre, Pa.

## Picnic Specialties for Decoration Day

### BURK'S Meat Loaf

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can be served cold for luncheon or warmed in the oven in one piece to take the place of a roast.

### BURK'S Lunch Roll

(Copyrighted)

#### SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

Meat Loaf and Lunch Roll were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

**LOUIS BURK**  
Girard Avenue and Third Street  
PHILADELPHIA



# WITH THE EDITOR

Now that the delegates to the National Retail Grocers' Association are all at home again, let us spend a minute impartially examining their work. The trend of a convention finds expression in its resolutions. The resolutions are the conclusions reached after due deliberation—the declaration of attitudes, in other words, which the organization intends to take toward various public questions.

A summary of the resolutions adopted by the National Retail Grocers' Association is as follows: For a reduction in the oleo tax; against all free deals; against the advertising of grocers' profits by manufacturers; against all persons selling mail-order houses if they also sell retailers; against higher freight rates; against parcels post; against soliciting by manufacturers of orders from consumers, to be filled through retailers, unless the retailers have first consented; for the sale of bulk goods by weight instead of by measure; recognizing the jobber's right to buy of manufacturers cheaper than the retailer; against newspaper articles exaggerating retailers' profit.

The subjects touched by these resolutions are all vital, and the association's attitude upon them is in most cases unimpeachable. Yet there is one thing which the National Association inadequately realizes, and that is that a simple declaration of principles without the taking of steps to apply those principles, is little better than not adopting resolutions at all. In the writer's judgment, that is one weakness of the National organization: it adopts wise resolutions on live subjects, and then sits down with a satisfied air and talks about the weather. From one convention to another there should be strong virile committees at work to make the association's principles felt. Take the free deals resolution, for example. The National Association has declared against free deals. Very well; the way to abolish free deals is not to get

retailers to refuse them, but to get manufacturers not to offer them. Is there a committee to visit or correspond with all manufacturers giving free deals? If there was, the "Grocery World and General Merchant's" correspondent at the convention failed to mention it.

So with the resolution denouncing manufacturers who sell both mail-order houses and retailers. The manufacturers who do this are many, but will the most flagrant offender care aught for a resolution not followed by action?

Resolutions are useful only as declarations of intention. Of themselves they merely amount to a fair grade of hot air.

The most unfortunate feature of the stand which the organized retail merchants are taking against parcels post is that the evil the parcels post is expected to remedy is the extortions of the express companies, which are not imaginary, but very real.

Several months ago the New York Merchants' Association began a campaign to compel the express companies to act a little more fairly in New York State, at least. A description of the scope of the investigation was published at the time. The association has now finished the gathering of its facts, and draws from them the following conclusions:—

1. That the returns from capital actually and necessarily employed in the operation of express service are from 43 per cent. to 115 per cent. or more.
2. That the rates which yield these excessive returns should be reduced to a basis which would afford only a normal commercial profit on the fair value of the property employed.
3. That the present basis of rates, besides being excessive, is false and unjust, as it imposes widely varying charges for nearly identical services.
4. That the entire system of express rates should be readjusted by the Interstate Commerce Commission on a basis which shall provide for

A. Transportation charges based on distance, and graduated in proportion to weight, size (and possibly value in certain classes).

B. Terminal charges, based upon wagon service, and applying uniformly to all shipments, irrespective of the distance between points of shipment and delivery.

C. Charges for care, based upon cost of such service.

Parcels post, according to its believers, means competition for the express companies, and certainly competition is sorely needed. That means that the retailer who opposes parcels post is supporting the express companies in a course that has amounted to almost criminal extortion for years. And which, furthermore, will continue to be extortion until—not an impotent investigation occurs—but until there is bona fide competition.

The "Grocery World and General Merchant" publishes elsewhere some interesting information regarding the formerly prevalent practice of bleaching flour, and bids Godspeed to the Government's campaign to destroy it. Flour bleaching never had any justification; it is one of those typical food frauds which seduce the eye and betray the stomach, and the sooner it is completely stamped out the better.

As suggested in the article appearing elsewhere, the grocery trade should take a hand in this anti-bleaching campaign. The flour millers, or more accurately, the concerns who sell the millers machinery for bleaching flour, have combined to fight the Government and perpetuate the bleaching practice in this country. The Government will probably win—the courts have already decided in its favor virtually every question that can possibly arise—but even if it does not win the cause will win if the distributors of flour decline to sell anything but flour in its natural condition.

Should they go that far? Without doubt. The practice of bleaching flour with nitrogen peroxide gas belongs to those customs which hope to induce the eye to accept food on appearance without regard to fitness for the stomach. Where a food product is merely made more sightly, without either deterioration in quality or a fraudulent imitation

of something better, no reasonable objection can be raised. The coloring of butter is precisely in point. But the practice of bleaching flour simply appeals to a false taste in the consumer—a preference for snow white flour while the natural color is tinted, and it allows new and inferior flour to be sold for the better and properly aged product, and even worse than this, it makes the flour harmful and hampers its work. As one witness in the Louisiana case testified, "bleaching tends to kill the fine nutty flavor of the wheat, and \* \* \* you do not get as large a loaf as from unbleached flour."

In other words, the eye was pleased but the body robbed. Such a condition is indefensible from all standpoints. Most food questions are debatable, but flour bleaching, in the writer's judgment, is not. It is one of those perfectly clear cases in which retail and wholesale distributors should act.

As stated elsewhere, a controversy is budding between the promoters of the "Yours Truly" plan of selling various products, and the four hundred jobbers who have signed its contracts on the one side, and the other jobbers and the regular specialty manufacturers on the other. The most active antagonists up to date are the specialty manufacturers, who believe they can see the plan making heavy inroads upon their business. They oppose the enterprise, therefore, because it is a dangerous competitor, a motive which is wholly legitimate under existent methods of doing business.

An effort has been successfully made, however, to enlist specialty salesmen in the anti "Yours Truly" fight, and naturally they have as much right to fight it as anybody else with a good reason. The reason they have given in the resolutions published in another column, however, are not altogether frank. They say they oppose the plan because it "involves



the elimination of specialty salesmen." Admittedly no better reason can be demanded. To be sure, it is selfish, but all competition is selfish; an effort, in other words, to preserve our own lives regardless of what happens to others. So far there can be no objection to the specialty salesmen's declaration of attitude. They can see that the "Yours Truly" scheme, if successful, will drive some salesmen out, and they are against anything that can do that, and they have a perfect right to be. The resolutions should have stopped there, though it is scarcely necessary to resolve at all that "we will oppose that which threatens our livelihood." Instead of stopping there, these resolutions go further and try to modify the frank and justifiable selfishness of their real and avowed reason, by a strained statement that the plan is "detrimental to the interests of jobbers and retailers," and an interference "with the co-operation and reciprocity between trade factors." That is quite weak and unconvincing, in the writer's judgment. Self interest is entirely praise-

worthy as a motive for action, and the salesmen ought not to try to hide a thing that needs no hiding.

#### **"Run-a-Pod" Pea People Go Into Receiver's Hands.**

The United States District Court at Milwaukee, Wis., last Thursday, appointed William H. Nicholls and A. B. Cambier receivers for the Waukesha Canning Co. The assets of the concern are placed at \$903,180 and liabilities, \$576,862. This is the concern which has been extensively exploiting "Run-a-Pod" canned peas in the East.

#### **Pennsylvania News Items.**

The regular meeting of the Freedom Business Men's Association was held Thursday evening, April 28th, when the following officers were elected: President, Frank Thompson; vice-president, Adam Kuhl; secretary, R. D. Thompson; treasurer, C. A. Jack. A lunch and smoker followed the installation, at which the new president, Mr. Thompson, presided as toastmaster and

made his inaugural address outlining "My Policy." Addresses were also made by Secretary Thompson and Vice-President Adam Kuhl. They were followed by Treasurer C. A. Jack, George Linnenbrink, E. J. Schleiter, J. F. Howe and S. Morgan.

Written for the "Grocery World and General Merchant."

#### **Canner's Supplymen Want Word for Advertising Canned Goods.**

**Offers Three Prizes Aggregating \$50 for Best Catch Phrase to Use in Exploiting Canned Products. Conditions of the Contest.**

As president of the Canning Machinery and Supplies Association, I have been authorized to announce the terms and conditions of a prize contest for the best "slogan" or "catch phrase" suitable for the advertising of canned goods. These are as follows—

1. The sum of \$50 will be divided into three prizes of \$25, \$15 and \$10.

2. "Slogan" or "catch phrase" must be original and may con-

sist either of a phrase or a sentence.

3. It can refer either to canned goods in general, or to any one variety, but must not advertise any packer's brand.

4. All contestants shall agree to permit the Publicity Board of the National Canners to make such use of ideas as they see fit.

5. Contest open to all, whether identified with canning business or not.

6. All entries to be sent to Mr. F. E. Gorrell, Bel Air, Md., and received by him on or before July 1, 1910.

7. Judges to consist of Mr. F. E. Gorrell, secretary National Canners, and two others whom he may select.

8. Awards of prizes to be made August 1, 1910.

I would suggest that packers, brokers and supply men make every effort to see that this test is brought to the attention of local editors, and thus spread broadcast.

GEORGE W. COBB,  
President Canning Machinery  
and Supplies Association.  
New York, May 16, 1910.

# **FIT FOR ANY KING**

## **"QUEEN QUALITY COFFEE"**

**ONE POUND TINS — FANCY LABEL**

**VERY ATTRACTIVE SHELF GOODS.**

**Retails from 25c. to 30c.**

**Always Gives Satisfaction and Will Boom Your Coffee Business**

Don't forget to include in your order CINGALA CEYLON—sample size; quality higher and price lower than all others. And then RICE in one pound bags; don't be the last one to double your Rice business.

**WRITE THE RIGHT HOUSE**

**B. FISCHER & CO., 190 Franklin St., New York**

**IMPORTERS AND TRADERS**

Booklet—"Fifty Years' Progress"—tells you about us



## The New York Letter

**Chain Store Butter Concern Charged With Short Weights. The Company's Defence. General Short Weight Conditions in New York City. Heike on Trial for Sugar Weighing Frauds. More Dried Eggs Destroyed. More Peanut Controversy. Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, May 19, 1910.

This week's sensation in the grocery trade is the case brought by the city's Bureau of Weights and Measures against the Sheffield Farms-Slawson-Decker Co., which has butter stores in various parts of the city and Brooklyn, and whose agents also sell from house to house.

The charge is that the company has been selling butter in short-weight packages. The statements made by the city's authorities and the replies by the company indicate that the question will probably be one of law rather than fact.

The company, it seems, has been selling what are known as 2-pound packages, but no weight is specified on the label or elsewhere. The company claims that it has built up its business by advertising that the butter is never exposed after it leaves the churn until it gets to the consumer; hence it can be weighed only in the paraffine coated cardboard boxes. This explanation of course will not satisfy those who have been advocating laws requiring that net weights be always specified on packages.

The case against the company was brought in the Adams street Court in Brooklyn, on an affidavit filed Monday. The affidavit was made by Lee J. Mills, a city weigher, under the directions of Francis M. McCoy, acting chief of the Bureau of Weights and Measures.

The affidavit says that 2-pound packages of butter weighed by the inspectors were short  $2\frac{7}{8}$ ,  $3\frac{1}{2}$ ,  $2\frac{3}{4}$  and  $3\frac{1}{2}$  ounces, four packages being short  $12\frac{5}{8}$  ounces, 16 ounces constituting a pound.

Loton Horton, president of the company, said:—

"Now please remember that the principle of our butter business is this: From the churn to the table the butter is never for a moment exposed. Now, under the cir-

cumstances how the dickens can you weigh the butter without weighing its envelope? Our butter is put up in cartons of heavy pasteboard, all paraffined. They cost \$900 a carload and we are certainly not going to give them away. No, the packages are not labeled two pounds. They are merely known as two-pound packages. We make no claim that they weigh the full two pounds."

The Bureau has been warning the grocers in the last few days that they must discontinue the practice of including the wooden platters, commonly used in selling butter, when weighing the butter. If a pound of butter is asked for the Bureau rules that the butter itself must weigh a full pound.

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A report for the first quarter of the year was presented Monday by Francis McCoy, as acting chief of the Bureau. He reported that inaccuracies had been found as follows:—

Counter balances, 46; patent balances, 2; spring scales, 150; computing scales, 15; platform scales, 2; scale beams, 3; weights, 102; dry measures, 22; liquid measures, 494; packages, short weight, 22; coal wagons, short weights and otherwise, 33; miscellaneous, 2; total, 883.

Among the fraudulent devices seized by the inspectors were false bottom measures, weights drilled out or sawed off and weights with holes, filled with cork or wax and blackened over to deceive the eyes, etc.

Mr. McCoy urges the appointment of ten additional inspectors, six to be assigned to the weighing of coal and two to look after traveling markets, peddlers and hucksters.

Speaking of the frauds in weights and measures, a man in the trade remarked to your correspondent that in the last twenty years the class of small dealers in groceries and fruit has quite changed in New York and in

many other cities. A large part of this business is now in the hands of recent immigrants from Italy and other Southern countries of Europe, replacing to quite an extent the Yankee, German and Irish grocers of the last generation.

While many of the newcomers are thoroughly honest, it was suggested, yet some others need something of the strict supervision that the European Governments exercise. Because it is not exercised here, these dealers get the idea that "anything goes" in this country.

The man who made this observation has been in the business for many years. For a remedy, he suggested the establishment of official scales at central points, such as the public markets, where people may take food which they have purchased and for a small fee, say one cent, have the weight tested.

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The trial of Charles R. Heike, the secretary of the American Sugar Refining Co., who was indicted by the Federal Grand Jury for conspiracy in sugar-weighing frauds, with several other employees of the corporation, was begun before Judge Martin, Monday, in the criminal branch of the United States Circuit Court.

The others who were indicted with the secretary are Ernest Gerbracht, formerly superintendent of the Havemeyer & Elder refinery; James F. Bendernagel, cashier of the same refinery, who had one trial, in which the jury disagreed as to his part in the alleged conspiracy; Charles Walker, the former assistant superintendent of the Williamsburg dock; James F. Halligan, Jr., and Jean M. Voelker, who were assistant weighers.

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Acting on the information from Chicago that the firm of R. Smithson & Co., of that city, had sent a consignment of frozen egg products to the A. W. Merrill Co., Wallabout Market, and that the same was "filthy, putrid and decomposed," Inspector Herman Lind, of the Department of Agriculture, accompanied by Deputy United States Marshal Proctor and others, seized 85 cans of the product on Saturday. The process is returnable June 1st, when the Merrill Co. will have the privilege of submitting a claim for

the property, and, failing to do this, the products will be destroyed.

There are 1,500 more pounds involved than in the seizure made some time ago in Manhattan, as reported by your correspondent at that time. More consignments are expected to arrive and these will be seized also.

The frozen eggs were shipped here by way of the Star Union Line, Pennsylvania Railroad, about Thursday. Seventy-five cans were stored in the plant of the Kings County Refrigerating Co., 30 Hall street, and 25 at the Merrill Co.'s place. Fifteen cans were sent out to the trade before they could be stopped. Each can weighs 40 pounds, so that the total in pounds is 4,000. Figuring six eggs to the pound, there were 24,000 eggs.

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Peanuts continue the subject of controversy among some of the dealers. It will be recalled that one of the firms dealing in Virginia peanuts sent out a letter in which it claimed that the imported nuts cannot be kept throughout the summer. Now importers claim that nearly one-half of all the peanuts imported into this country are resold as domestic nuts.

Habricht & Braun, who are among the largest importers in the country, have been gathering statistics and, in a letter sent a few days ago to the trade, say that during the eight months ending February 28th of this year, 772,163 pounds of peanuts were imported through Norfolk and Portsmouth, Va., cities in the heart of the peanut producing section of this country. The importers say that the peanuts entering Virginia through its own ports are only a small portion of the total of foreign peanuts that are shipped into the State. Large quantities of the foreign peanuts, it is claimed, are imported at New York and Philadelphia and then shipped to Virginia.

According to the importers about 32,000 bags, or 4,250,000 pounds of foreign peanuts were received by Virginia last year and all were afterwards sold as domestic peanuts, the buyers not knowing the difference. As the total quantity of peanuts imported into the United States in 1909 was 8,711,326 pounds, the conclusion is reached that about





"We Can the Flavor  
as well as the Fruit"

**EVEN THE WOMEN WHO HAVE ALWAYS  
DONE THEIR OWN CANNING WILL BUY**

# Hunt's Quality Fruits

"The Kind That Is NOT Lye Peeled,"

Hunt's Quality Fruits have a deliciousness and flavor even superior to home canned. We get the fruit at the moment of its perfection—tree ripened and full flavored, we knife-peel it and put it up in pure cane sugar syrup. The result, **Hunt's Quality Fruits**—so perfectly delicious your customers will always buy them once they get a taste. This is just the season to demonstrate **Hunt's Quality Fruits** and *take orders for assorted cases for delivery in the fall.* Order a supply from your nearest distributor and have a demonstration. We'll help you by sending beautiful calendars, booklets and display cards if you'll write us. Our advertising in the national magazines is bringing inquiries for names of dealers. Let us add *your* name to the list so you'll get the sales in your territory.

## HUNT BROTHERS COMPANY

San Francisco, California

**Largest Cannery of Highest Grade California Fruits**

**Distributors for Hunt's Quality Fruits.**

PENNSYLVANIA:—Githens, Rexsamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville; Jas. A. McAteer & Son, Pittsburg; Love & Sunshine Co., Johnstown. OHIO:—The Chas. C. Higgins Co., Cleveland; A. Janszen & Co., Cincinnati; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville; Mosel-Johnson Co., Steubenville; Berdan & Co., Toledo; W. L. Adamson Co., Dayton. CONNECTICUT:—Stoddard, Gilbert & Co., New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seaman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.



## SPECIAL MAIL ORDER SERVICE

**CURIOSITY IS GOOD ENOUGH TO START WITH  
CONVICTION WILL BRING YOU BACK FOR MORE!**

**Premier Breakfast Coffee**  
(for cream or hot milk)

**Premier After-Dinner  
Coffee**  
(to be served black)

**Novelties that will give  
tone to any stock and  
bring it right up  
to date**

1 lb. pkgs., 27c. 3 lb. pkgs., 26c.

**Special Lot Fancy Sockeye Salmon**  
No. 1 tall tins, 4 doz. to case. For  
immediate shipment, we guarantee  
quality equal to the best packed on  
Puget Sound . . . . . per doz., \$1.60

**Extra Standard White Cherries, in  
good syrup, No. 2 tins, 2 doz. to  
case . . . . . per doz., 1.40**  
Only a few hundred cases to offer at this figure.

**Good Quality Preserved Cranberry  
Sauce, packed in New York State  
from Cape Cod Cranberries, No. 2  
tins, 2 doz. to case . . . . . per doz., .90**

**Genuine French Sprats, in peanut  
Oil, 1-lbs, decorated tins roll top  
keys, 100 tins to case . . . per case, 4.90**

**Special Lot Pecan Meats, unbroken  
pieces in 5 lb. cartons . . . per lb., .52**

**Genuine French Mustard in plain  
stone jars, attractively labeled, 2  
doz. to case . . . . . per case, 3.20**

**Standard Royal Evap. Apricots in  
25 lb. boxes . . . . . per lb., .09½**

**Choice Green Split Peas, in 1 bus.  
bags . . . . . 3.15**  
Good while they last.

**Fancy Yellow Farina in 98 lb. bags,  
. . . . . per bag, 2.70**

*All Quotations F. O. B. New York.*

*SEND FOR SPECIAL MAIL ORDER BLANKS AND ENVELOPES.*

# FRANCIS H. LEGGETT & CO. NEW YORK

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





one-half the imports from Spain and other countries are mixed with domestic nuts and sold as the products of Virginia's fields.

The importers argue that if the foreign nuts were not up to the standard in flavor and lasting qualities, they could not have been successfully sold in the past in this way, as inferiority would have been noted. It is further claimed that the Virginia cleaners offered no criticism of the foreign nuts until the importers began to sell them direct at New York, without the added expense of shipment and so at prices below those of the domestic product.

The Virginia peanuts are from 1 to 2 cents higher a pound than they were a year ago. The best grades sell at 8 cents while the foreign peanuts may be bought at 6 cents a pound in wholesale lots in this city.

\*\*\*

The report of the Associated Warehouses for May 1st shows that almost twice as many eggs were in storage in New York as there were a year ago. The total quantity of eggs in 28 out of 32 warehouses was 1,119,000 cases. A year ago the eggs in storage in these warehouses amounted to only 615,000 cases.

Prices are still a little higher than they were a year ago. The best of the storage eggs from the West are selling at from 21½ to 23 cents a dozen, and eggs from this and nearby States are selling as high as 26 cents.

The eggs which are now in storage will be held over until fall. The holders will have to pay 5 to 6 cents a dozen for storage expenses, so that the eggs must be sold for at least 27 to 29 cents, if the holders are to make any profit.

\*\*\*

Much quiet talk has been heard in the last week as to a circular sent out by a large jobbing house to its salesmen. It has to do with the old cereal contest and the salesmen are urged to push one company's products just as hard as they know how. The circular is marked to show that it is confidential for salesmen, so of course must not be published.

SUMMARIZED MARKET CONDITIONS.

The coffee market is still quiet, jobbers buying only enough to fill

# Pennsylvania Food Department Warns Grocers Against Contaminations by Flies

Reminds Trade of Subject That Coming Season Makes Pertinent. Summary of Department's Work for Current Month.

In the current number of the bulletin issued by the Pennsylvania Dairy and Food Department, the department issues the following timely warning to retailers regarding the uncleanness of flies:—

In time past the average grocer has been too careless about protecting his goods from the incursions of the deadly fly. He did not know the fly was a source of infection and death. He has been told nothing concerning the matter and he imitated the example of his neighbors or walked in the footsteps of his fathers. But the modern dealer has no such excuse. Popular scientific miscellany has a place in the newspapers and the magazines. The health department of the States and the branches in the cities and towns have taken up the tale and have issued a large quantity of timely information. The fact is broadly known that the fly is a perpetual peril. There is no longer the slightest excuse for the grocer who does not protect berries and other articles from the visits of the fly.

The bulletin presents the following summary of the current month's work:—

REPORT OF ANALYSIS.	
Butter Samples, 169.	
Colored oleomargarine .....	48
Oleomargarine, no license .....	11
Pure .....	109
Renovated butter .....	1
Total .....	169
Ice Cream Samples, 1.	
Below standard in butter fat ..	1

immediate needs. The expected revival of interest in Brazil coffees has not yet appeared and some of the holders are beginning to get discouraged. Santos grades are well maintained, but Rios are neglected, although concessions are offered by many holders. Some of the dealers say that stocks of some of the roasters are about depleted, but as yet this rumor has not affected the market. Maracaibos are still held too high to suit buyers. Mexicans are in steady demand with prices firm.

There is a good demand for all grades of teas, the market showing a marked improvement over last week. Prices are steady. Cables received here from Han-

Lard Samples, 7.	
Adulterated .....	1
Pure .....	6
Total .....	7
Non-Alcoholic Drink Samples, 13.	
Pure .....	13
Oleomargarine Samples, 23.	
Uncolored oleomargarine .....	23
Pure Food Samples, 225.	
Adulterated .....	21
Pure .....	204
Total .....	225
Vinegar Samples, 49.	
Pure .....	49
SUITS AND PROSECUTIONS.	
Ice Cream Cases, 1.	
Terminated .....	1
Lard Cases, 1.	
Terminated .....	1
Oleomargarine Cases, 59.	
Terminated .....	59
Pure Food Cases, 21.	
Terminated .....	21
Renovated Butter Cases, 1.	
Terminated .....	1
LICENSES ISSUED FROM JANUARY 1, TO APRIL 15, 1910.	
Oleomargarine Licenses, 664.	
Hotel .....	2
Restaurant .....	9
Wholesale .....	12
Boarding House .....	20
Retail .....	621
Total .....	664
Renovated Butter Licenses, 3.	
Wholesale .....	1
Retail .....	2
Total .....	3
Total amount of money received from said licenses for 1910, is \$68,856.90, and this sum has, in accordance with law, been deposited in the State Treasury.	

kau reported the arrival of the first shipments of the new crop. The crop is an average one as to quality, with prices slightly higher than last year.

Rice is still attracting the attention of the jobbers. No large sales are being made, as the supply here is small and higher prices will have to be demanded on new arrivals. The advices from the South are of a bullish character, as the mills are asking full prices, finding a good inquiry.

Prices advanced a little in the spice market this week. Grinders are buying in fairly large quantities and seem willing to pay the advance. Reports from abroad show an upward tendency.

Raw sugar has been rather

quiet this week, but sellers are not pressing sales on account of the decrease in the crop movement. Refiners are not showing much interest in present offerings, as they seem to think that holders will soon be willing to give concessions.

The warm weather has not stimulated business in refined sugar as much as was expected. Withdrawals are rather light and little new business is being contracted. The country is said to be supplied for about a month.

Jobbers are sticking as close as possible to their actual needs in buying flour. Despite the lack of business, millers refuse to grant any concessions and prices are, if anything, a little steadier.

There is a good demand for canned tomatoes from jobbers in the interior. Local jobbers are not interested in tomatoes, but the country needs them to carry it over until the coming season's pack will be ready for delivery. Prices are a little firmer. Corn is being cleaned up rapidly, with prices steady. New Southern peas are beginning to come forward. The outlook is said to be good for those of fine quality.

The demand for California canned peaches has continued this week. Supplies are limited and prices firm. Southern peaches are dull. Apricots are not in much demand. Gallon apples are quiet but steady.

The prices on Eastern eggs advanced a little this week, the best grades now selling at 24 to 26 cents. The reports of decreased collections from the West give the maket a firm tone, although receipts here are larger than are needed for immediate consumption. The better grades of eggs are in good demand, but poor grades are neglected.

Butter is still fairly steady, but operators feel that prices are too high in view of the large production. Much of the current receipts is put in storage, as it cannot be sold without a loss. There is a fair demand for specials at 29 cents, and in a few cases a fraction more than this was obtained, but as a rule buyers are able to get supplies at flat quotations. Extras are moving well at 28½ cents. Firsts are quoted at 27½ to 28 cents and seconds at 27 cents.

FRED. A. MCGILL.



# When Goods Are Sold From Your Shelves



will the sale be handled **absolutely** without loss to you?

That's the one question that has caused storekeepers so much worry and money in answering. Thousands of merchants say "**Yes, absolutely sure,**" because they are using National Cash Registers.

A National Cash Register will insure a permanent record of all the goods sold from your shelves.

With a National Cash Register you are sure to get all the money in exchange for the goods you sell. The National is the **only register** that will do this.

**Don't guess**—it is costing you more every year than the price of a National Cash Register to guess at this question.

With a National Cash Register in your store, you know, no matter where you are, that you have a **perfect mechanical record** in the register, under lock and key, of **every penny's worth** of goods sold from your shelves, whether the purchase be cash, charge, C. O. D., goods carried or delivered.

That's a strong statement. **Think** what it means to you—all the profit on all the goods that leave your store.

We can prove this. **You** will be convinced when you **understand** how it's done.

We manufacture 250 styles and sizes of National Cash Registers. There is one just suited to your particular needs. Prices as low as \$15. Small monthly payments if desired.

Send for catalogue showing cuts, prices and facts which will help you. This will not obligate you in any way.

**We guarantee to furnish a better cash register for less money than any other concern in the world**

**The  
National Cash Register Co.  
Dayton, Ohio**

OFFICES IN ALL PRINCIPAL CITIES

**The  
National  
Cash  
Register Co.**

Please send me Catalogue and prices of National Cash Registers; also other information that may be of interest to me.

I understand this does not obligate me to buy.

Name.....

Street.....

City..... State.....

Business.....No. of Clerks.....

TEAR OUT AND MAIL TO-DAY

No. 225  
Detail Adder  
Price  
\$30.00



Detail Adder with all latest improvements. 20 keys registering from 5c. to \$1.95, or from 1c. to \$1.99.

No. 420  
Total Adder  
Price  
\$75 00



Total Adder with all latest improvements. 27 amount keys registering from 1c. to \$9.99. 4 special keys

No. 1054  
Total Adder  
Detail Strip  
Printer  
Drawer  
Operated  
Price  
\$80 00



Total Adder, drawer operated, with all latest improvements: prints each sale on a strip of paper. 32 amount keys registering from 1c. to \$9.99, or from 5c. to \$59.95. 5 special keys

No. 416  
Total Adder  
Detail  
Strip  
Printer  
Price  
\$100.00



Total Adder with all latest improvements. 25 amount keys registering from 1c. to \$7.99. No-sale key. Prints record of all sales on detail strip.





### No. LI.—How a Business Man of Small or Moderate Interests Should Use a Lawyer.

One or two conversations had recently by chance with clients inspire an article on how a small business man—by which I mean anything short of a large corporation or large individual head of a manufacturing or trading business—should use a lawyer. That such a business man can employ a lawyer with profit goes, I think, without saying. Always provided he uses him in the right way, which I may say he very seldom does.

The business man of small or moderate interests will almost always find it cheaper, in dollars and cents, to employ a lawyer by the year. And invariably he will find it much more convenient. In matters of this sort he can profitably take a leaf from the book of business men of larger interests. There is hardly a business concern to-day, incorporated or unincorporated, which does not employ one or more lawyers on a yearly retainer. In a nutshell, their object is to keep in constant touch with legal advice.

The attitude of the average small or moderate business man is precisely the reverse. He regards lawyers as necessary evils and postpones consulting them as long as possible—often until it is too late to derive benefit from the advice. He forgets what is the cardinal principle in the employment of a lawyer—that legal advice secured in time can often stave off a lawsuit. In other words, that an ounce of legal prevention is always worth a pound of cure.

This attitude is not altogether inexcusable. There are shysters at the bar, without doubt, and there is also a constitutional dislike, in many men's minds to paying out several dollars for a few minutes' consultation. Regardless of the fact that it took a law-

yer years of hard study to be able to give that few minutes' advice, and that the matter determined in those few minutes may be weighty and vital. Familiar to many is the story of the famous New York lawyer who charged a fee of \$10,000 for answering "yes" to a question asked him by a corporation client. But millions of dollars hung upon the answer, and later developments proved that "yes" was the right answer and "no" would have been disastrous.

No matter how small a business man may be, or how obscurely situated, he is or can be in touch with a lawyer. The fees in the country are never large, and in many cases it is more expensive to do without the advice than to buy it. In the experience of every man in business, legal questions, mostly small, but sometimes large, are certain to arise. Especially is this true with merchants subject to the mass of food and drug laws, and to those laws subjecting certain businesses to legal espionage. Laws of this class are bound to increase, and business men and artisans who are not capably advised upon them are likely to become involved in a maze of legal difficulties.

These are questions which not even the most intelligent layman can safely answer. Some of them cannot be answered except by direct consultation with a lawyer. I have every reason to believe that this series of articles has been of much practical benefit to those who have read them carefully. In the same way a number of trade papers conduct departments in which legal queries are satisfactorily answered. But outside of these sources of information there are other questions which must be answered, if an-

swered at all, by a lawyer, in direct touch with the client.

The usual plan is to wait until the problem actually presses for solution and then grudgingly and protestingly consult a lawyer about it. The reason is to save money, but on the contrary it has two grave disadvantages:—

First.—The fee will usually be larger because the trouble is more pressing and complicated, and to remedy it requires more work.

Second.—The delay often makes it impossible to do what could easily have been done had the thing been taken in time. I recall a case in which a client of my own inadvertently allowed ice to accumulate upon his pavement. A passing woman fell and permanently injured her arm. The husband, before consulting counsel, offered to settle the case if the owner would pay the doctor's bill, which amounted to \$22. This the client, without consulting counsel, refused to do. Later the husband retained an attorney and my client was sued for \$5,000. His defence was not sufficient and the verdict was \$200 against him. Somewhat less than \$5,000, it is true, but also somewhat more than the doctor's bill.

In this case the client did not consult counsel in the beginning because he wished to save the fee. Any intelligent lawyer would have advised him to settle at once, as it always pays to compromise these cases on such a favorable basis."

Every business man of small or moderate interests will find it to his advantage in every way to make an arrangement with some lawyer he can trust to give him unlimited consultation for a certain sum per year. This sum need never be large; in many cases where the demand would not be heavy, it is often as little

as \$25 per year. The comfort of such a plan is immeasurable.

A legal friend of mine who practices in a small Pennsylvania town of about 2,000 people, in the course of a discussion with me on this very subject recently, cited a case from his own experience. A retail hardware dealer of his town who had some outside interests asked his rate for a yearly retainer, the client to have the right to ask him all the questions he wished to during the year. The lawyer named the very moderate fee of \$25, but the client thought it too high and refused to contract. From time to time subsequently, however, he consulted the lawyer as occasion arose.

At the end of the year there had been seven consultations at the uniform rate of \$5 each—\$35 for only a small part of what could have been obtained for \$25. More than that, one of the questions involved was left too long and necessitated a payment of \$75, three-fourths of which could have been saved had it been taken in time.

Not until he examines his own experience will the average small business man believe what an infinite number of questions are constantly arising upon which he would find legal advice useful. The innumerable schemes which are offered to him, all involving written contracts; contracts for the sale and purchase of merchandise; damage claims; insurance matters; questions of credit, both of himself and his customers; questions involving becoming security for other persons, and very many others, are mainly legal, and no layman's judgment upon them is safe. The man who has a lawyer he can go to ad libitum about such things will never again go unprotected if he can help it.

(Copyright, May, 1910, by Elton J. Buckley.)

Question: "F., Philadelphia, Pa.—I sold my business about three weeks ago to a party and he immediately resold it to a third party, who has since increased the stock considerably. Now one of my creditors informs me unless I settle his account (which I am unable to do) he will proceed against the new owner, as the law gives him this right.

Can he proceed against the new owner? Could the new owner



protect his goods, i. e., the goods purchased since the sale? In case he (creditor) has right to proceed, could I claim \$300 exemption law? Should he proceed, what action would my other creditors most likely take, and how would that affect me?

Answer.—If the second sale was bona fide, your creditors cannot proceed against the goods in the hands of the third person. I assume from what you say that you did not comply with the bulk sales law in your own sale; that is, you did not supply your buyer with a list of your creditors, and no notice was given them of your intention to sell. If this is the case, your creditors could have proceeded against the goods in the hands of your buyer. They cannot proceed against them after they have been resold by your buyer to some one else, as a bona fide purchaser for value and without notice would take a good title which your creditors could not defeat.

Even if the creditor could proceed against the goods in the hands of the third person, he would have no claim against anything which such person has since bought.

Question: A. Capece & Son, Freeland, Pa.—A customer of mine owes us a good-sized bill and we are unable to collect it. We sold goods to husband and made entry on our books accordingly. They own property jointly (husband and wife). How shall we proceed to get judgment against them?

Answer.—If the husband was the customer you must sue him; he is naturally liable for necessities supplied to his family.

Question: W. W. J., Elkland, Pa.—We have been handling a small line of some of the more efficient grades of proprietary medicines. We would like to also sell some of the well-known drugs. There are already two drug stores here just a short distance from us. There is no one in the store who is a licensed pharmacist and I would thank you very much if you could tell me the class of drugs which under the circumstances we could handle.

Answer.—You could not engage in the compounding of prescriptions or the general sale of drugs, chemicals or poisons without having a certificate from the State Board of Pharmacy. As a general storekeeper, however, you can sell patent medicines,

and what the law calls the "commonly used medicines and poisons," if marked according to law and—in the case of poisons—if the name of the purchaser is entered in a book kept for the purpose.

I suggest writing the State Pharmaceutical Board at Harrisburg for their regulations showing what they consider the "commonly used" medicines, etc.

Question: R. A. B., Pa.—About one year ago three parties here went in together and bid in a property at sheriff's sale. No agreement in writing was made between them and they have divided the real estate among themselves. On this property was two engines, a boiler and other personal property. A has taken some things, such as pipe, whistle, etc., from the property without the consent of B and C. Now B and C want to sell the personal property. A will not sell. If B and C sell the property will it bind A? Can anything be done with A for taking the other things?

Answer.—I assume that the Sheriff sold both real estate and personal property, and that A, B, C, acting together, bought everything. You do not give any of the facts as to how the three joined, but it seems clear that their relation constituted a partnership for the purpose of buying, and possibly for the purpose of selling or using what they had bought. If this theory is sound—and I believe that it is—the ordinary law of partnership applies. If the partnership was formed for the purpose of selling or working off the personal property, as well as for buying it, any partner can sell it and bind the firm. He cannot appropriate it to his own use, however, and if he sells it must account to the firm for the proceeds.

If A has removed certain personal property from the firm premises and refuses both to restore it or to account for its value, the firm can proceed against him both civilly and criminally.

It also follows that either B or C—certainly both together—can sell the personalty and convey a good title.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only.

## "My, that's good cheese"

You will hear that expression more than once if you sell the Emmenthaler, Roquefort, Camembert and other Fancy Cheese that I import, because being the largest importer in Philadelphia, I receive only the best grades that come to this country.

Of Delicatessen and Fancy Groceries I always have a full line, and I am prepared to sell you at the lowest possible price.

Send me a trial order to-day.

**Carl Wilde, 357 N. Second St., Phila.**

**CRYSTAL DOMINO SUGAR**

**2 lb AND 5 lb  
SEALED BOXES!**

**2 lb BOXES-60 IN CASE (120 lbs)**  
**5 lb BOXES-24 IN CASE (120 lbs)**

**BEST SUGAR FOR  
TEA AND COFFEE?**



## Grocery and Specialty Salesmen

If you cover any portion of the States of Pennsylvania, New Jersey or New York, you can carry a well-paying side line that will not interfere in any way with your present work.

Write for particulars.

**The Grocery World, 927 Arch St., Philadelphia**

## A RING THAT HELPS JARS

Sell the Baltic Rubber Ring. As you know the rubber ring is always the weakest part of a glass jar proposition.

The Baltic Ring is made of high-grade white rubber, several times as thick as the ordinary ring. This means a perfectly air-tight joint, and it also means that the frequent unevenness in the jar shoulder or the cap can't let in air, as it often does with the ordinary thin, poor ring.

WRITE FOR PRICES.

**FISHER, BRUCE & CO.**

Importers and Wholesalers of China, Crockery, Lamps and Glassware  
**221 MARKET ST., PHILADELPHIA**



Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

### Final Oleo Hearings Held Last Monday.

Many Well-known Dairymen Present to Advocate the McHenry Bill, Which Puts Oleo Under Tightest Restrictions Yet. Secretary Slater's Story of Last Hearing.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

May 17, 1910.

As previously announced the House Agricultural Committee gave a third hearing on the various oleomargarine bills May 11-16, and a large number of witnesses were present to give their views. It is not my purpose to attempt to call attention to the testimony submitted at this time, but will in later reports give a digest of that which is most important.

There are several bills before the committee, but the Burleson and McHenry bills are the only ones which received serious attention. The latter amends the present law in several particulars, the chief defects in the present law being as follows:—

The law provides for the 10-cent tax only on "artificially" colored oleomargarine. The ingenuity of the manufacturers has enabled them to select the ingredients of their product so that it is held by the courts under evidence adduced to be yellow, although not artificially colored, except in the case of palm oil. This is true to such an extent that less than 3 per cent. of the product now pays a 10-cent tax, although at least 75 per cent. of it is in imitation of yellow butter.

The summary powers given to the Commissioner of Internal Revenue in enforcing other revenue laws is not given him for the enforcement of the present oleomargarine law.

The size of oleomargarine packages is not regulated, permitting the sale of the product in butter

## Trade Conflict Coming Over "Yours Truly" Plan?

Over Four Hundred Jobbers Said to Have Signed Contract for Exclusive Representation. Regular Specialty Manufacturers Oppose Plan on Various Grounds.

There is almost certain to be a trade conflict on over the co-operative plan of marketing various food and grocery products under the brand of "Yours Truly." The retail and jobbing trade may or may not be familiar with this proposition. In a nutshell it comprehends granting to one jobber in a territory the right to sell the "Yours truly" brand of goods. In return he is expected to contract for a considerable supply of the product, the promoters agreeing in return to do considerable advertising both to the retailer and consumer in order to move the products. Up to now only baked beans have been brought out under the "Yours Truly" label, but later on soap will be and various other articles after that.

It is said that four hundred wholesale grocers in various sections of the country have signed contracts for the exclusive agency. The other specialty manufacturers are opposing the plan very bitterly, and wherever possible are inspiring the passage of resolutions at trade conventions against it. At the Pennsylvania convention of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware, a resolution was passed aimed at the "Yours Truly" proposition, and a similar one went through the National

Retail Grocers' Association. The various branch associations of manufacturers' representatives are now becoming active, the most comprehensive resolutions on the subject having been passed by the St. Louis Association. Secretary Austin, of the American Specialty Manufacturers' Association, sends the "Grocery World and General Merchant" a copy of the resolutions and requests publication. The "Yours Truly" brand is not named but is meant. The resolutions are published in order to show the attitude of one group of the antagonists of the scheme:—

Whereas, We believe that a betterment of conditions in the grocery trade must be brought about through co-operation and the proper regulation of the rights of each factor in the trade, and

Whereas, There is an effort being made to promote a certain brand of goods by a plan, which involves the elimination of specialty salesman, and

Whereas, The persons promoting this plan are endeavoring to inspire hatred and malice in the minds of jobbers and their salesmen against legitimate manufacturers and their salesmen, and

Whereas, The plan in question involves certain limitations, which, if successful, will prove detrimental to the interests of jobbers and retailers, therefore be it

Resolved, That this association is opposed to this plan or any plan which tends to interfere with the co-operation and reciprocity between trade factors, and be it further

Resolved, That this association recommends to its members that they use their influence in a way which will best protect the interests of the firms they represent.

tubs and thus making deception easier.

The McHenry bill seeks to remedy these defects by changing an ineffective law making it capable of enforcement and effective, while the Burleson bill seeks to cure the patient by knocking him in the head.

The advocates of the McHenry bill were very much more in evidence at the hearing than those on the other side, although nothing was left undone by them to put up a strong case. Whether they succeeded depends a great deal upon the point of view.

Our forces were led by President Flanders as before, and others appearing before the committee were: Prof. Oscar Erf, Chief of Dairy Department, Ohio State University, Columbus, O.; A. J. Glover, Fort Atkinson, Wis.; A. R. Eastman, Waterville, N. Y.; Hon. Colon C. Lillie, Coopersville, Mich.; Prof. G. L. McKay, Chicago, Ill.; John R. Morley, Owatonna, Minn.; W. F. Schilling, Northfield, Minn.; Hon. Andrew French, St. Paul, Minn.; Thomas Sharpless, West Chester, Pa.; J. D. Frederickson, Little Falls, N. Y.; Judge E. J. Hainer,

Lincoln, Neb.; Hon. J. Q. Emery, Madison, Wis.; S. B. Shilling, Chicago, Ill.

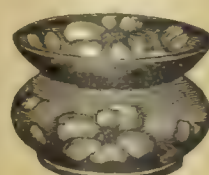
Congressmen Tawney, of Minnesota, and Nelson, of Wisconsin, also appeared before the committee and gave able addresses defending the present law and supporting the McHenry bill. A synopsis of their addresses will be given later.

In addition to the above named gentlemen, the following dairymen were in attendance at the last hearing: Hon. John B. Newman, Chicago; J. J. Farrell, Carver, Minn.; F. N. Godfrey, Olean, N. Y.; W. N. Giles, Skaneateles, N. Y.; B. S. Pearsall, Elgin, Ill.; Gilbert M. Tucker, Albany, N. Y.; Dr. B. H. Warren, West Chester, Pa.; John A. McSparan, Furniss, Pa.; A. W. Detrich, Chambersburg, Pa.; W. W. Ware, Batavia, N. Y.; Prof. H. H. Wing, Ithaca, N. Y.; Hon. James Foust, Harrisburg, Pa.

E. K. SLATER,  
Secretary National Dairy Union.

### Extract Men to Meet in New York.

The first annual convention of the Flavoring Extract Manufacturers' Association of the United States will be held at the Drug Club, 100 Williams street, New York City, June 8th and 9th. The meeting will be held at 10.30 to 12.30 and 2 to 4 o'clock each day. Many matters of vital importance will be taken up. There will be excellent speakers on the following interesting subjects: "Vanilla Beans," Dr. Iseman; "Terpeneless Lemon," Mr. C. E. Foote; "Essential Oils," Dr. F. P. Dodge; "State Law Labeling," Mr. E. D. Freeman; "Preservatives," Mr. S. H. Baer; "Extract and Flavor," Mr. C. Bielstein; "Bottles," Mr. Booth; "Colors," Dr. Lieber; "Figuring Cost," Mr. W. M. McCormick. Also other subjects and other prominent speakers.



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.



The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

### R. E. TONGUE & BROS.

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.

## Don't Order Much At First

Here's the way to handle a specialty like our

### LEHIGH SAUSAGE

You know we claim a lot for it. We claim it's more deliciously seasoned and flavored, that it's good hot or cold, that it's clean and pure and different from any other dry smoked sausage made.

If this is true, you could sell **Lehigh Sausage**, couldn't you? Very well, here's how to prove it true—order a very small quantity from us and try it out. Only a trifle at stake, with a chance of more business.

We make **Lehigh Sausage** from beginning to end.

### ARBOGAST & BASTIAN COMPANY

Wholesale Slaughterers of Cattle, Hogs, Sheep and Calves  
Pork Packers and Provision Dealers

ALLENTOWN, LEHIGH COUNTY, PA.

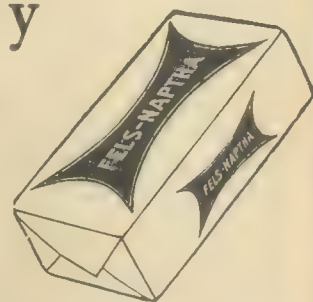
## In Emphasis

our advertising man wrote:

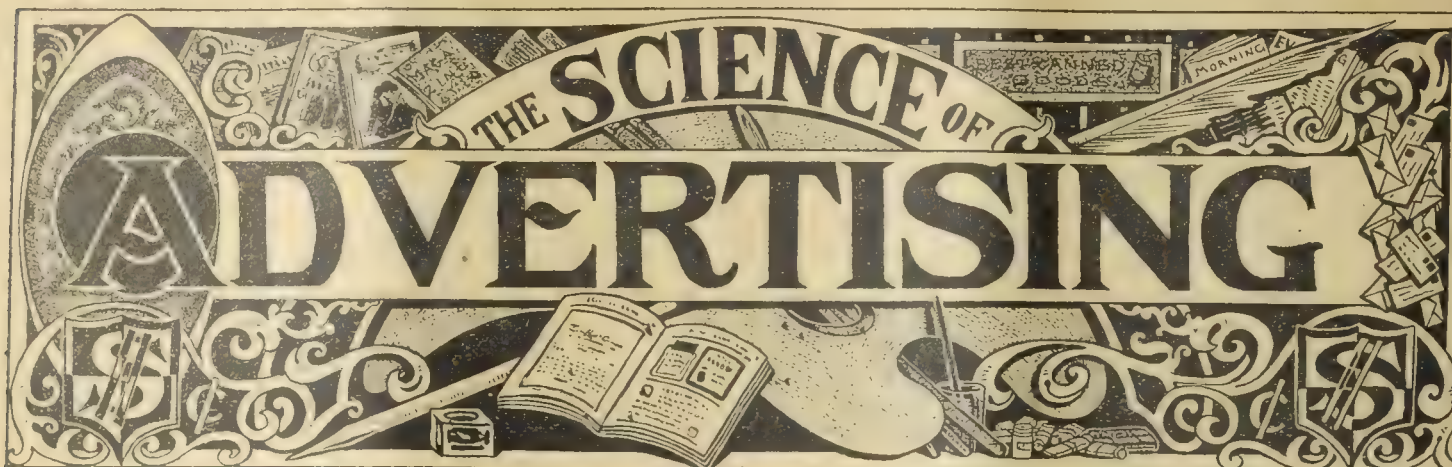
"The different kind of a soap: That, in a nut-shell, is **Fels-Naptha!**"

In truthful praise, innumerable women go further and say

"**Fels-Naptha**, the better kind."







Cohoes, N. Y., April 25, 1910.  
Editor "Science of Advertising."

Dear Sir:—We are trying to get a system of sending a letter out every week speaking of our low prices, quality, etc., that our agent would call if the inclosed postal card be filled out and mailed to us.

This is the letter head and envelope that you have at hand which we will use; when typewritten we think will be very attractive.

We also run advertisements in the local papers every week.

If there be any way in which you could advise us in systematizing this work, we would be very thankful.

Yours truly,  
THOS. HINES.

The stationery which Mr. Hines proposes to use for this plan, and which is the same on which he writes to me, is very good looking and high grade. So far as stationery can do it, this will without doubt create a good impression. My experience with similar schemes, however, has not been very good. The letter Mr. Hines says he shall send out will speak of his low prices and the quality of his goods. He will inclose a postal and ask any one sufficiently interested to ask that the agent call. The chance is that he will not get a single answer, and the chance that he will not will become almost a certainty if the letter is merely a general one with nothing in it but claims. Even if the letter quoted and pushed specific articles, I have demonstrated that it is very doubtful if people will send for the solicitor. It is well-nigh impossible to get people to take extra trouble like this; and the advertiser who expects it will be disappointed almost invariably. All of us travel in the line of least resistance. There are too many merchants ready and willing to send solicitors to the door to expect a request to send one to have much weight. No, I do not advise Mr. Hines to spend much money or much time on his postal plan, for unless he is a shining exception to the rule—this happens sometimes—he will

waste all he puts in it. Of course advertising of this or any other respectable sort is seldom entirely wasted. Usually it leaves a seed or two which may some time bring forth fruit.

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I believe I can give Mr. Hines a better plan than this of reaching people not already his customers. I should issue regularly what I might call a "Phone Call List." It would be a little assortment of specials that are supposed to be ordered by telephone and delivered to the house. I should be particularly careful about the quality of the goods selected for this purpose, because there is a general impression—always with some truth in it—that the average grocer doesn't pick out the best stuff to fill telephone orders with. I should take particular pains to admit this in the advertising and to play strongly on the point that in this case they were guaranteed to be satisfactory.

\*\*\*

I have seen this plan tried once in a while, and when carefully and intelligently operated it has had remarkable results. The advertising used, however, should be well done, high class in every respect, and it should go out regularly. The main point should be use the telephone—that everything on the list is intended to be ordered by telephone, though of course the recipient will be welcome at the store. The great value of the plan is that it can get business from people who you could otherwise hardly reach at all. As a matter of fact, the plan has no territorial limit, if you are willing to deliver anywhere. In order that the person receiving these letters should have an intimation that they were not ordinary circulars in which they were not interested, and which they might throw away, I should print

something on the envelope. Something like "A chance to use your 'Phone." Or "You are supposed to Telephone us when you get this," or any other catch line calculated to attract attention.

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I notice Mr. Hines says he also advertises in his local papers,

Written for the "Grocery World and General Merchant."

## If This Pennsylvania Bill Passes Nobody Can Sell Drugs and Medicines But Druggists

"Grocery World and General Merchant" Correspondent Is Advised That State Pharmaceutical Association Will Introduce a Bill in Next Pennsylvania Legislature Forbidding Sale of Drugs, and Even Simplest Medicines. Correspondent Makes Prophecy as to What Will Happen if Bill Passes. Movement Extends to Other States.

We have just received anonymously the following information:—

A law restricting the sale of medicines by grocers and peddlers will be one of the new measures which it is proposed will be introduced at the next session of the Pennsylvania State Legislature. It is being fostered by the Pennsylvania Pharmaceutical Association, and a draft of the proposed law will be submitted to the coming meeting June 28, 29 and 30, of that organization, at Buena Vista Springs.

We do not know who sent this to us, but it is good to ponder over.

Why the retail druggists should be the favored class we fail to understand. They are allowed to sell candies, cigars, clothes brushes, etc., and I see in the Boston papers that the drug syndicate, which has stores in your State and others, are now going to put up a line of package coffees and teas. The coffee is to cost them 20 cents per pound and sell for 40 cents, which is something the retail grocer has not the audacity to do. There is nothing we know of on which the retail

which seems as if it ought to be a good thing to do. Of course I don't know how good his advertising is, for he doesn't send any of it. For business outside of his own immediate territory, however, let him try the telephone plan and see if he doesn't get considerable out of it.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

grocer makes such a profit as this.

Now, if they are going to try to get these bills through, which they can do unless somebody fights them, it behooves all the retail grocers as well as the jobbers to get busy and to keep an eye on what is being done.

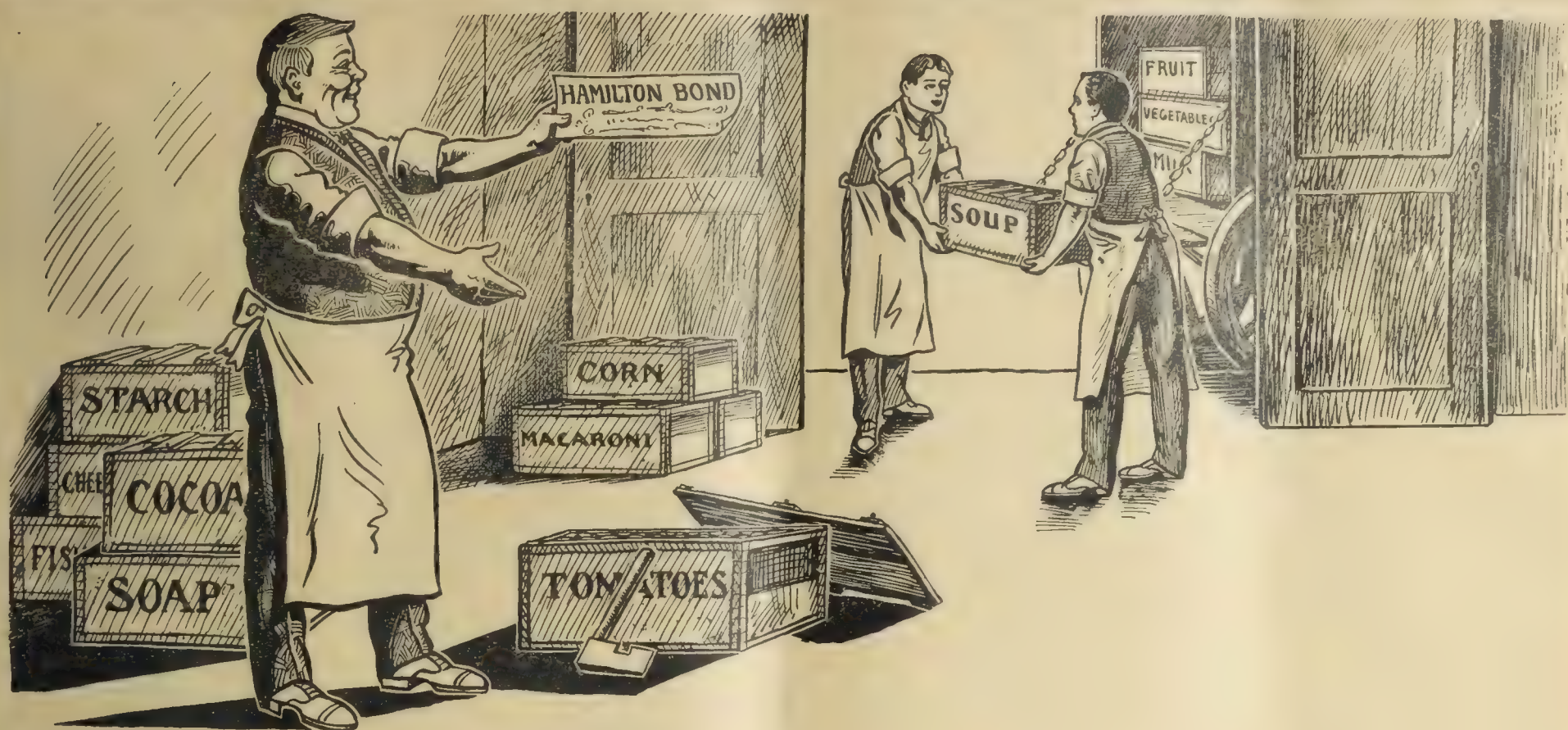
Thousands of people live a long distance from a drug store, and besides you can buy 10 cents' worth of camphor from a grocerman, and get twice as much as a rule as you would from a retail druggist. This is true not only of camphor, but of many other old-fashioned household remedies and drugs, including saltpetre, epsom salts, bluestone, copperas, etc., which are sold at about one-fifth the price the retail druggist will want for them.

In one State they tried to get through a law prohibiting the retail grocer from handling all these goods and no one was allowed to buy them without a prescription. It is not hard to see who is back of all of this.

W.

—, May 17, 1910.





In every case of many different products—the best on the market—you will find **“Hamilton Bonds.”** You can exchange these bonds for a gold watch, a counter scale, a diamond ring, or almost anything you may need for your store or your home. The money invested in **“Hamilton Bonds”** *is not added to the cost of the goods*, but represents a *new way* for manufacturers to spend part of their advertising appropriations. They have decided that *you* should have some of it.

# THE HAMILTON CORPORATION

GUARANTEED RESOURCES, \$1,000,000

29-35 West 32d Street

NEW YORK CITY, N. Y.



# THE STROLLER'S COLUMN



## The Old Man Couldn't Give Up.

There's a certain kind of merchant who ought never to have any clerks at all. They don't deserve to have anything more than wooden Indians as clerks, for they don't know how to treat 'em.

It ain't their fault—the merchants, I mean—for God made 'em that way.

You'll know what I mean better after I tell about something I was mixed up in a month or two ago.

Once in a while I drop in to see a fellow that has a good-sized store in a lively part of Philadelphia. He's a good Presbyterian and a good man—none better, in lots of ways—but harder than nails. For quite a while he's been at me to find him a man to sort of manage his business. He's getting along in years, and he wanted somebody he could unload some of the work on so he could get away once in a while. He knew I got around a good bit, and he thought I might be able to find the fellow he wanted.

Well, I did find one. If you ask me, I think I got the very man who was cut out to fill that place, if any man was. I had met him on the road. He was a young fellow about 28, and had only been out for a year. Good, keen, active fellow, as systematic as a sewing machine and with a good level head. He had had about three years' experience in a retail store, too.

Don't that combination look good to you?

Well, I got 'em together. Each one seemed to think the other was all right and they decided they'd hit it up. The young fellow threw up his road job and went with the Philadelphia man the first of the year.

One of the first things the new man was told to do was to cut down expenses. His boss told him the business was costing too

much to run, but he couldn't seem to put his finger on the leak.

"Before you do anything about getting more business or anything like that," he said, "I want you to look about and see where we can save money."

The young fellow had some sharp ideas about running a business close—we had often talked 'em over—and he was right on the job when it came to anything like that. So he started in to get next. In thirty seconds he had struck a snag, and it's that snag that's at the bottom of this sermon.

"I went to the old man," he told me afterward, "to get some figures. First I asked to see the books. I wanted to see what the business was doing and what it was costing to do it. First he said they weren't quite all posted and he would see that it was done, for he wanted the record to be up to date when I saw it. I waited a week and then went at him again. This time he put me off with some other excuse, and I waited a couple of days more. Then when I asked him again he said he thought I ought to get along without the books. That looked queer, but I said I thought I could, if he would give me the figures. He told me to make up a list of the items I wanted. I did. It was the amount of business done every week for the last six months, the amount of rent, heat, gas and so on, wages of all the men, gross profits, amount of money invested, how much he had drawn, and some more information like that.

"He took the list and said he'd look it over. He took several days to look it over. Still nothing doing. Meanwhile I wasn't doing much but helping around the store like a clerk, writing advertising and so on. Finally one

day I asked him if he'd had time to fix up the figures for me. I knew he had, but he said he hadn't. By this time he was getting on my feet a little and when I asked him again in a day or two and he still said he hadn't done anything, I thought it was up to me to say something.

"You don't seem to be in much hurry for me to do anything," I said. "I can't take hold of this expense business until I get the facts to work on. If you'd let me see the books I could get the figures for myself."

"I don't know as I want to give all the details of my private business to you," he said in a surly sort of a way, and then I saw what ailed him. He simply hadn't been able to bring himself to open up to a stranger.

"Of course, that's up to you," I said. "You told me you wanted me to see if expenses couldn't be reduced. How can I possibly do that if I don't know what they are?"

"Well, that seemed to make some impression on him, but he only said he'd think it over. I waited but nothing happened, and I went to him at last and asked him what he'd decided to do.

"I came here as manager," I said, "and you're paying me as manager. If I'm only to be a sort of head clerk you're paying me too much money and the job isn't congenial. So I think we ought to have an understanding right now."

"You've been here five weeks," he said. "You ought to know something about the business by this time. Go ahead with what you've got and see what you can do."

"But I've got nothing!" I told him. "I haven't got a single one of the facts that I must know if I'm to find out whether your busi-

ness is being run on an economical basis. I don't this minute know what a single one of your clerks is getting. I don't understand you, Mr. Jones. You can't expect me to make bricks without straw!"

"Well, that's all I have to say," he said, and I resigned on the spot. I thought you had a right to know about it, since you had got me in there."

"My boy," I said, "you were right from start to finish, and the old man hadn't a leg to stand on. I'll tell him so, too, the next time I get in there."

But I know the old fellow's mind like a book now, though I didn't before. I've seen so many other minds just like it. He's built up his own business and nobody else has ever seen the inside of it since the day he started it. The man he hired as a manager wanted to turn it clean inside out, and he simply couldn't let him—he was too old a dog to learn new tricks. And he'll never learn 'em. His plan to get a man in his place and ease up a little is knocked in the head for all time to come, for he'll never be any different as long as he lives.

Of course he's wrong, but it's darned near as foolish to criticise him for that, as it is to criticise the shape of his feet. He can't help it; he was made that way. If I was that kind of a merchant, though, I'd never hire a man to do anything for me but routine work, because nobody'll ever be able to make good in anything more.

THE STROLLER.

## An Important Error.

In the last issue the advertisement of the Zonol Products Co., on page 23, read as follows: "We will give you one dozen Sunshine Blue free if you order within thirty days. Even without the free dozen Sunshine Blue you can make over 50 per cent. profit, but with the dozen you make \$1.65 on an investment of \$3.60."

This should have read as follows: "We will give you one dozen Sunshine Blue free *with five* if you order within thirty days. Even without the free dozen Sunshine Blue will make you 50 per cent. profit, but with the dozen you can make \$1.65 on an investment of \$1.95."



When buying Grape Juice there are several things to be taken into consideration besides discounts and special offers.

**P**RICE is of interest; quality is vital. What you buy must be what your customers want or it is practically worthless. The price of Welch's is fair and is uniform. If you pay less you may be sure that the quality is in proportion, and extra effort will be required to sell the goods.

It's worth while to measure the capacity of grape juice bottles. Under present State and National laws this item is not as unimportant as it once appeared and especially interests every dispenser. Welch bottles are full measure.

It is an asset to you to handle an advertised brand of grape juice—one that is recommended by physicians and others who use it. More money is being spent in 1910 in advertising Welch's than ever before—more money than is being spent on any other brand. The Welch advertising is dependable and attractive. It pulls because we have been reiterating the merits of Welch's for many years, and people who used it last year want more this.

# Welch's Grape Juice

is pure grape juice, it is a product of Nature. Unnatural color or clearness, which can only be obtained at the expense of food value and flavor, is not wanted. Advertising and large claims will not sell a poor grape juice, at least not to the same people twice.

Grape juice containing corn syrup (glucose) should be avoided. This is used to make it palatable and give it body. Its use means inferior grapes. The slight deposit sometimes found in pure grape juice is not particles of seeds, pulp, etc., nor is it tannin or loaded with tannin. It refines over 80 per cent pure cream of tartar. Tannin is found in small quantities in all grapes and grape juice and cannot be eliminated by clarifying or filtering.

The real worth—the real test—lies in the grape juice itself. Welch's has "body" secured without concentration or addition. It has the true Concord aroma. It has a deep red color—not a purple which comes from contact of the juice with metal. It has a delicious rich flavor which makes you say, "It tastes just like fresh Concord Grapes." All of the food properties of the grape are retained in Welch's. These points—all essential—tell you why no other brand compares with Welch's. Make the comparison yourself.

Welch's makes the "come again" kind of customers, that's why its popularity is increasing so rapidly. Sold by the leading jobbers. We furnish advertising matter to interested dealers.

THE WELCH GRAPE JUICE COMPANY, WESTFIELD, N. Y.





# THE GROCERY MARKETS

## Tea.

The tea market shows occasional spurts of activity, here and there, but generally speaking the situation is quiet. Prices on spot teas have not changed during the week. Desirable grades are firmly held, though on a low level of prices. The market for new Congou teas has opened in the East on a basis about 10 per cent. above last year. All the new teas which have opened so far are above last year's prices, but this does not necessarily mean that the entire season's supply will be, because the new teas opening now are fine teas, and there is practically nothing to match them on spot. When the lower and medium grades are prices, it may be on a lower basis.

## Coffee.

The coffee market shows a somewhat better feeling. There has been more buying during the week and prices are feeling firmer. Good roasting grades of Santos are steadily held and the only thing that is considered cheap is low grade Victorias. Rios are quiet, only the large roasters being interested. Milds are in moderate request at prices that are considered rather attractive. Java and Mocha are in fair demand at unchanged prices. The supply of Java is not large.

## Sugar.

Raw sugar has remained about unchanged during the week, the European market showing some advancing tendency toward the close. Refined sugar remains unchanged and in fair demand, all refiners being about on the same level.

## Syrup and Molasses.

Glucose is unchanged. Compound syrup is in fair demand for the season at ruling prices. Sugar syrup is active for export and manufacturing purposes, but for straight consumption is very quiet. Molasses is quiet at unchanged prices.

## Fish.

The market for salt and canned fish continues dull and in some lines easy. Mackerel seem not to be wanted to a very great extent,

and prices are inclined to be easy. Cod, hake and haddock are unchanged and quiet. Salmon continues strong and in fair demand. No prices on new salmon have as yet been named. Domestic sardines of the new pack are now ready for shipment, and are held by all packers at \$2.85 f. o. b. for quarter oils. Old sardines are scarce. Imported sardines are quiet and moderate in price.

## Canned Goods.

Tomatoes, both spot and future, are unchanged in price, though there is a little more disposition to buy. If the price should keep low for the next few weeks, a reduced pack is regarded as reasonably certain. Spot corn is firm, but not in very large demand; future corn quiet. Cheap peas are wanted at about unchanged prices. Other grades and futures are dull. Apples are maintained at the advance recently noted and the demand is light. Eastern peaches continue dull. No prices for the 1910 pack have yet been named. California canned goods on spot are quiet, except here and there where a price moves a block of goods. No prices have been named on new goods as yet, although there is an understanding that cherries, on account of scarcity, will be 25 to 35 cents higher than last year. Small Baltimore canned goods are unchanged and quiet.

## Butter.

The butter market is firm and unchanged, both as to solids and prints. The receipts are about normal for the season, and the market is about 3 cents per pound higher than a year ago. The quality of the receipts is improving as the season advances. A continued good consumptive demand is looked for, accompanied with steady prices.

## Dried Fruits.

Future prunes are unchanged and very dull. The trade are not willing to buy at the price named. Spot prunes show a fair demand under existing conditions. Peaches are in good demand at unchanged prices. Apricots on spot are dull at ruling prices. Fu-

tures are firmer, on account of large speculative purchases in California. Some packers want  $\frac{1}{2}$  cent more for choice. Raisins show no improvement in price, but some little increase in local demand, due to the advertising campaign. Currants in moderate demand at unchanged prices. Other dried fruits dull and unchanged.

## Beans and Peas.

Domestic pea beans are higher, and to come forward at this writing, in a large way, the quotation is between \$2.40 and \$2.45. On spot the quotation is \$2.35. Imported are in better demand around \$2.20. Domestic marrows can be bought on spot in a large way at \$2.90, but primary points are quoting \$3. The demand is fairly active. California limas are unchanged, the quotation being about 5 cents both on spot and to come forward. Scotch peas are slightly firmer than last week, but green peas and yellow splits are unchanged.

## Eggs.

The receipts of eggs continue liberal, but the market remains firm and unchanged, partly because the demand for storage still continues. The consumptive trade is also very good. The quality of the current receipts is excellent and the market is thoroughly healthy and may show a slight advance.

## Cheese.

An active consumptive demand for cheese is reported. Arrivals are showing better quality each week. The weather has been quite favorable for cheese making and the quality will get even better as the season goes along. The receipts clean up each week and the market is firm at about  $\frac{1}{4}$  cent advance, which is general throughout all producing sections.

## Provisions.

The market on everything in smoked meats is firm and unchanged. The demand is only moderate. Pure lard is steady and unchanged, the consumptive demand being fair. Compound lard is dull at unchanged prices.

Dried beef and barrel pork show moderate movement at about unchanged prices. Canned meats are steady and quiet.

## INDIVIDUAL MARKET REPORTS.

### Baltimore Canned Goods.

The canned goods market this week bore rather a cheerful aspect for the first time perhaps since last fall, and the packers are now making preparation to enter into the new canning season with vim and courage. Some few new Early June peas were packed last week, and within a week or ten days all of the packers of that article here will be at work on them. They will be followed closely by the crop of strawberries, or rather the strawberry crop will be ripe and ready for canning at the same time with the peas. Inquiries for the new pack of those articles already received indicate that there is going to be a good, fair demand for them.

The increasing demand for spot tomatoes noted during the previous two weeks continued this week and caused a firmer undertone to the market. Again the buying orders for them came from all sections of the country for immediate shipment, showing that the goods are needed for immediate requirements and the holders take much encouragement from that fact. The growers and the canners have about reached a basis of cost for the coming crop, and the general opinion is that the acreage in tomatoes this year will be materially reduced as compared with the last two years. There was a small increase in the buying of future tomatoes this week, but the trading in them is very much less than the usual volume for the month of May.

Nothing of interest occurred in the market here for future corn, but there was a better demand for the low-priced Maine style corn for prompt shipment and several good-sized lots were closed out. Spinach is the strongest article just now in the line of vegetables and scored an advance in price this week, with indications of a further advance based on light stocks and increased demand. The Baltimore pack of spinach has become popular with the trade. Both spot and future sweet potatoes are in fair demand and the prices are reasonable. Baked beans, string beans and some special lines of peas are moving out. The small orders for



the different line of vegetables were more numerous this week.

In the line of canned fruits, pears is the strongest article and the reduced stocks are likely to cause higher prices for them. Apples are firmer, especially the No. 10 size tins, and they are expected to advance. It looks advisable to buy pears and apples now. Pie peaches and second peaches were bought in small lots this week, but berries and cherries were inactive.

Cove oysters are stronger, with a good demand, and the next canning season for them is a long way off. Herring roe packed here this spring was sold out during this week.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### Coffee.

Although the price on the coffee exchange declined since the beginning of March about \$1 per bag, no decline at all took place in actual Santos coffee and in mild sorts, whilst Rios, especially high grades which form the basis of exchange deliveries, declined in sympathy with the option market.

The Bankers Committee acting for the Sao Paulo Government sold two weeks ago in this country 75,000 bags Santos coffee at 9½ cents, basis 4s, half differences, bringing the same price as

in February, when options were about 50 points higher. This sale had no effect on the market.

Trade lacks activity. Speculation lacks incentive. There are at present no indications for the better in either.

The slackness of trade is reflected by the falling off in the withdrawals from port stocks. The withdrawals in the United States from January to April inclusive were this year not quite 2,500,000 bags, as compared with 3,000,000 bags during the same four months last year. Covering the last ten months, however, the falling off in the withdrawals is only 300,000 bags as compared with last year, whilst the total world's deliveries for the ten months are 600,000 bags smaller than a year ago. This proves to our mind conclusively that either the withdrawals from port stocks during the previous year were in excess of requirements for consumption, or that consumption has fallen off this year in comparison with last year.

The world's visible supply is still enormous, i. e., 14,570,000 bags, of which the Government holdings amount to 6,370,000 bags, leaving as much as 8,200,000 bags in other hands.

A reduction in the visible supply of about one-half to three-quarter million bags is likely to take place during the balance of

the crop year. We therefore expect the fiscal year to wind up with a visible supply of 13¾ to 14 million bags, as compared with 12,841,000 bags at its beginning.

The stock at Santos is steadily increasing, same reached 1,641,000 bags on the 1st inst., and will most likely exceed 2,000,000 bags by July 1st—a condition which we pointed out as probable when the crop year began.

The Santos crop now harvesting is generally estimated at 8½ million bags, although there are higher and lower estimates circulating. The extreme high estimate is 10,000,000 bags, and the extreme low estimate 7,500,000 bags.

With 2,000,000 bags carried forward at Santos, exports of 10,000,000 bags, which is the full limit allowed by law, are assured. It matters very little to consuming markets whether the Santos crop is 8, 9 or 10 million bags, as long as the full limit of exports is at their disposal; in addition, some Government coffees are to be liquidated each year, which assures the trade for at least some years to come of all the coffee needed for legitimate requirements.

Recent reports received by us picture the plantations as looking splendid, promising a good crop next year, provided average weather conditions are encountered

shortly before and during the flowering period.

A good average crop of Santos means nowadays a crop of about 12 to 13 million bags. A bumper crop, such as was harvested four years ago, is not expected to occur again.

The sum and substance of the position is, that consumption has not increased as rapidly as production, that excessive production has caused the world's supply to increase to such unwieldy figures which made it necessary for the Government of Sao Paulo to step in a few years ago and carry a good part of the supplies to prevent a total collapse of values. These Government holdings are to some extent a safeguard against wild fluctuations in price. At the same time they are a deterrent to speculation. This is one of the reasons why coffee has not shared the price advance of nearly all other commodities.

HENRY NORDLINGER & Co.  
New York, N. Y.

#### Imported Fish Specialties.

Norwegian smoked sardines are in good demand and prices remain unchanged.

French Sardines.—Somewhat better demand for the past week than what we had for some time.

Portuguese Sardines.—Stocks here are not very heavy. Fishing in Portugal is supposed to begin

**FLEISCHMANN'S**  
**COMPRESSED YEAST**  
**HAS NO EQUAL**

## Knighthood Is in Flower

All of our fanciest private brands are packed under the **KNIGHTHOOD** brand.

If you are in search of a staple line of fancy food products, know that we send the **KNIGHTHOOD** goods out backed with our word, our fullest guarantee, and our entire commercial reputation.

**REEVES, PARVIN & CO., Philadelphia**  
**RIVER FRONT STORES**

## SHOW THESE ONCE!

*Anker's*  
**Bouillon**  
**Capsules**



If you've never sold these Bouillon Capsules, you have no idea of the trade waiting for them. Make delicious and nutritious bouillon, beef tea or soup. Packed 10 in a box; ready for instant use with hot water.

Sole Manufacturers  
**ROYAL SPECIALTY CO.**  
92 Reade St. NEW YORK



## How Often Have You Said This?

Almost every grocer, if he's particular, has said to himself exasperatedly: "I wish I was in position to make my own butter; maybe I could get it to suit me then."

**Gurnsey** butter is the sort the most fastidious grocer would make for his own trade if he could. It isn't possible to make any better butter, and neither is it possible to make butter run more regularly than **Gurnsey** runs. It is a brand you can depend on, no matter how much is at stake, and you can send it out week after week to the most

particular customer, in full confidence that it will never disappoint.

A fancy dairy butter that we make, know all about, and stand behind to the limit.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—34 cents. Prices subject to market changes.

**P. F. BROWN & CO., 39-41-43 South Front St., Philadelphia, Pa.**



this month, but up to the present we have had no advices. Stocks of peeled and boneless Portuguese sardines are sold and we look for a quick clearance of the boneless Portuguese sardines.

STROHMEYER & ARPE CO.  
New York, N. Y.

#### Spices.

The market is more active; the demand has no doubt increased. This, however, is expected on account of the approaching pickling season.

Peppers.—Higher prices ruling in Europe. All quotations seem above our market. Our market at present is the cheapest source of supply. Futures are much firmer and higher than during last week. Shipments to our country are far less than during last year.

Red peppers are very much firmer and in better demand.

Cloves.—Higher prices now ruling, both here and abroad. The tendency is certainly upward.

Pimento (Allspice) firmer, due no doubt to the small supply at present. The demand is very good. All indications point to a higher market later on.

Mace in good demand; prices firm with upward tendency. There is a scarcity of prime bright stock.

Nutmegs selling fairly well at unchanged prices.

Cassias in very active demand and prices are steady and tending upward.

Gingers firmer and the demand is exceptionally good. Crop of African is small and there is little more to arrive during the year.

Tapioca very steady at unchanged prices. Spot prices remain under import cost.

Seeds quite steady and in good demand; few changes to note during the week.

Green Ginger Root.—The first importation is in. The stock is strictly prime. It is likely that higher prices will rule during the year, inasmuch as there appears to be a scarcity on account of the high cost of labor in Jamaica.

MCCORMICK & CO., INC.  
Baltimore, Md.

#### MARKET NOTES.

A few Florida watermelons are coming North, but they are so small as to be practically worthless. Fifty cents each is asked for them, but there is almost no demand.

The first Jersey berries reached the markets during the week and brought 10 cents. The bulk of the receipts is from Delaware and Maryland, and the price ranges

from 7 to 15 cents. There are lots of poor berries on the market.

Virginia cherries, mostly white varieties, are bringing about 50 cents per basket. The demand is light. California cherries are still

high—\$1.50 to \$3—but will come down shortly.

New potatoes from Charleston command \$3 to \$3.25, while Floridas are quoted at \$3.50. The latter are preferred because the

measure is larger. The demand is good.

Lima beans are coming North from Florida, but they are not very many and not very good. The price averages \$2.25 and the demand is light.

Florida tomatoes show good quality and the price ranges from \$2 to \$2.50, and are wanted. Florida is the only State shipping so far.

Peas are coming mostly from Maryland and Delaware and range from \$1.50 to \$1.75. The quality is good and the demand excellent.

Charleston string beans of good quality are coming in regularly and bring \$2.75 to \$3. Floridas are also in market and average \$2. The demand is good.

Asparagus remains high and scarce—20 to 40 cents. The cool weather has reduced the production and the demand is good.

Nearby salad ranges from \$1.75 to \$2 per barrel and is wanted.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

Washington, D. C., April 19, 1910.

955,507. Doughnut fryer. Benjamin W. Forgue, Chicago, Ill.

955,514. Baker's oven. Chas. H. R. Joern, St. Louis, Mo.

955,519. Measuring device. John Lazarus, Wilkes-Barre, Pa.

955,525. Shipping package. Henry N. Mann, Chicago, Ill.

955,563. Fastener for display box fronts. Albert F. Urban, Highland, Ill.

955,589. Display rack or stand. John D. Tassio, Philadelphia, Pa.

955,616. Coffee roaster. Albano E. Tava, New York, N. Y.

955,771. Candy cooler. George F. Dickson, Chicago, Ill.

955,835. Preserving eggs. Herbert J. Keith and Simeon C. Keith, Jr., Somerville, Mass.

955,883. Paper bag holder. Preston Joiner, Gregory, Texas.

955,917. Portable baker's oven. Clarence E. Sears, Chicago, Ill.

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 42,000. "Amber" for roasted coffee. J. A. Folger & Co., San Francisco, Cal.

Ser. No. 45,226. "Meltis" for chocolate, etc. Peek, Frean & Co., Ltd., London, England.

Ser. No. 45,975. "Big Horn Brand" for tea, pickles, etc. The Inter-State Grocer Co., Joplin, Mo.

Ser. No. 47,095. "Golden Vase" for macaroni, tea, etc. Wallace & Thomson, New York, N. Y.

Ser. No. 45,729. "June Blossom" for tea. The Geo. F. Wiemann Co., New York, N. Y.

Ser. No. 47,643. "Royal" for coffee. Wm. S. Scull Co., Camden, N. J.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

"Passing Time."—I believe every-hour outside the store should count for something. Something healthy. Something wholesome. Something mentally refreshing. Just "passing the time" is distasteful. It has a pool room and cigarette flavor. It isn't necessary to be a Sunday school boy to have every hour count. What lesson do you learn, for instance, from any good vaudeville stunt? Take the trick bicycle fellow. Back of all that marvelous performance—it's *work*. Absolute concentration. Isn't that a lesson? You can be an artist. You can know more about the grocery and general pure food business than any other fellow "your weight or age." But you can't by "passing time." The trick bicycle boy didn't "pass time." He collared time.

Your audience is bigger than his. Your prospects are many times better than his.

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Service.—Business is service. Don't care from which end you look. The man that issues orders has just as hard a time of it as you. Good service counts. Indifferent service counts. Bad service counts. You get what you give. Did you slide out of a half hour's work to-day? Pity yourself. Did you dig in and take the heavy end this morning when you could have shoved it off with a little scheming? Thank God that you had the manliness and the pluck to do it. Everlasting service wins out. Idealism is good. Ambition is good. Top-of-the-ladder aim is the thing. But, gentlemen, *service and service only* will get you there.

Inviting Fronts.—Thousands of sales are lost every day because store fronts aren't inviting. Thousands of sales are made every day because store fronts *are* inviting. A dozen well marked cards 22 x 28 in a cheap frame should be hung up outside every morning. Shouldn't contain over half a dozen words with the price. Maybe three words; maybe one word. Make the front of your store lively looking. Fix it up so that it says right out, "We're here for business." Along with a nice show of vegetables display some canned goods one day, flour the next day, cereals and so on. Take the thing in your own hands and never mind the work that's attached to it. Work is recreation. So is play. But whatever you do don't let the store front go dead.

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Good Morning.—I'm a great believer in the "good morning" habit. Makes no difference who the customer is. All the better if it's a boy or a girl you greet. All the better, too, if you say it, although you aren't waiting on the customer. People like to be noticed; there's no getting away from it. When you go into a store to buy a necktie and two or three of the fellows sing out "good morning" or "good afternoon" you feel just a little more comfortable—just a little more at ease on account of this simple salutation. Yes, and the probability is that you'd swing in there again when you want something else. Why shouldn't that woman or man, boy or girl thus addressed feel the same? They *do* feel the same.





## Have It On Hand: They Want It

It pays to keep **Dunham's Original Shred Coconut** well stocked at all times because its superior flavor and

fine quality have won for it a steady sale—it is **always in demand**. Put it where it can be seen; it will sell itself to those who know it. **Recommend "Dunham's Original Shred Coconut"** to all your customers because, once started they'll always buy it.

Write for particulars of our Premium Plan, it makes every clerk a salesman.

DUNHAM MANUFACTURING CO., Brooklyn, New York



### No Springs



**70,000**  
NOW IN USE

105 Styles and Sizes  
for all kinds of Stores  
PRICES \$37.50 UP

AFTER NINE YEARS' TEST AND ITS ADOPTION BY THE  
WORLD'S GREATEST MERCHANTS

## THE TOLEDO SCALE

IS NOW THE RECOGNIZED STANDARD

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by Temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

J. G. McGrorey & Co. use 100 Toledo Scales in  
their various 5c. and 10c. stores, and say:

"The Toledo Computing Candy Scales in use in our various stores have proven to date eminently satisfactory."

"The figures given by our Mr. Shaw in his statement of November 5th would indicate that the scales in use in our Washington Store are saving us about 75 cents per day per scale and are giving to our trade correct weight on every draft."

J. G. MCGROREY & CO.

Scales of all makes taken in exchange, rebuilt and for sale cheap. Send for Catalogue, Free.

**TOLEDO COMPUTING SCALE CO., Makers of Honest Scales, Toledo, Ohio**

Offices in All Large Cities. Look in Telephone Directory



**No Springs**





CONDUCTED BY IVAN P. THOMPSON

#### A "Washing" Window.

In getting up designs for window dressing two things have been borne in mind in these articles, i. e., the season and the stock the average grocer is likely to have on hand. Of course, however, it is impossible to please everybody at once, and if grocers would like to have a suggestion for an elaborate window a request to that effect from any one of them would receive attention.

As the weather grows warmer more washing will be done. I think a window such as suggested in the sketch would prove attractive and call to the mind of the possible customer the fact that he or she—especially she—probably needs many things displayed therein.

First place a ground cloth of green cheese cloth. In centre of the front of the window place a basket of clothes pins. Behind this put a bench bearing a washtub, a carton of washing powder, a bottle of bluing and a piece of soap. In the washtub place a washboard and a piece of soap. On the floor to left and right of

bench place some starch and clothes lines, as in sketch.

In your back window build a semi-circle of cartons of washing powder (nailed to thin boards nailed together), as in sketch. Across the space between the two extremities of this semi-circle build a row of soap boxes—two rows—and then two rows of bars of soap on end.

Fix a clothes line, as in sketch, and pin a few little children's garments on it to appeal to "mother" as she passes the window.

Now, to give the impression that you can see the sky back of the clothes line, drape a light blue piece of cheese cloth, filling up the space from the top of the "laundry soap" sign to the arc of the washing powders above.

#### A French Goods Window.

This window is the last of a series suggested here for imported goods window. There have been English, Italian, German and now this one—a French one. Of course it is not supposed that all grocers have the

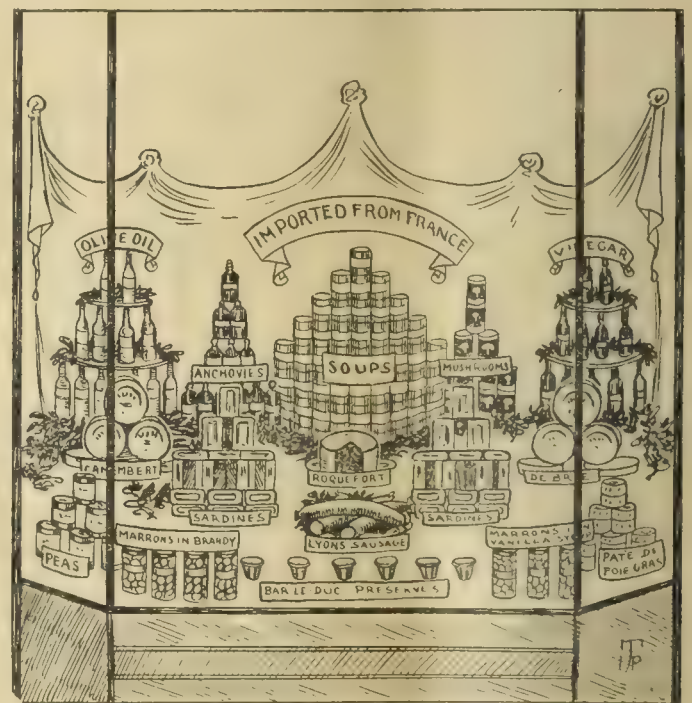
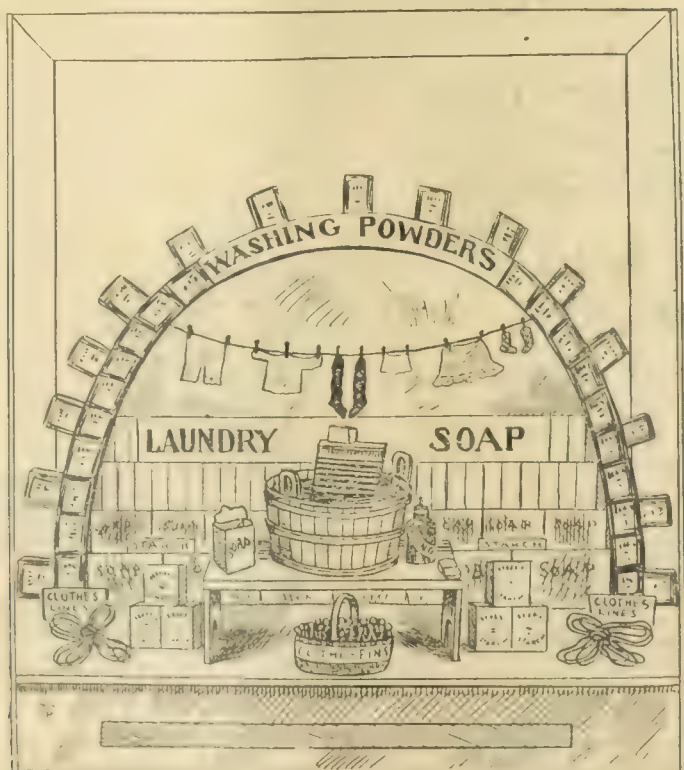
goods mentioned here, but at that the design can always be adapted to the goods a grocer has in stock. Where cans are suggested, the grocer may use any cans he wishes to or has in stock. Sometimes the writer may have some particular goods in mind on account of their color or shape or both, but they are not specified. It is up to the grocer to get as near the design with what he has on hand as he cares to take the trouble to do so. As has been said before, if a grocer would like a design for a special line of goods, let him drop us a line to that effect and we'll do what we can for him.

Back of the preserves place a dish of Saucisson de Lyons garnished with parsley and on each side of it build a pyramid of sardines à L'Huile. Back of the Lyons sausages place a Roquefort cheese and on the left a pyramid of Camembert cheeses in their round boxes. Do the same on the right with boxes of Fromage de Brie. Back of the Roquefort cheese build a pyramid of canned soups. On the left of the soups build a pyramid of bottled anchovies and one of olive oil; to the right a pyramid of mushrooms in glasses and one of vinegar.

Decorate with laurel leaves on the green floor cloth. Put the signs up on the back drapery and have that red in color if you can.

The drapery can be fixed to two invisible wires if convenient; the top one to fasten the top knots of drapery upon and the lower one to fasten the lower knots of drapery upon.

NOTE.—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only



In regard to this French window, have signs for everything. Then if you have anything rather better than your competitor—they who run may read.

Put the Bar-le-duc preserves in their dainty glasses in front of the window, in the centre. On their left place a row of brandied chestnuts and a pyramid of "Petits Pois." On the right place a row of jars of chestnuts in vanilla syrup and a pyramid of Pâté de Foie Gras.

from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

Inclosed find check for \$3. I think it is \$3 very well spent.—C. J. Donahue, Peekskill, N. Y.



## Sell the Good Things That Pay Best

Undoubtedly the best all 'round Cereal foods made are the gluten foods like our **Gluten Cereal**. The trouble with all but ours is that they pay so little profit. The best known, in fact, pay no profit.

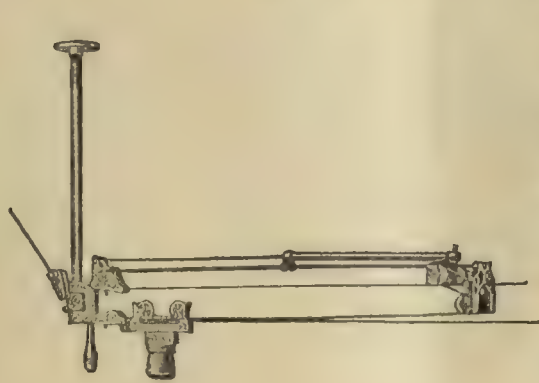
Our's isn't so widely advertised or so well known as some wheat cereals, but since it pays 40 per cent., while the others pay little or none, wouldn't it pay you to help get it known?

**A. C. Godshall & Co.**

INCORPORATED

LANSDALE, PA.

# LAMSON



*Air Line*

## CASH CARRIERS

*Keep a check on your sales*

Fix responsibility—lessen labor—reduce selling expenses—give quick service—please your customers.

*Bulletin E explains all.*

**Lamson Consolidated Store Service Company**

BOSTON

Philadelphia Office, No. 929 Chestnut Street

## SERVICE

WHY should you recommend it? Just read this and you'll see.



**MINUTE GELATINE (PLAIN)**

is made of the purest gelatine that can be bought. A jelly made from it is the clearest and firmest possible. You don't have to soak it like other kinds. It dissolves in less than a minute in boiling water or milk. Each package has four envelopes, each of which holds just enough to make a pint of jelly. This changes guess work to a certainty.

A regular package makes a full half-gallon. No standard package makes any more. We refund the purchase price to any dissatisfied customer. You sell it at two packages for 25¢ and make 36% on the cost. Doesn't all this answer your question?

If you want to try MINUTE GELATINE (PLAIN) yourself, we'll send you a package free. Give us your jobber's name and the package is yours.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.



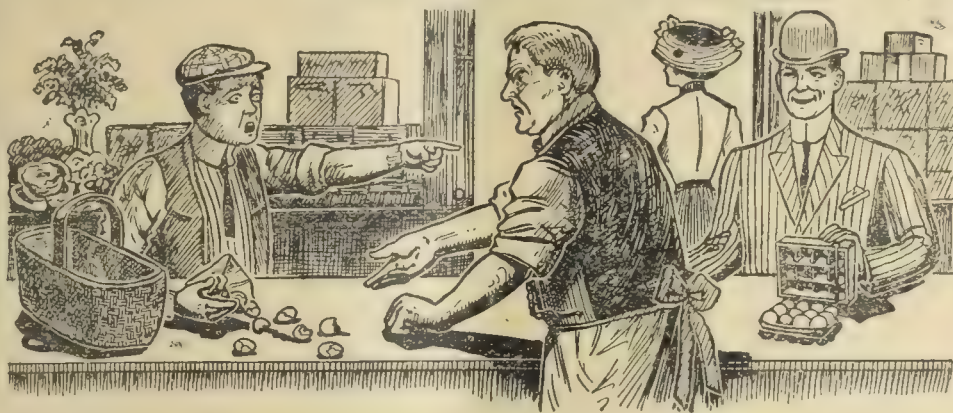
## Be an Expert on Hams

You will be surprised to see how many hams you can sell by being able to guarantee every one. Each and every one of **SWIFT'S PREMIUM HAMS** will back up the strongest guarantee you can give it.

You can satisfy your trade and increase it by selling **SWIFT'S PREMIUM HAMS** because their quality never fails.

We keep **PREMIUM HAMS** well advertised, and that makes them easy to sell.

Swift & Company, U. S. A.



## Blame the Bag, Not the Boy

If you try to deliver eggs in paper bags or pasteboard boxes you'll have breakage: if you deliver them in **Star Egg Carriers and Trays** you won't have any breakage. That's our proposition in a nutshell, and our booklet, "No Broken Eggs," will prove it to you. Send for it. You'll not only save breakage by using **Star Egg Carriers and Trays**, but you'll save time in handling and please your customers better. You're losing a cent per dozen on all the eggs you handle now—figure what that amounts to in a year and you'll write for our booklet.

**Star Egg Carrier and Tray Manufacturing Co.**

102 Jay Street, Rochester, N. Y.

## There's a Hamilton Bond in This

You know the Hamilton Bond premium plan which is being advertised in the "Grocery World and General Merchant." It is the latest and without doubt the best premium plan extant.

Hamilton Bonds are packed with **Sunshine Blue**. This adds another exclusive point to the two that **Sunshine Blue** already had. You will remember that we guarantee it to be absolutely soluble—this makes such a difference to the washing—and we have packed it in a new and mighty handy box.

We will give you one dozen **Sunshine Blue** free with five if you order within thirty days. Even without the free dozen **Sunshine Blue** you can make over 50 per cent. profit, but with the dozen you make \$1.65 on an investment of \$1.95.

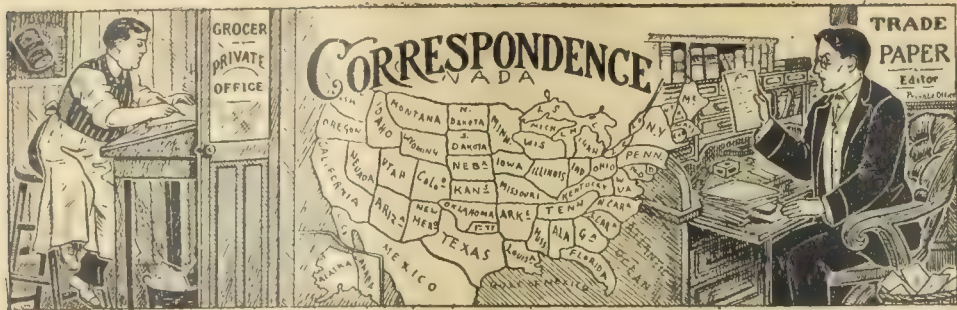
Write for sample and have your wife try **Sunshine Blue**.

**Zonol Products Co.**

116 John Street

NEW YORK CITY





We would be pleased to have or publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

### "Call Again" Washing Powder Found.

Parsons, Pa., May 17, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Inclosed find circular in regards to "Call Again" washing compound, as per request of Mr. Charles D. Boyer in last week's issue of your paper. Have sent same to Mr. Boyer.

Yours truly,  
MAINWARING, JENKINS & CO.

The "Grocery World and General Merchant" and undoubtedly Mr. Boyer, appreciate the courtesy of this correspondent in supplying this information. It seems that "Call Again" washing powder is made by the "C. A. W. Compound Co.," 1216 Federal street, Allegheny, Pa.

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### Wants to Ship Butter.

Williamsport, Pa.,  
May 14, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Being a subscriber to the "Grocery World and General Merchant," I take the liberty to kindly ask you to give me the name of some reliable butter and egg commission merchant, or some individual grocer or merchant or company who could handle about 500 to 1,000 pounds of butter per week. Thanking you in advance for the information, I am,

Yours truly,  
CHAS. A. MEYER.

John Jamison, Water and Market streets, will take this.

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### How Many Specialty Salesmen in the United States?

New York, May 16, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—During a discussion the other day the question arose "How many grocery specialty salesmen are there employed in the United States by manufacturers?"

You were referred to as a source that could probably supply this information.

I would appreciate it very much if you could answer the question,

or at least give an approximation.

Yours very truly,  
STREET RAILWAYS ADVERTISING COMPANY,  
P. K. Fraser, Eastern Advertising Manager.

The "Grocery World and General Merchant" regrets that it cannot even guess at this with any likelihood of accuracy. The writer has never heard of any estimate on the subject, and no attempt has ever been made, so far as is known, to collate the names or make a directory.

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### Address of a Butter Company.

New Cumberland, Pa.,  
May 13, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Will you kindly give me the address of the Fox River Butter Co., and oblige,

Yours truly,  
S. F. PROWELL.

The address is Aurora, Ill.

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### To Get a Patent Dye.

Vermontville, N. Y.,  
May 9, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Will you tell me through the columns of your paper where "Diola" is made? It is a 10-cent package of dye for dyeing cotton or wool. This information would be appreciated by

Yours truly,  
N. H. BRECKENRIDGE.

Diola is made by the Diola Dye Co., of Burlington, Vt.

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### Wants the Book "Tea Culture."

Duluth, Minn., May 16, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Are you in possession, or do you know the firm who handles a book called "Tea Culture"? Would like to secure a copy of same and would be pleased if you would send me the name of the firm who sells the book.

In case you have the book in stock, let me know the price and

I will forward same by postal note.

Yours truly,  
F. W. ARMSTRONG.

The "Grocery World and General Merchant" has no such book for sale and has never heard of a tea book with precisely this name, though there are several books on the various phases of the tea business.

The best one is published by John H. Blake, of Denver, Col.

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### To Get Aluminum Coins.

Freeland, Pa., May 11, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Please let us know where we can purchase aluminum coins of various denominations.

Yours truly,  
A. CAPECE & SON.

S. H. Quint's Sons Co., 15 South Fourth street, Philadelphia, Pa.

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### How to Introduce a Specialty.

Elkton, Md., May 19, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—The J. William Perkins Mfg. Co. of this town manufacture an article of merit called "Mak-Monia" (reg. patent) and are desirous of getting it in the hands of the wholesale grocers. How shall they successfully and systematically do it? They have succeeded in placing it with very pleasing results with all the local trade and nearby towns they have sampled liberally. My own observation of the article is that it is a good thing and will sell. It does duplicate its sales with us and so it must be good. In other words, people come back for it.

I suggested that they place an advertisement in the "Grocery World and General Merchant."

Thanking you in advance for what you can suggest, I remain,

Yours truly,  
HARRY D. LEE.

Advertising in good trade papers, especially those which cover the manufacturer's own territory, would without doubt be of vital aid, but something should precede the advertising. The manufacturer ought to go to the large markets where he wishes to sell his product, and arrange with some live broker to represent him with the wholesale trade. The broker will call on the jobbers, and if the goods are good and the broker understands his business, he will make some sales. Once the broker is secured, there should be intelligent advertising

to the retail trade, the object being to let them know what the goods are, and that they can be bought through jobbers. The advertising will help in two ways: It will help the jobber who has already bought to sell; and the fact that it is being done may incline other jobbers to buy who might not otherwise do so.

Naturally if an article is as good as this correspondent says, it will itself gradually widen its field, but this process is usually very slow.



THE NEW FLAVOR

MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

ORDER FROM YOUR JOBBER OR  
SUTTER & HARDING, PHILADELPHIA, PA.

¶ We don't care what you are now paying for premium merchandise, we believe we can sell it to you for less money.

¶ No matter what you want we can get it for you.

¶ If you will send for our catalogue it will tell you a lot of things on this subject which you ought to know.

AMERICAN MERCHANDISING CO.  
163 W. 29th Street, New York

### THEY SAY CLOTHES DON'T MAKE THE MAN

But you know they help a lot with the ladies, that's the reason we put the handsomest labels you ever saw on Victoria Canned Goods. It induces the ladies to try them once, and their unmatched quality keeps them buying them. You try them and see.

HOWELL & BURSK  
130-32 S. Front St., Philadelphia

### COFFEE FOR THE 400

"Four hundred Coffee" is the name of a Blend that will bring customers to you and keep them coming. No one can drink it without praising it. It is known to many people as "The Clean" Coffee because of the trouble and expense we go to to get out every particle of dust and dirt before we put it in air tight cans, to keep it out.

GITHENS, REXSAMER & CO.  
15 and 17 S. Front St., Coffee Plant  
40 and 42 S. Front St., Office, Phila.





The logical connecting link between the manufacturer and the retailer is the GROCERY AND ALLIED TRADE PRESS OF AMERICA. Every manufacturer whose goods are sold by retailers has a message for retailers, so his first step is to find out the best vehicle to deliver this message for the least money.

Through the publications named below a manufacturer can talk to over 150,000 retailers for about one-tenth what it will cost him to do it any other way.

The GROCERY AND ALLIED TRADE PRESS OF AMERICA is a better connecting link between the manufacturer and retailer than the magazines and newspapers are between the manufacturer and consumer—because they are organized, because their circulation statements are guaranteed, because their rates are standardized and because they have a working co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which makes their columns more interesting to their constituents.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

Any manufacturer who believes that it is possible for him to get some information about reaching retailers, which he doesn't have, will be very glad he did, if he writes to

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### FOR SALE.

FOR SALE.—An old-established grocery and provision store. Would do good with fresh meats. Rent, \$12 per month. If sold at once will accept \$350. N. W. Cor. Randolph St. and Erie Ave. 24

FOR SALE.—Grocery and provision store. Northwest section. Growing neighborhood. Will sell stock and fixtures for \$675. Dwelling, five rooms and bath, \$3,500. "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

FOR SALE.—Grocery, provision and meat store established six years. If sold at once will take \$750. Will sell house, containing eight rooms and bath, also stable, for \$3,000. Apply Front and Fern Sts., Darby, Pa. 21

FOR SALE.—Grocery and delicatessen store, with restaurant and furnished rooms attached, situated on main street of a city with 70,000 population. A good chance for man and wife. Total investment \$3,500. Fine up-to-date fixtures, large stock. Doing cash business. Small expenses, profits large. Owner in poor health, which is only reason for disposing, as it has been a very profitable stand for years. Open to the fullest investigation. Will be pleased to furnish full details on request. C. C. C. "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

FOR SALE.—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

FOR SALE.—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

FOR SALE.—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

FOR SALE.—Grocery, provision and notion store, Cor. Miller and Madison Sts. Will sell at a very low price if sold at once. House contains eight rooms. Rent, \$18 per month. J. Wilson, Miller and Madison Sts., Philadelphia, Pa. 25

FOR SALE.—Meat and provision store. Established five years. Doing a fine business. Will sell for \$550 if sold at once. Dwelling contains nine rooms. Eugene Lux, 3051 Frankford Ave., Phila., Pa. 25

FOR SALE.—Country store and dwelling. Good location. Call or write E. J. Rauch, Rauchtown, Clinton Co., Pa. tf

FOR SALE.—Good size Coles' counter coffee mill, \$5.00. Apply 5944 Callowhill St., Philadelphia, Pa. 21

FOR SALE.—An Enterprise rotary dried beef cutter. In perfect order. Will sell it very reasonable. W. M. Althouse, 2601 E. Norris St., Philadelphia, Pa. 23

FOR SALE.—Cheap. Complete Coffee Roasting Plant, consisting of a one bag Henneman gas roaster, cooling box, 5 H. P. direct motor, piping, etc. In operation now. Installing larger plant. The H. G. Tomblor Grocery Co., Easton, Pa. tf

### HELP WANTED.

WANTED.—Salesman who can sell fancy groceries, canned goods, macaroni, tea, coffee, imported sardines, etc. A man who can make money for himself and house. With an established trade. No beginners. Territory in Lancaster, Bucks and Montgomery Counties, Pennsylvania; Camden, Burlington and Ocean Counties, New Jersey. Commission basis. Address S. F. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

PENNSYLVANIA GENERAL STORE-keeper wants clerk who can do anything and everything. Will pay \$6.00 a week and board to start. Wants single man, settled and seasoned. Chance to be placed in charge

of business as soon as competency is demonstrated. Address E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." tf

### BUSINESS OPPORTUNITIES.

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#### DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.

In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.

If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.

Write, call or telephone.

WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.  
Phones, Bell Filbert 2500,  
Keystone, Race 746.

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### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or

will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.

### SITUATION WANTED.

YOUNG MAN, 27, STEADY, ACTIVE, good education, knowledge bookkeeping, wants position as grocery clerk or driving salesman butter and egg business. Seashore preferred. G. W., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 21

A YOUNG married man, experienced, acquainted with the grocery trade central Pennsylvania, working out of Harrisburg, is open for a proposition. Ten years at present place. Want to make a change. Philadelphia reference as to character and ability. R. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

PHILADELPHIA GROCERY CLERK wants position as clerk or manager. Aged twenty-six. Has had eleven years experience, four as manager of a store doing \$900 to \$1,000 a week. Good window dresser. Will make good, active producer for good store. C 28, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 20

### WANTED.

WANTED.—McCaskey register, 140-160 account. State lowest cash price. H. G. Pennington, Bloomsburg, Pa. 21

WANT TO BUY A COUNTER MEAT case, about 5 or 6 feet long. Must be in A1 condition and cheap. H. Menke & Son, 4134 Germantown Ave., Philadelphia, Pa. 21

WANTED.—A customer in Philadelphia or near who can use 25 or 50 pounds of butter a week. J. G. Plank, Roaring Branch, Pa. 23

### MISCELLANEOUS.

WE BUY ENTIRE OR PORTION OF stocks of general stores for cash. Highest prices paid. F. Laison & Co., 1624 S. 5th St., Philadelphia, Pa. 5

DOUBLE YOUR PRETZEL PROFITS. Genuine "Huebener's Lititz Bretzels" are business builders—aristocrat of the pretzel kingdom. In packages. Pure, clean, no lard. Delicate flavor and crispness found in no other pretzel product. Be first to introduce them in your locality—our special all-profit offer with exclusive rights makes it well worth while. Lititz Pretzel Company, Drawer Gr, Lititz, Pa. 23

GENERAL STORES BOUGHT FOR cash. Highest prices paid. F. Laison & Co., 1624 S. Fifth St., Philadelphia, Pa. 22



MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in

the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 25

**John Scott & Co.**  
INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

**Ceylon and Assam Teas**

These Teas are becoming more popular every day.

"Our prices are always correct"

## FAN TIME IS COMING

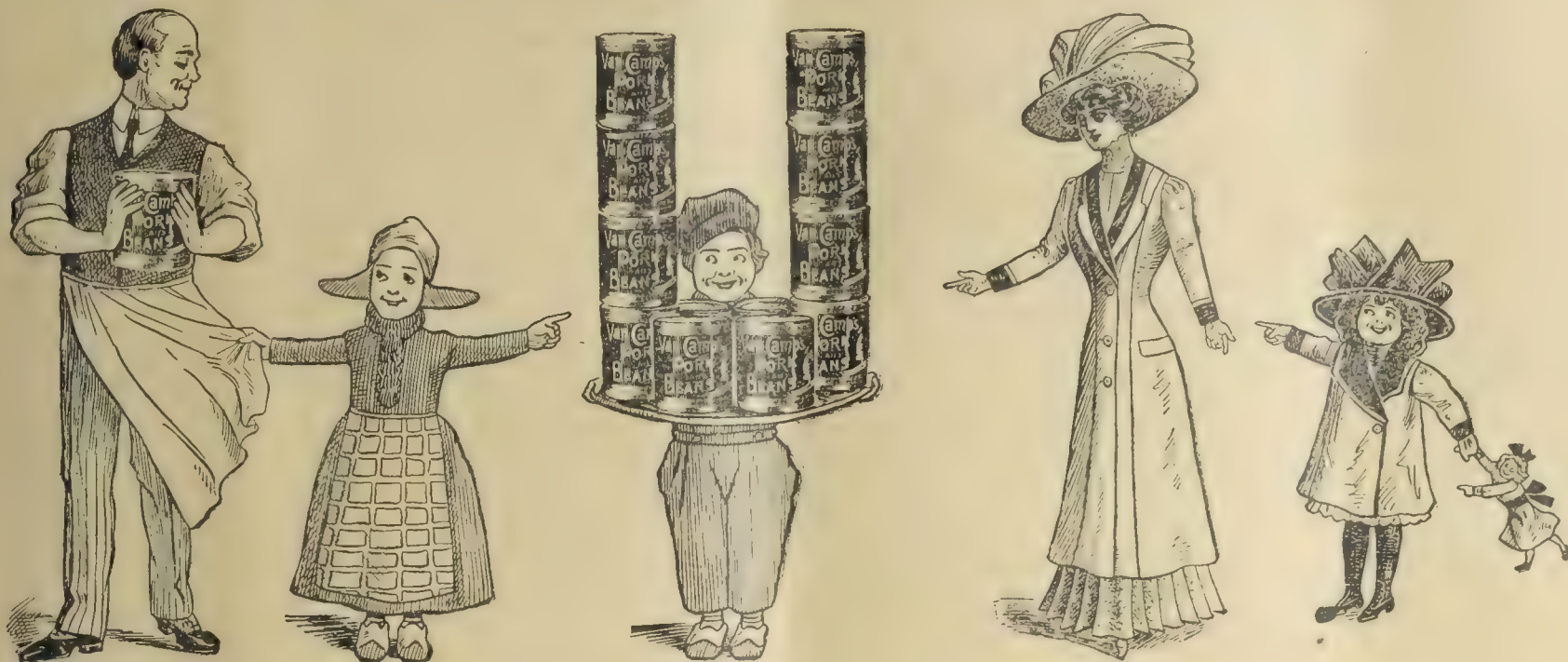
¶ The Grocery Stores that do not use Electric Fans during the warm Spring and Summer months are permitting their competitors who use Electricity, to deprive them of trade.

¶ If you have not made an Electric Fan installation you should make your arrangements right now. We carry a complete stock of Fans of every variety, at various prices. Let us obtain estimate for a wiring and Fan installation. Write or telephone.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.





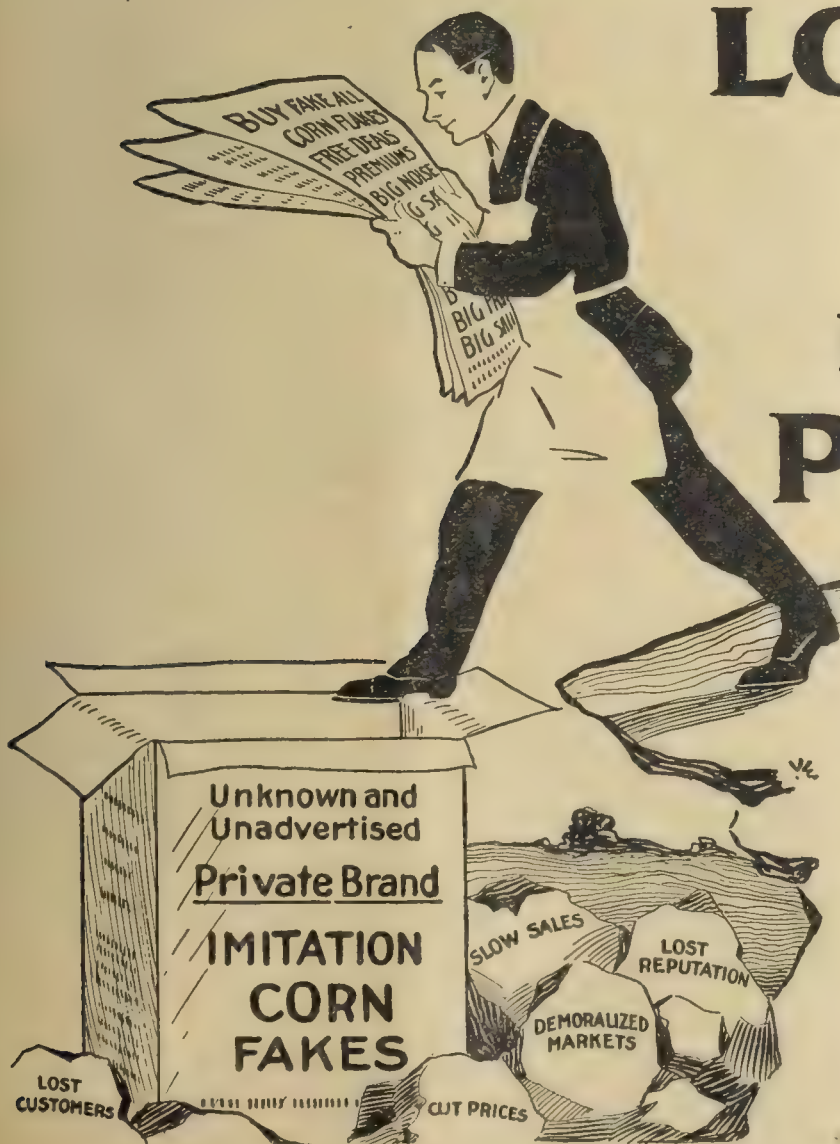
## "Sell Her a Dozen Cans, Mr. Grocer"

Offer every customer who uses Van Camp's Pork and Beans a dozen cans at a time—giving her a little discount. It's easy to sell them this way because any one who eats Van Camp's Pork and Beans *once* will always do so. It pays to sell them this way instead of one can at a time because it means *you* sell eleven cans some of your competitors might sell her.

"SELL HER A DOZEN CANS"

**VAN CAMP PACKING COMPANY, Indianapolis, Ind.**

## LOOK OUT FOR CORN FLAKE PIT-FALLS



As a last resort a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only.

**KELLOGG TOASTED CORN FLAKE CO., Battle Creek, Mich.**



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. MAY 23, 1910.

COL.		COL.		COL.		COL.	
Ammonia.....	1	Fancy Groceries.....	12	Pickles.....	20	Whole Spices.....	26
Axle Grease.....	2	Flour.....	13	Provisions.....	20	Wood and Willow Ware.....	27
Baking Powder.....	2	Farinaceous Goods.....	13	Pum Pudding.....	21	Yeast Cakes.....	28
Blacking--Shoe.....	2	Fresh Fish.....	16	Preserves, Jellies, Jams and Marmalades.....	21		
Bluing--Dry.....	3	Foreign and Domestic Green Fruits.....	17	Polishing and Cleaning Compounds.....	25		
Bluing--Liquid.....	3	Green Coffee.....	3	Roasted Coffee in Bulk.....	3		
Brushes.....	28	Gelatine and Prepared Desserts.....	14	Rice.....	23		
Butchers' Sundries.....	21	Horseradish.....	17	Refined Molasses and Syrups.....	27		
Butter.....	4	Honey.....	27	Rope, Tie Yarn, etc.....	27		
Crackers and Cakes.....	10	Ink.....	18	Sugar.....	1		
Candles.....	4	Jars and Jar Rubbers.....	4	Shoe Dressing.....	2		
Canned Goods.....	4	Ketchup.....	8	Sarcines.....	6		
Canned Meats.....	6	Lamp Goods.....	18	Soups.....	8		
Catsup.....	8	Lime.....	18	Smoked Fish, Codfish and Mackerel.....	15		
Cereal Specialties.....	14	Lye and Potash.....	18	Sauer Kraut.....	21		
Cheese.....	12	Lard and Compounds.....	20	Salt.....	24		
Chewing Gum.....	23	Live Poultry.....	21	Salad Dressing.....	24		
Chocolate and Cocoa.....	8	Laundry Soaps.....	25	Sal Soda.....	24		
Cider.....	23	Laundry Starch.....	26	Sauces.....	24		
Clams.....	17	Macaroni.....	15	Soda--Bi-Carb.....	24		
Corn Starch.....	26	Matches.....	18	Soft Drink.....	24		
Condensed Milk.....	9	Mince Meat.....	18	Soap Powder.....	25		
Cottolene.....	12	Maple Syrup.....	27	Specialties.....	26		
Coffee Essence and Chicory.....	3	Oysters.....	16	Stove Polish.....	26		
Delikatessen.....	10	Oils.....	19	Sundries.....	26		
Dried Fruits.....	16	Olives.....	3	Syrup and Molasses.....	27		
Dressed Meats.....	20	Package Coffee.....	3	Smoking Tobacco.....	28		
Dressed Poultry.....	21	Pure Olive Oil.....	19	Tea.....	1		
Drugs.....	22	Potato Chips.....	19	Toilet Soaps.....	25		
Evaporated Milk.....	9	Peanut Butter.....	19	Tobacco--Plug.....	28		
Eggs.....	12	Pickled Meats and Fish.....	19	Vinegar.....	20		

## ADVANCES.

Lard.....	20
Live Poultry.....	21

## DECLINES.

Flour.....	13
Bananas.....	17
Dressed Meats.....	20

## ADDITIONS.

## -1-

## SUGAR.

	Barrels.	Halves.
Cut Loaf.....	6.35	6.15
Eagle Tablets.....		6.85
Crystal Dominoes, 24 5-lb. pkgs.....		7.50
" " 60 2-lb. pkgs.....		8.40
Cubes.....	5.70	5.90
Lozenge.....	5.60	5.80
Powdered.....	5.55	5.75
Granulated, fine or stand., McCahan.....	5.40	5.60
" " Franklin.....	5.40	5.60
" " special fine.....	5.45	
" " fine, 2 lb. bags.....	5.70	
" " 2-lb. pkgs., cases.....	5.60	
" " 5-lb. bags.....	5.65	
" " 10 10-lb. bags.....	5.55	
" " 25-lb. bags.....	5.45	
" " 100-lb. bags.....	5.49	
" " coarse.....	5.59	
" " extra coarse.....	5.70	
A Crystal.....	5.45	100-lb.
A Confectioners.....	5.25	Bags.
No. 2.....	5.15	5.15
No. 3.....	5.05	5.05
No. 6.....	4.95	4.95
No. 8.....	4.85	4.85
No. 10.....	4.75	4.75

## TEA.

	Per lb.
Foochow Oolong--	
Choice.....	.34
Extra choice.....	.39
Fancy.....	.45
Formosa Oolong--	
Choice.....	.33
Extra choice.....	.39
Fancy.....	.45
Imperial--	
Choice.....	.37
Extra choice.....	.33
Fancy.....	.40
Young Hyson--	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Gunpowder--	
Choice.....	.38
Fancy.....	.45
Japan, pan fired or basket fired--	
Choice.....	.35
Extra choice.....	.40
Fancy.....	.45
English Breakfast--	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Ceylon--	
Tetley's, No. 1, lbs., 1/2s or 1/4s.....	.60
" " No. 2, 1/2 lb.....	.45
" " Troubadour, 1 lb. tins.....	.45
Bungalow, 1 lb.....	.25
" " 1/2 lb.....	.28

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87 1/2
Tibbals Dri-Monia (con. dry), 10c. size, 1/2 gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, 1/2 gross package.....	4.80
Free goods with 1/2 gross 5- or 10-cent sizes.	

## -2-

## AXLE GREASE.

Fraser's, 15 lb. pails.....	.85
Fraser's, boxes, 1/2 gross.....	9.40
Mica, 1/2 gross.....	9.00
Castor Oil, 36 1-lb. tins, 1/2 gross.....	10.00
Castor Oil, 24 3-lb. pails, 1/2 gross.....	26.00

## BAKING POWDER.

Sea Foam Baking Powder--	
1/2 lb., 4 doz. in case.....	.95
1/2 lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., 1/2 lb., 4 doz.....	.45
Davis' O. K., 1/2 lb., 3 doz.....	.90
Davis' O. K., 1 lb., 2 doz.....	1.65
Davis' O. K., 1 lb., 1 doz.....	7.20
Cleveland's, 10-c. size, 4 doz.....	.84
Cleveland's, 1/2 lb., 4 doz.....	1.83
Leslie's, nickel.....	4 doz. cases
Leslie's, 1/2 lb. cans, 2 doz. cases.....	1.15
Leslie's, 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder--	
4 oz. glass, 2 doz.....	.85 1/2
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz. 1 gross, in bbl.....	1.08
Rumford Baking Powder--	
5c. tins, 4 doz.....	per doz. .45
10c. can, 2 doz. in box.....	per doz. .90
1/2 lb. cans, 4 doz. in case.....	per doz. 1.23
1-lb. cans, 1 doz. in case.....	per doz. 2.50
Royal, 10c. size, 4 doz.....	.86
" " 1/2 lb., 4 doz.....	1.30
" " 1 " 1 ".....	2.40
" " 1 " 1 ".....	4.65

## BLACKING--Shoe.

Shinola (premiums).....	per gross 10.00
Blackola, 1 doz., 10 cent size.....	.85
Mason's No. 1, 1/2 gross.....	2.70
" " 2, ".....	3.00
" " 3, ".....	3.30
" " 4, ".....	5.40
" " 5, ".....	13.80
T. M. French.....	per doz. 1.10

## SHOE DRESSING.

Mason's--	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.12 1/2
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's Army and Navy, 1 doz.....	.85
Boyer's French Dressing.....	.85
" " Oil Polish.....	.85
Easy Bright, ladies.....	1.25
waterproof.....	.70
Admiral Russet Combination.....	.70
Admiral Shoe Dressing.....	.70

## -3-

## GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25 1/2
Java, Interior.....	.21
Bogatos.....	.14
Washed, Caracas.....	.14
Washed, Mexican.....	.14 1/2
Bucarmango.....	.13
Guatemala.....	.12 1/2
Maracaibo.....	.14
Washed Santos.....	.14
Mocha Seed Santos.....	.13 1/2
Santos.....	.12 1/2
Rio.....	.11 1/2

## ROASTED COFFEE IN BULK.

Private Estate.....	.33
Fancy East India.....	.28
Fancy Blend.....	.27
Logan Blend.....	.13 1/2
Java and Mocha Blend.....	.26
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	.13 1/2	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"--	
30 tins in box.....	per box 4.15
12 in tins box.....	per carton 1.00
1-lb. tins.....	per doz. 5.75

## BLUING--Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
" " large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" " No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" " No. 2, 3 doz.....	2.65
" " A. No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" " Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 4c. and 10c. ass't., 8 lbs.....	Per lb. .90
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
" " 1 " 6 " @ 39c. ".....	2.34

## BLUING--Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	5.30
French Laundry, large, 1/2 gross in barrel.....	2.45
Tibbals Cream Indigo, 5c. size, 1/2 gross case.....	4.80
" " 10c. size, 1/2 gross case.....	9.00
Free goods with 1/2 gross 5-cent size and 1/2 gross 10-cent size.	

## -4-

## BUTTER.

	Per lb.
Tab Butter--	
Creamery, extra, 60-lb. tubs.....	.31
" " first, ".....	.30
" " second, ".....	.29
" " third, ".....	.28
" " dairy, extra, bakers' use, 30-60 lbs. boxes.....	.23-.27
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.30-.32

Print Butter--	
Star or S. D. brands, 1 lb., 20-30-lb. boxes.....	.35
B. B., E. D. brands, 20-30-lb. boxes.....	.34
J. J., C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes.....	.33
Sheaf ("400") Elgin, 20-30-lb. boxes.....	.33
Sheaf.....	.31
Milken Farm, lbs. and 1/2 lbs.....	.36
Gurnee, lbs. and 1/2 lbs.....	.34
Honebe.....	.31
White Rock.....	.34

## CANDLES.

	Per lb.
P. & G., 8's, 30 lbs.....	.11 1/2
" " 16's, 30 lbs.....	.12 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 1/2
Pearless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....	per box 1.75
Werk's, 8's, 30 lbs.....	.11 1/2
" " 16's, 30 lbs.....	.12 1/2
Neverout, 8's.....	per box 1.75
" " 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's--	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers--	
Wide, 1 lb. cartons.....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

## CANNED GOODS.

	Per doz.
Tomatoes--	
Fancy Jersey.....	.87 1/2
New Jersey, No. 10, 1 doz.....	2.20
" " standard No. 3.....	.80
" " 5 1/2 inch.....	1.20
Maryland, No. 10, 1 doz.....	1.95
Mrs. Lippincott's, frying.....	1.15
Our Best, 50 oz.....	1.00
Fancy Maryland.....	.75
Luncheon, fancy Maryland.....	.80
Lima Beans--	
New Jersey, No. 2.....	.90
" " 10.....	4.50
String Beans--	
Fancy cut Refugee.....	1.05
" " Refugee.....	1.20
Small.....	1.35
Fancy small Refugee.....	1.60
Smallest Refugee.....	1.80
New York, No. 10.....	4.25

IN WRITING TO ADVERTISER KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



## A REPUTATION

FOR QUALITY, VALUE AND SERVICE, is worth more than extra profits on "cheap brands."

One policy gets and keeps customers; the other drives business away.

### HEINZ 57 VARIETIES PURE FOOD PRODUCTS

are business builders because they return a good profit to the merchant and are guaranteed to please the consumer, or money back.

Heinz Products are made in model kitchens, which are open to the public every working day, and the public knows it—we had more than 35,000 visitors last year.

No Benzoate of Soda or other drugs are used in the Heinz establishment, and the people have confidence in any food that bears the name of HEINZ.

### H. J. HEINZ COMPANY

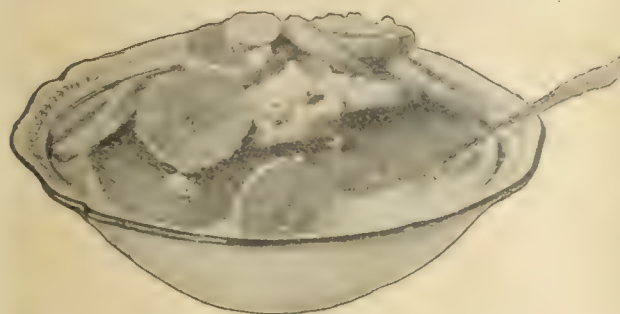
Members of American Association for the  
Promotion of Purity in Food Products.

## How to Meat the Situation

During these troublous times, when the price of meat is soaring skyward, tell your customers to make their "meat"

## Shredded Wheat

Of course, you don't want to hurt the butcher around the corner—he may not be to blame for the high prices—but people who have decided to cut out meat for awhile will thank you for telling them about such a nourishing, wholesome substitute as Shredded Wheat Biscuit.



If your customers like Shredded Wheat Biscuit for breakfast they will like it for any meal in combination with sliced bananas, baked apples, stewed prunes or other fresh or preserved fruits. Two Biscuits with a little fruit will supply all the energy needed for a half day's work.

The Shredded Wheat Company, Niagara Falls, N. Y.



## Every Drop Costs Money!

ICE BILLS are an *outright loss*. Keep that loss as small as possible by using a McCray Refrigerator. The McCray Refrigerator uses *less ice* than others and at the same time gives *efficient refrigeration* because it has *BETTER INSULATION* (keeps warm air out and cold air in) than other refrigerators. Think this over! *INSULATION* is the *secret* and you can only get McCray Insulation in a McCray Refrigerator. We printed our "Catalog No. 66" especially to tell you *how* McCRAY GROCERS' REFRIGERATORS work and *why* they save ice. It makes every point of the refrigeration question so plain you cannot fail to understand it. Send us a postal with your name and address and ask us for "Catalog No. 66." We'll send it FREE.

### McCray Refrigerator Company

120 Lake Street, Kendallville, Indiana  
206 South 11th Street, Philadelphia

Please address all correspondence to the factory, Kendallville, Indiana



<b>Wax Beans—</b>	
Small.....	1.35
Fancy, small.....	1.60
Cut wax.....	1.05
<b>Baked Beans—</b>	
Fancy Maine, No. 3, sauce.....	1.60
“ “ “ 3, plain.....	1.45
“ “ “ 2, sauce.....	1.25
“ “ “ 2, plain.....	1.15
“ “ Picnic sauce.....	.70
“ “ Individual sauce.....	.50
Maryland, No. 3, sauce.....	1.20 - 1.25
“ “ “ 3, plain.....	1.20 - 1.25
Good, No. 3, plain or sauce.....	.95
Campbell's, No. 2, sauce.....	.95
<b>Red Kidney Bean—</b>	
New York, fancy, No. 2.....	.95
Maryland, Standard, No. 2.....	.80
<b>Corn—</b>	
Fancy Maine.....	1.25
“ New York, cream crushed.....	1.00
“ “ Country Gentleman.....	1.15
Fancy Shoe Peg.....	1.00
“ “ “.....	.85 - .95
Maryland, crushed.....	.85
<b>Peas—</b>	
Fancy New York, sweet.....	1.05
“ “ sifted, sweet.....	1.20
“ “ extra sifted, sweet.....	1.35
“ “ fancy sifted, sweet.....	1.65
“ “ June.....	1.05
“ “ sifted June.....	1.20
“ “ extra sifted June.....	1.35
“ “ fancy sifted June.....	1.65
“ “ No. 10 cans.....	5.00
Extra sifted, E. J.....	1.25
Sifted, E. J.....	1.05
Sweet Dimpled.....	1.00
Maryland, sifted E. J.....	.85
“ June.....	.80
<b>Beets—</b>	
New Jersey fancy, No. 3.....	1.10
“ “ “ 10.....	3.25
<b>Succotash—</b>	
New York, fancy, No. 2.....	1.20
“ standard, No. 2.....	1.05
Maryland Slavery, No. 2.....	.95
<b>Spinach—</b>	
Maryland, standard, No. 3.....	.95
New York, fancy, No. 3.....	1.50
<b>Sweet Potatoes—</b>	
New York, fancy, No. 3.....	1.25
New Jersey, standard, No. 3.....	.90
<b>Pumpkin—</b>	
New York, extra fancy, No. 3.....	1.15
“ “ “ 2.....	.90
“ fancy, No. 3.....	1.00
New Jersey, fancy, No. 3.....	.85
“ standard, No. 3.....	.75
Maryland, standard, No. 3.....	.65
<b>Asparagus—</b>	
Mammoth, 2 1/2s.....	3.00
Large, 2 1/2s.....	2.75
Oak, large, 2 1/2s.....	2.65
Standard, 2 1/2s.....	2.45
Fancy tips, No. 1, square.....	2.65
Extra standard, No. 1, square.....	2.45

## California Canned Fruit.

<b>Apricots—</b>	
Extra quality.....	2.50
Extra standard.....	2.60
Standard.....	1.40
<b>Pears—</b>	
Bartlett, extra quality, 2 1/2s.....	2.60
“ extra standard, 2 1/2s.....	2.15
“ standard, 2 1/2s.....	1.80
<b>Cherries—</b>	
Extra quality, 2 1/2s.....	2.90
“ standard, 2 1/2s.....	2.35
Standard, 2 1/2s.....	1.80
<b>Peaches—</b>	
Extra quality, lemon cling.....	2.50
Standard, lemon cling.....	1.90
Extra standard, No. 8.....	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.05
<b>Plums—</b>	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

<b>Apples—</b>	
Extra standard, No. 3, 2 doz.....	.90
Standard, No. 3, 2 doz.....	.85
New York State, No. 10.....	2.85
<b>Blackberries—</b>	
New Jersey, syrup, No. 2.....	1.30
Standard, No. 2.....	1.02 1/2
<b>Blueberries—</b>	
Maine, Eagle No. 8.....	1.25
Laggies, No. 10.....	6.00
<b>Cherries—</b>	
Maryland, No. 2, white, extra.....	1.35
New York, white, No. 2.....	2.65
Flour City, red, No. 2.....	
<b>Peaches—</b>	
Extra standard, yellow, No. 3.....	1.25
Standard, white, No. 3.....	1.05
Standard, pie, No. 3.....	.95
<b>Raspberries—</b>	
New York, extra preserved, No. 2.....	2.45
<b>Strawberries—</b>	
Anchor, No. 2, water.....	.75
New Jersey, standard, No. 2.....	1.50

<b>Pineapple—</b>	
Hawaiian, No. 2 1/2, sliced.....	2.50
“ “ “ 2.....	2.20
“ “ “ 2, grated.....	1.75
“ “ “ 2, crushed.....	1.80
“ “ extra, grated in juice.....	5.75
“ “ “ crushed in juice.....	5.75
Baltimore, extra, grated, No. 2.....	1.80
“ “ sliced, “ 2.....	2.00
Singapore, heavy syrup, No. 1 1/2, cubes.....	1.10
“ “ “ 1 1/2, chunks.....	1.20
“ “ “ 1 1/2, sliced.....	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

<b>Crabs—</b>	
Deviled, No. 1, 4 doz., McMenamin's.....	2.17 1/2
“ No. 2, 4 doz., McMenamin's.....	3.95
<b>Clams—</b>	
Star, No. 1, 4 doz.....	.85
<b>Lobster—</b>	
B. & M., No. 1, tall, 2 doz.....	4.35
“ “ flat, 4 doz.....	4.35
B. & M., No. 1/2, flat, 4 doz.....	1.40
“ No. 1/4, flat, 4 doz.....	1.35
Star brand, No. 1/4, flat, 4 doz.....	2.25
“ No. 1/2, flat, 4 doz.....	
<b>Shrimps—</b>	
Dunbar, No. 1, pickle, 4 doz.....	1.30
<b>Mackerel—</b>	
Pickert's, soured, No. 1, 4 doz.....	
“ “ No. 2, 4 doz.....	
“ “ No. 3, 4 doz.....	
Underwood, soured, No. 1, 30 cans.....	
“ “ No. 1, 4 doz.....	
<b>Oysters—</b>	
Boyer's, No. 1, 4 doz.....	.78
“ No. 2, 4 doz.....	1.45
Stewart's, No. 1, 4 doz.....	1.35
“ No. 2, 4 doz.....	.67 1/2
Victory, No. 1, 4 doz.....	.75
<b>Kippered Herring—</b>	
Maconache's, 2 doz., plain.....	1.60
Bonaccard, 6 doz.....	1.60
<b>Salmon—</b>	
Hagood's, No. 1, tall.....	2.05
“ “ 1, flat.....	2.15
Horseshoe, No. 1.....	1.65
Alaska, red.....	1.55
White Raven, red, 1/2s.....	
Red, No. 1/2, flat, 4 doz.....	.90
Pink, No. 1/2, 4 doz.....	.80
Herringtons, 1/2s, in pure olive oil, key, 50 tins.....	7.65
“ 1/2s, in tomato sauce, key, 50 tins.....	7.65

## SARDINES—Imported.

<b>Boneless and peeled, 1/2s.....</b>	
D. & G., 1/2s.....	26.50
Ispa, 1/2s.....	28.00
Gondolier, 1/2s.....	17.00
Landell, 1/2s.....	100 8.50
Martel, 1/2s.....	100 10.50
“ 1/2s.....	100 14.00
Loyal, 1/2s.....	100 9.50
Argonauts, 1/2s.....	100 14.00
Orion, smoked, 1/2s, key.....	100 8.00
Tomato sauce, 1/2s.....	15.00
Truffled, 1/2s, key.....	100 12.50
Spiced, 1/2s.....	100 10.00
Skipper, 1/2s.....	100 11.50
tomato sauce, 1/2s.....	100 11.50
Royanette, oval, 1/2s.....	100 9.50
<b>Angus Watson &amp; Co.—</b>	
Skipper Sardines, 1/2s, oil.....	11.50
“ 1/2s, oil.....	10.75
“ 1/2s, tomato sauce.....	11.50
“ 1/2s, tomato sauce.....	10.75
Sea Queen Sardines, 1/2s, oil.....	9.20
Sea Pearl Sardines, 1/2s, oil.....	8.00

## Domestic.

<b>American Oil—</b>	
No. 2, 1/2s.....	100 3.00
1/2s, key.....	100 3.15
Irma, 1/2s.....	100 4.00
<b>Mustard—</b>	
Irma, 1/2s.....	100 3.85
1/2s.....	100 3.15
3/4s.....	50 2.75
Continental, 3/4s, key.....	48 3.00
Irma, fancy, 3/4s.....	50 3.80
Gold Label, 3/4s.....	50 4.50
“ 1/2s.....	100 7.00
Underwood's, 3/4s.....	50 4.25

CANNED MEATS.  
Corned Beef.

<b>Morris &amp; Co's Supreme Brand—</b>	
No. 1, key, 4 doz.....	1.75
No. 2, key, 1 doz.....	3.00
No. 6, key, 1 doz.....	12.00
No. 14, key, 1/2 doz.....	25.50
<b>Libby's—</b>	
No. 1, key, 4 doz.....	1.95
No. 2, key, 1 doz.....	3.00

## Chipped Beef.

<b>Libby's—</b>	
No. 1/2, 4 doz.....	1.30
No. 1, 4 doz.....	2.30
No. 1/2, glass, 4 doz.....	1.35
No. 1, glass, 4 doz.....	2.32 1/2
<b>Beechout—</b>	
No. 1/2, sliced, glass jars.....	1.70
No. 1, sliced, glass jars.....	2.80

## Sliced Bacon.

<b>Beechout—</b>	
Medium, glass jars.....	1.80
Large, glass jars.....	3.00

## Roast Beef.

<b>Morris &amp; Co's Supreme Brand—</b>	
No. 1, 4 doz.....	1.75
No. 2, 1 doz.....	2.75
<b>Libby's—</b>	
No. 1, 4 doz.....	1.75
No. 2, 1 doz.....	3.00
<b>Kingman's—</b>	
No. 1, 4 doz.....	1.57 1/2
No. 2, 1 doz.....	2.75

## Lunch Tongue.

<b>Morris &amp; Co's Supreme brand, No. 1, 2 doz...</b>	
Libby's, No. 1, 4 doz.....	2.75
Libby's, No. 1/2, 2 doz.....	1.85

## Whole Ox Tongue.

<b>Fairbank's, No. 2, 1 doz.....</b>	
Libby's, No. 1/2, 1 doz.....	9.90

## Potted or Deviled Meats.

<b>Libby's—</b>	
No. 1/2, 4 doz.....	.50
No. 1/4, 4 doz.....	.90
<b>R. &amp; R.—</b>	
No. 1/2, 4 doz.....	1.15
No. 1/4, 4 doz.....	1.95

## Potted Chicken or Turkey.

<b>Libby's—</b>	
No. 1/2, 4 doz.....	
No. 1/4, 4 doz.....	
<b>R. &amp; R., No. 1/2, 4 doz.....</b>	
	1.75

## Boned Meats.

<b>Curtice Brothers, "Blue Label," in tins—</b>	
Chicken, No. 1/2.....	3.50
“ No. 1.....	6.00
Turkey, No. 1/2.....	3.50
“ No. 1.....	6.00
Whole Rolled Ox Tongue, No. 1.....	12.50
Boneless Whole Ham, No. 1 1/2.....	8.75
“ No. 2 1/2.....	12.50
<b>All of the above packed 4 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.</b>	

## Deviled Meats.

<b>Curtice Brothers, "Blue Label"—</b>	
<b>No. 5 oz. No. 10 oz.</b>	
Ham.....	1.50 2.80
Tongue.....	1.50 2.80
Chicken.....	1.00 3.30
Turkey.....	2.00 3.30
<b>No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.</b>	

## Potted Meats.

<b>Curtice Brothers, "Blue Label"—</b>	
<b>No. 1/2 Tin. No. 1/4 Tin.</b>	
Ham.....	1.45 2.45
Tongue.....	1.45 2.45
Chicken.....	1.95 2.95
Turkey.....	1.95 2.95
<b>No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.</b>	

## SOUPS.

<b>Campbell's—</b>	
Asparagus.....	Per doz. .90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.95
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Pepper Pot.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.90
Vermicelli-Tomato.....	.90
<b>No. 10 cans, Tomato only.....per doz. 6.50</b>	

<b>Curtice Brothers, "Blue Label"—</b>	
<b>Quarts. Pints. 1/2 Pints.</b>	
Consomme.....	3.15 1.75 1.25
Bouillon.....	3.15 1.75 1.25
Beef.....	3.15 1.75 1.25
Julienne.....	3.15 1.75 1.25
Printanier.....	3.15 1.75 1.25
Vegetable.....	3.15 1.75 1.25
Tomato.....	3.15 1.75 1.25
Ox Tail.....	3.15 1.75 1.25
Mock Turtle.....	3.15 1.75 1.25
Pea.....	3.15 1.75 1.25
Mutton Broth.....	3.15 1.75 1.25
Clam Chowder.....	3.15 1.75 1.25
Clam Broth.....	3.15 1.75 1.25
Chicken Gumbo.....	3.15 1.75 1.25
Mulligatawny.....	3.15 1.75 1.25
Chicken.....	3.15 1.75 1.25
Chicken Broth.....	3.15 1.75 1.25
Green Turtle.....	6.50 3.50 2.00
Green Turtle, Clear.....	7.25 3.75 2.25
Terrapin.....	7.25 3.75 2.25
<b>Schimmel's, assorted, 1 lb., 4 doz.....</b>	
	.85

## CATSUP.

<b>Beefsteak Catsup, medium.....</b>	
Waldorf, medium, 12 oz., screw top, 4 doz.....	.87 1/2
<b>Campbell's—</b>	
Tomato, 10c. size, bottles.....	.90
Tobasco, 10c. size, bottles.....	.90
<b>Salder's—</b>	
Pints, 2 doz.....	2.10
Half-pints, 2 doz.....	1.30
Quarts, 1 doz.....	3.25
<b>Gallons, 6 jugs in crate.....per jug</b>	
	.80

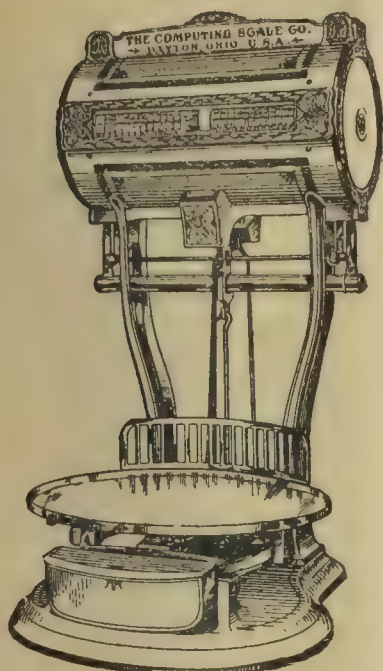
## KETCHUP.

<b>Curtice's "Blue Label" Tomato Ketchup—</b>	
Small, 25 bottles in case.....	2.75
Medium, 25 bottles in case.....	4.25
Large, 12 bottles in case.....	3.25

## CHOCOLATE AND COCOA.

<b>Walter Baker &amp; Co's—</b>		<b>Per lb</b>
Premium, $\frac{1}{2}$ s, 12 to 25 lbs.....		.80
Premium, $\frac{1}{4}$ s, 12 lbs.....		.70
Caracas, sweet, 6 lbs.....		.32
German, sweet, 12 lbs.....		.22
Auto, sweet, 6 lbs.....		.35
Cocoa, $\frac{1}{2}$ -lb. cans, 12 lbs. in box.....		.36
Cocoa, $\frac{1}{2}$ -lb. tins, 6 lbs.....		.36
<b>W. H. Baker's—</b>		
Best Cocoa, $\frac{1}{2}$ -lb. size.....	per lb.	.32
“ $\frac{1}{2}$ -lb. “.....	“	.32
Premium Chocolate, $\frac{1}{2}$ s, 12 lbs.....		.28
“ $\frac{1}{4}$ s, 12 lbs.....		.29
Best Sweet Chocolate, 1-50, 6 lbs.....		.19 $\frac{1}{2}$
“ “ 1-50, 12 lbs.....		.19 $\frac{1}{2}$
<b>Hershey's—</b>		
Milk, 48 5 cent.....	per box	1.60
<b>Epp's—</b>		
Cocoa, $\frac{1}{2}$ -lb. tins, 7 lbs.....		.42
<b>Van Houten's—</b>		
Cocoa, 12-lb. boxes, 1-lb. tins.....	per tin	.70
“ 12-lb. boxes, $\frac{1}{2}$ -lb. tins.....	“	.40
“ 6-lb. boxes, $\frac{1}{2}$ -lb. tins.....	“	.20
“ square tins, 48 in box.....		.12
<b>Heaton and Cocoa and Chocolate Co.—</b>		
Cocoa, labeled, $\frac{1}{2}$ s.....		.32
Cocoa, labeled, $\frac{1}{4}$ s.....		.37
Premium Chocolate, $\frac{1}{2}$ s.....		.22
Premium Chocolate, $\frac{1}{4}$ s.....		.29
<b>Bensdorp's Royal Dutch Cocoa, 12 lb. cases—</b>		
	Per can.	Per doz
5-oz. oval cans.....		2.50
$\frac{1}{2}$ -lb. round cans.....	.29	3.48
1-lb. “.....	.37	6.84
		<b>Per lb</b>
3-lb. “.....	.75	.35
<b>Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—</b>		
Milk, 6 to 10 lb.....		.45
Queen, 4 to 10 lb.....		.42
Sweet Vanilla, 4 to 10 lb.....		.26
“ 8 to 10 lb.....		.26
Milk Chocolate, Towers, 5 lb. boxes.....		.50
“ “ $\frac{1}{2}$ lb. boxes, 90 to case.....		.56
“ “ 6 to 10 lb.....		.45
Turinos, 5 lb. boxes.....		.50
<b>Blooker's Cocoa—</b>		
$\frac{1}{2}$ -lb. tins, 2 doz. in box.....	per doz.	1.88
$\frac{1}{2}$ -lb. tins, 4 doz. in box.....	“	3.50
1-lb. tins, 2 doz. in box.....	“	6.50
5-lb. tins, 1 doz. in case.....	per lb.	.54
10-lb. bags, 1 doz. in case.....	“	.50
<b>Runkel's—</b>		
Cocoa, $\frac{1}{2}$ s, $\frac{1}{2}$ cans, 6 lbs.....	per lb.	.32





# Eureka! Perfection!

If there is any one article on the American market which stands ABOVE ALL COMPARISON with other devices for accomplishing like results, it is the **DAYTON-MONEYWEIGHT SCALE**. It has been **TESTED** by **SCIENTISTS** of world renown; by **FEDERAL** and **MUNICIPAL OFFICIALS**; by **MECHANICAL TESTS** at our factory; by **TIME** and **SERVICE**, and by the great majority of **PROGRESSIVE MERCHANTS**. Their unanimous **VERDICT** is **PERFECTION**.

## MONEYWEIGHT—MONEY-SAVING

Our scales show **AUTOMATICALLY** and **SIMULTANEOUSLY** the **PRICE PER POUND**, **WEIGHT** and **VALUE**, clearly and distinctly. No other practical counter scale is so **QUICK-ACTING**, **SENSITIVE** and **ACCURATE**. This scale **PROTECTS YOUR PROFITS**. Its **ACCURACY** is a **SAFEGUARD** over every transaction between customer and merchant. It **STIMULATES CONFIDENCE** and is the emblem of a **SQUARE DEAL**. They are equipped with our patented swivel base.

## DAYTON AUTOMATIC SCALES

Our **NEW FACTORY** at **DAYTON, OHIO** (just completed), is a monument to modern factory-building. The facilities for supplying the demand for the matchless **DAYTON-MONEYWEIGHT SCALES** were never so favorable as now.

**EASY PAYMENTS**—Each purchaser has the privilege of paying for his scale by easy monthly payments. If he pays in full in 30 days a liberal cash discount is granted. An old-style or unsatisfactory computing scale can be traded in as part payment on the purchase of a new one. Ask for our exchange proposition.

**CATALOGUE FREE**: A request for information does not say you want to buy. It implies that if there are any unnecessary leaks in your method of handling your goods you want to know where they are and how they can be remedied. Our catalogue will give you much valuable information.



**The Computing Scale Co.**

Dayton, Ohio

Philadelphia Office, 49 N. 13th St.

**Moneyweight Scale Co.**

35 STATE STREET, CHICAGO, ILLINOIS

Please mention "Grocery World and General Merchant" when writing for Catalogue

*A Business Getting Plan for all*

# RETAIL MERCHANTS

**Better Than Newspaper Advertising**  
**Better Than the Trading Stamp Plan**  
**Better Than Your Own Premium System**

AND

## Costs You Less Money Than Any of These

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### You Can Profitably Use Our Plan

Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**







WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers  
IN

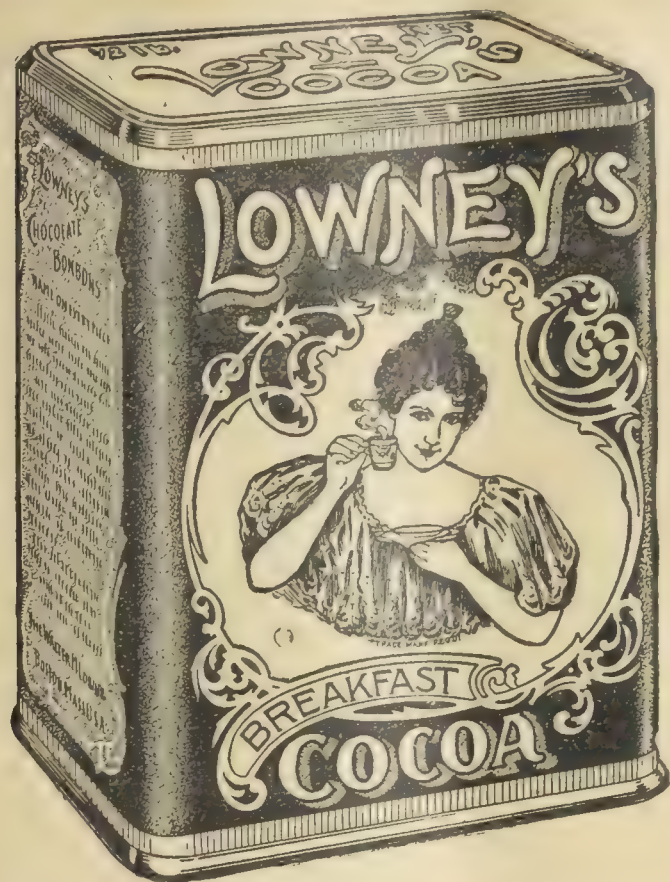
## 2 POUND SACKS

### Samuel Bell & Sons

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

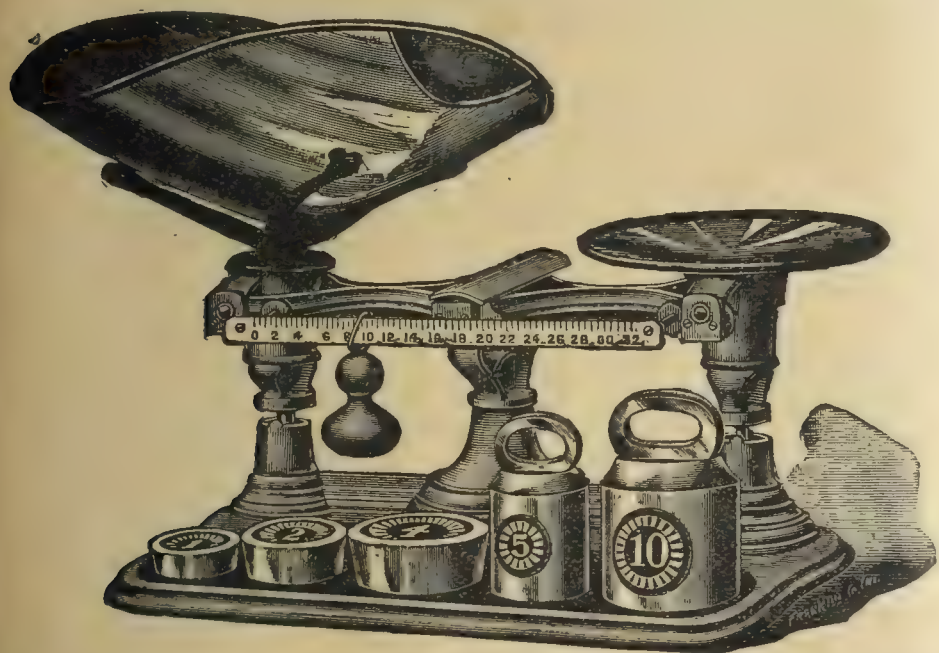
FOURTH AND MARKET STS., PHILADELPHIA, PA.



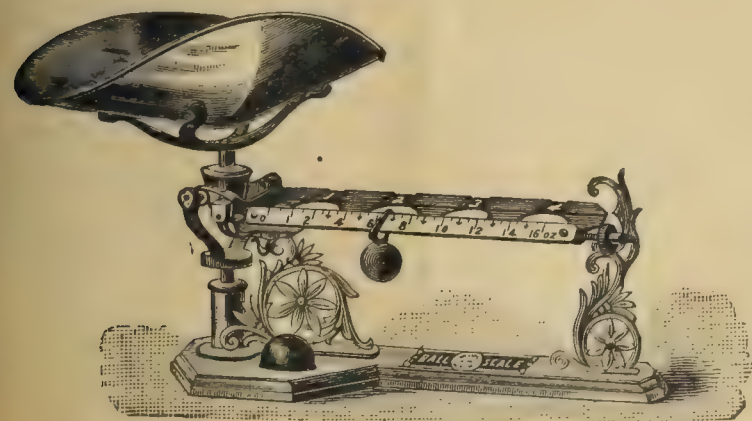
Reckon Up the Profit on LOWNEY'S COCOA and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.



Troemner's No. 151 B, "AGATE" Bearing Scale, sensibility 1-32 oz. Leaves your profit in the bin every time. NO OVERWEIGHT.

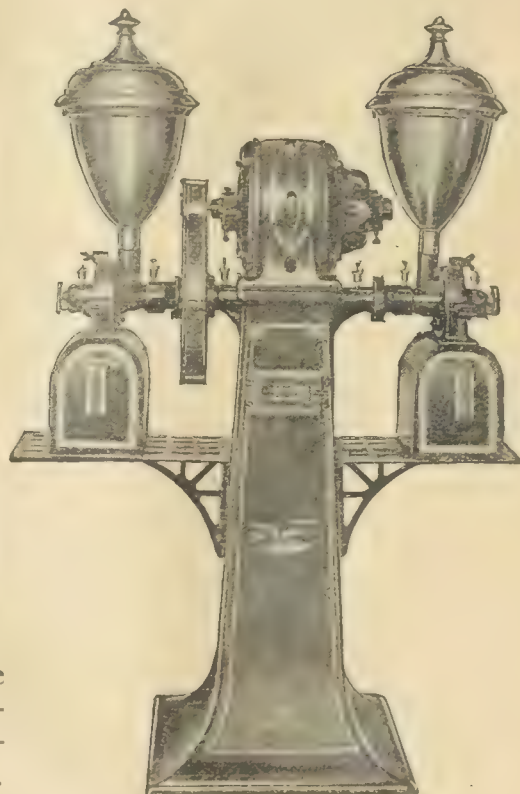


Troemner's No. 44, "BALL" SCALE

Standards of Excellence  
Used by All Leading Grocers

## Troemner's New Electric Coffee Mills

The ONLY successful machine of the kind on the market. PULVERIZING and GRANULATING coffee as it should be done.



FAMOUS "STAR" COFFEE MILLS  
STEEL and AGATE BEARING GROCER SCALES  
TEA, COFFEE and SPICE CANS AND BINS

Don't be talked into something "just as good;" there is NOTHING like GENUINE TROEMNER FIXTURE. WRITE FOR CATALOGUE.

**Henry Troemner**  
No. 911 ARCH STREET • PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams Street • CHICAGO, ILL.  
GENERAL AGENTS FOR UNITED STATES

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"







Ask Your Jobber For

# Supreme Brand Corned Beef

(formerly Fairbanks Lion Brand)

*All Supreme Brand Canned Meats are 1910 pack. Attractive labels. Choicest quality.*

W. A. MILLAR & CO., AGENTS

427-31 NORTH SECOND STREET, PHILADELPHIA



"Hello, George!"

"Why—blamed if it ain't Charlie! Say, you look as if you'd struck a gold mine or robbed a bank. What in the world are you doing anyhow?"

"Well, you see George, I learned to sell goods by taking the Sheldon Course in Scientific Salesmanship and got a peach of a job with Smith & Walker—\$25 a week and expenses. Just had a three months' trip and dropped into town to see the folks and—say, come over tonight and I'll put you next. There's no use of a bright fellow like you being a delivery wagon."

*Write for explanation and terms.*

## Sheldon School

503 Republic Building

Chicago

# RETAILERS

Should Sell the

## Genuine No. 2 Norway Mackerel


Count 220 to 250 to the barrel.

**Fat and Appetizing**

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**



-17-

Seeded Raisins—		
Owl, extra fancy, 36 is.	07 1/2	
Fancy, 36 is.		
Blue Pennant, 36 is.	07 1/2	
Parrot, 36 is.	05 3/4	
Souvenir, 36 is.	06 1/2	
Glen Rosa, 36 is.	07 1/4	
Blue Ribbon, 36 is.	06 3/4	
California Seedless Raisins—		
Gold Cord, bleached, 36 is.	10	
Not-A-Seed, 36 is.	07 1/2	
Griffin, 50 is.	06 3/4	
Gray's, 30 is.	06 1/2	
Loose Muscatels, 3 crown, 50-lb. boxes.	05 1/2	
Sultanas, 50-lb. boxes.	04 3/4	
Thompson's, 50-lb. boxes.	05	
Prunes—	25 lb.	50 lb.
Fancy Santa Clara, 20-30.	14	
" " 30-40.	09 1/4	09
" " 40-50.	08 1/2	08 1/4
" " 50-60.	07 1/2	07 1/4
" " 60-70.	06 1/2	06
Ruby, 30-40.	09 1/4	
" " 40-50.	08 1/4	
" " 50-60.	07 3/4	
Oregon, 40-50.	07 3/4	
" " 50-60.	07 1/4	
Silver	11 1/2	
Currants—		
Fancy, re-cleaned, new, 40 is.	08 1/4	
Extra choice, re-cleaned, new, 40 is.	07 3/4	
Fancy, re-cleaned, 30 lbs. loose.	08	
Citron—Extra, fancy, new (all whole pieces), 10-lb. hinge lid boxes.	13 3/4	
Lemon Peel, fancy, 10-lb. hinge lid boxes.	12 1/4	
Orange Peel—	Per lb.	
Fancy 10 lb., hinge lid boxes.	12 1/4	
Dates—	Per lb.	
Fard, fancy, new, boxes about 14 lbs.	11 1/2	
Hallowe'en, very fcy, new (Gldn) abt. 70 lb.	05	
Orient, new, pitted, 30 packs.	06	
Figs—		
Fancy, new, Cal., 10-is.	77 1/2	
Extra fancy new Smyrna layers, 5 crown, boxes about 12 lbs.	1 1/4	
Fancy new Smyrna layers, 5 crown, boxes about 12 lbs.	12 1/4	
5 or 10 box lots.	12	
Apricots—		
Blenheim, extra fancy large, very bright Santa Claras, 25 lb. boxes.	15 1/4	
5 or 10 box lots.	15 1/4	
Fancy Royals, new, 25 lb. boxes.	14	
Extra choice Royals, new, 25 lb. boxes.	13 1/2	
5 box lots.	13 1/4	
Choice Royals, new, 25 lb. boxes.	12 1/4	
5 or 10 box lots.	12 1/4	
Moorpark Slabs, fancy, very bright, 50 lb.	12 1/2	
Cherries—		
Extra fancy California, pitted, 25 lb. boxes.	21	
Pennsylvania, pitted, 25 lb. boxes.	19	
Nectarines—		
Fancy, white, 25 lbs.	09 1/4	
5 or 10-box lots.	09 1/4	
Peaches—		
Fancy Muir, 25 lbs.	09 1/4	
Extra choice Muir, 25 lbs.	09	
Choice Muir, 25 lbs.	07 1/2	
Good, 25 lbs.	06	
Extra choice Yellow, 50 lbs.	07 1/4	
Whole, 50 lbs.	05 1/2	
Fancy, pared, 25 lbs.	18 1/4	

## FOREIGN AND DOMESTIC GREEN FRUITS.

Jamaica Bananas—		
Selected, 10 hands, packed 1 in barrel.	Per bunch.	
" 9 " 1 "	1.65	
" 9 " 2 in crate	1.40	
" 8 " 1 in crate	1.25	
" 8 " 2 in crate	1.10	
" 7 " 3 " "	1.20	
" 7 " 2 " "	.90	
" 7 " 3 " "	.50	
Cocoanuts—		
Porto Rico, extra fancy, 80 size.	Per sack	
Jamaica, extra fancy, 100 size.	3.75	
Florida Oranges—	3.25	
Fancy Brights, 126-150.	3.00	3.25
" 176-200.	3.50	3.75
" 216-250.	3.25	3.50
" 288-300.	3.00	3.25
Golden Russetts, 126-150.	3.00	3.25
" 176-200.	3.50	3.75
" 216-250.	3.25	3.50
" 288-300.	3.25	3.50
Florida Grape Fruit—		
Fancy Brights, 36-46-96.	4.00	
" 54-64-80.	4.50	
Russetts, 36-46-96.	3.50	
" 54-64-80.	4.25	4.50
Messina Lemons—		
Extra fancy, 300 size.	Per box	
" 360 size.	3.50	3.75
Choice, 300 size.	3.50	4.00
" 360 size.	3.25	3.50
California Lemons—		
Extra fancy, 300 size.	Per box	
" 360 size.	3.75	3.75
Choice, 300 size.	3.25	3.25
" 360 size.	3.25	3.50
Pineapples—		
Fancy, 18-24.	3.25	
Fancy, 30 size.	3.25	
Fancy, 36-42 size.	3.00	
California Oranges—		
Extra fancy Navels, 96-112.	2.50	
Extra fancy Navels, 126-150.	3.00	3.50
Extra fancy Navels, 176-216.	3.50	3.75
Extra fancy Navels, 250, 288-324.	3.50	3.50

## HORSE RADISH.

Tumblers, 10-e. size, 3 doz.	Per doz.	.65
Tumblers, 5-e. size, 3 doz.	"	.45
Tumblers, 10-e. Lord's Prayer, 3 doz.	"	.85
Tumblers, int. cut glass, 10-e., 3 doz.	"	.85

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## INK.

Arnold's, black, 32.	per bottle	.48
Continental, red, 1 doz.		.30
" black, 3 doz.		.25
Royal, black, 3 doz.		.25
Superior, black, 3 doz.		.23
Stafford, Commercial, 32.	per bottle	.60

## LAMP GOODS.

	Per case of 6 doz.		
Lamp Chimneys—	No. 0.	No. 1.	No. 2.
Macbeth, Pearl Top.....	4.20	4.50	5.10
Acme, Victor Top.....	3.60	4.20	4.80
Pure Flint, Lustre Top.....	2.70	3.30	3.90
Crystal, Crimp Top.....	2.10	2.70	3.30
No. 0, Tubular Lantern Globes.....	5 doz.		2.75
Cold Blast .....	5 doz.		3.75
Jumbo Chimneys, plain.....	per doz.	No. 1.	No. 2.
“	“	.75	.85
dec., 107..	“	.90	1.00
	No. 0.	No. 1.	No. 2.
Banner Burners.....	.45	.55	.75
No charge for packages.			
Oil Cans—	Per doz.		
1-gal., glass .....	2.25		
1-gal., galvanized, Pearl.....	1.90		
5-gal., Leanoor, spout.....	5.50		
5-gal., “ spigot.....	6.50		
5-gal., Columbia.....	7.00		
5-gal., Banner.....	8.00		
5-gal., Climax, pump.....	10.00		
5-gal., Home Rule, pump.....	10.00		
Lanterns—			
No. 0, Standard .....	4.50		
No. 0, Dash .....	6.50		
Cold Blast .....	8.00		

## LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb.	1.50
--	------

## LYE AND POTASH.

Banner Lye, 4 doz.		
3.75		
Babbitt's Lye, 4 doz.		
3.25		
Lewis' Lye.		
3.25		
Red Seal, 4 doz.		
1.90		
4 doz.		
4.00		

## MATCHES.

Double Dip Brands—		
Per case		
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots.	3.35	
Black Diamond, Dia. 5 size, 100 bxs., 4 cs. lots.	3.00	
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.	4.25	
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75	
Swallow, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75	
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.	3.50	
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.	.95	
" " 2 1/2 gr. cs., 8 cs. lots.	2.35	
" " 5 gr. cs., 4 cs. lots.	4.70	
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs.	.85	
" " 3 gr. cs., 7 cs. lots.	2.55	
" " 5 " 4 " "	4.25	
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50	
Parlor Brands—		
Search Light, Dia. 5 size, 4 cs. lots.	4.25	
" Dia. 1 size, 2 1/2 gr. cs., 8 cs. lots.	2.40	
" " 3 gr. cs., 7 cs. lots.	2.85	
" " 5 gr. cs., 4 cs. lots.	4.75	
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.50	
Dia. 5 size, 144 bxs., 4 cs. lots.	3.75	
Chips, Dia. 1 size, 50/3 bx. pkgs., 10 cs. lots.	1.65	
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.	3.30	
" " 3 gr. cs., 7 cs. lots.	.93	
" " 5 " 4 " "	2.70	
Doric, Dia. 1 size, 1 gr. cases.	4.50	
" " 5 " "	.90	
Big Buffalo, Dia. B size, 144 bxs.	4.50	
Little Stars, Dia. L S. size, 10 gr. cs., 2 cs. lots.	3.85	
Vulcan, Dia. 5 size, 144 bxs.	3.80	
Safety Matches—		
Three Noses, Dia. 1 size, 5 gr. cs., 4 cs. lots.	4.50	
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.75	
" " 6 " 5 " 4 " "	2.00	
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.25	
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50	
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs. lots.	1.90	
" " 10 " 8 " "	3.80	
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.	2.25	
Vulcan, No. 2, 50 gr. to case.	25.00	
" less than 50 gr.	per gr.	.55

## MINCE MEAT.

Atmore & Son—		
Extra Family, Seedless—		
Per case.		
No. 5, 6 glass jars.	4.50	
No. 3, 6 glass jars.	3.10	
No. 18, 37 and 68 wooden pails.	per lb.	.13
Barrels, halves, quarters and kits.	"	.15 1/4
Family, Seedless—		
Per box.		
No. 5, 6 wooden pails.	3.65	
No. 10, 6 wooden pails.	6.50	
Celebrated, Seedless—		
Bbls., 1/2 and 1/4.		
per lb.		
Wooden pails, 18, 37 and 68 lbs.	.08 1/4	
Wooden kits, Nos. 20-35.	"	.09
Wooden kits, Nos. 20-35.	"	.08
Keystone—		
Per lb.		
Bbls., 1/2 and 1/4.	.07 1/4	
Wooden pails, 18, 37 and 68 lbs.	.08 1/4	
Condensed cartons, 3 doz. to case.	gross	11.00
Condensed cartons, 8 1/2 doz. to case.	gross	11.00
Barrels, 1/2, 1/4.	per lb.	.10
Wooden kits, Nos. 20-35.	"	.08
Wooden kits, Nos. 20-35.	"	.10 1/4

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Schimmel's—		
Bbls., 1/2 bbls. and 30-lb. kits.		
18 and 37-lb. kanakins.		
10-lb. kanakins, 6 to crate.		
5-lb. " 6 to crate.		
5-lb. glass jars, 6 to crate.		
Campbell's, 30-lb. pails.		
Mrs. Wells, bbls., 1/2 bbls. and 30-lb. kits.		
New Year, bbls., kegs and 30-lb. kits.		
Crescent, bbls., 1/2 bbls. and 30-lb. kits.		
National, bbls., 1/2 bbls. and 30-lb. kits.		
Southwark, bbls., 1/2 bbls. and 30-lb. pails.		
Brick's Nonpareil Brand—		
Bbls. 440 lbs., 1/2 bbls. 250 lbs. 1/4 bbls. 125 lbs., 1/8 bbls. 65 lbs.		
Tubs, 70 lbs., 35 lbs., 18 lbs.		
Charge for packages as follows: 70 lbs., 60c.; 35 lbs., 40c.; 18 lbs., 25c. Returnable if in good order.		
Tins, 5 lb., 1/2 doz. in crate.		
Per crate		
Brick's Old Homestead—		
Bbls., 28 lb. pails, etc.		
35, 28 and 18 lb. tubs.		
Packages not returnable.		
None Such—New Eng. Cond.		
Per case		
12 oz. pkge., per 1/4 gr.	2.90	
12 " " " 1/2 " "	5.75	

## OILS.

Stove Gasoline.	Per gal.	.15 1/4
Headlight, 150 test.		.11

## OLIVES.

Extra Queen—		Per doz.	
Imported, No. 10, 2 doz.		2.70	
“ “ 19, 1 “		4.50	
“ “ 32, 1 “		6.80	
“ “ 16, 2 “		2.40	
“ “ 8, 3 “		.90	
Cyldr., imported, No. 10, 2 doz.		1.45	
Fancy, No. 16, 1 doz.		2.30	
“ “ 14, 2 “		2.20	
Special, No. 14, 2 doz.		1.50	
Stuffed—			
Ring, 3 doz.		.90	
Fancy, No. 14, panel bottle, 2 doz.		2.25	
“ “ 10, “ 2 “		1.40	
Olives in bulk— 1 gal. pails. 2 gal. pails. 5 gal. kegs			
X.....	1.35	2.65	5.65
XX.....	1.45	2.85	6.15
XXX.....	1.75	3.35	7.00
XXXX.....	2.00	3.85	8.00
XXXXX.....	2.40	4.20	10.25
Mammoth.....	2.70	5.15	11.60
Kegs, large, 1 gallon.			1.60

## PURE OLIVE OIL.

Special importation, large, 1 doz. case.....	7.00
“ “ medium, 2 doz. case.....	8.00
“ “ small, 2 doz. case.....	5.00
Trois Croix, French, 8-½ gal. cans, case.....	12.00
“ “ “ glass, small, 2 doz. case	
“ “ “ med., “ “	
Table and Cooking Oil—	
	Per doz.
Cottonseed, large, 1 doz.....	1.90
“ medium, 2 doz.....	.95
“ small, 2 doz.....	.48
Wesson's Cooking, 30—No. 2.....	Per case
	7.00

## AMERICAN OIL.

Stohrer's, No. 8
------------------



## "As Good as the 'J. M.'"



No delivery wagon built is as good as the "J. M.," though many are said to be. The makers of other wagons do the best they can, but they haven't our facilities.

The "J. M." wagon is the handsomest, longest-lived delivery wagon on the market. No other wagon manufacturer we ever knew rejected everything but second-growth hickory for wheels, as we do.

Write for our catalogue.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

## Your Trade in Crackers

May not be as important as your trade in Coffee; but it can be largely and profitably increased if you will make a little more effort in favor of

## EXTON'S CRACKERS

Hand them out in a judicious manner to the extent of a pound or so occasionally



**To Taste them is to Buy**

Always the same EXTON flavor and a satisfactory profit for the dealer.

**A. EXTON & CO., = Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton-made Oyster and Butter Crackers stamped "EXTON"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

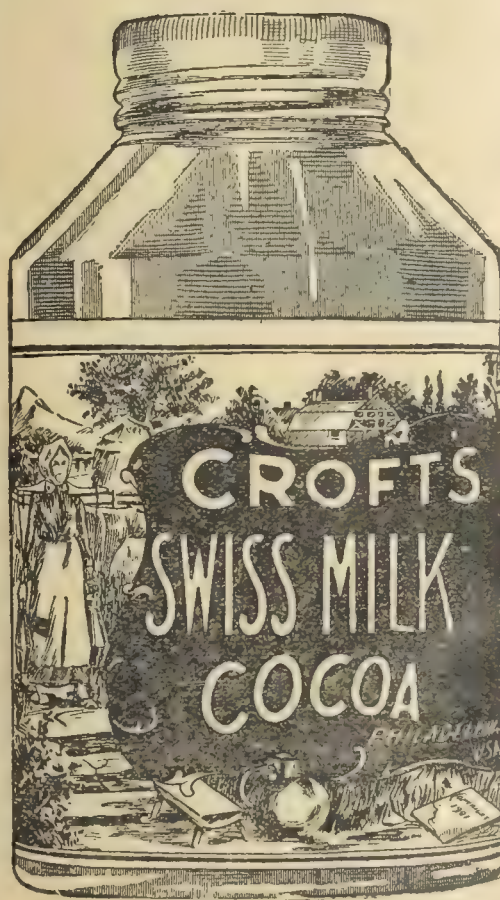
Coffee appearances are deceptive, some that look good may not taste good in the cup and vice versa.

We guarantee to give you the exact goods you buy, not only once but all the time, and assure you when quality is considered our price will be the lowest.

Our reputation has been acquired through nearly one hundred years of fair business dealings.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.



## WHERE *the* GLASS JAR COMES IN

The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market.

**Croft & Allen Co.**  
PHILADELPHIA, PENNA.



	Per doz.
Clequot Club Co.—	Per case
Ginger Ale, extra dry, pints, 8 doz.....	2.10
Sarsaparilla, extra quality, pints, 8 doz.....	2.10
Blood Orange, extra quality, pints, 8 doz....	2.10
Birch Beer, extra quality, pints, 8 doz.....	2.10
Lemon Soda, extra quality, 8 doz.....	2.10
Root Beer, extra quality, pints, 8 doz.....	2.10
Sheboygan Ginger Ale, 10 doz. crates or bbls.	9.00
Sheboygan Ginger Ale, 2 doz. in crate, per crate.....	1.80
Root Beer Extract, Hires', 1 doz.....	1.55
Hires' Root Beer, Carbonated, 2 doz.....	.87½
Hires' Ginger Ale, Carbonated, 2 doz.....	.87½
Welch's Grape Juice, case quarts, 1 doz.....	4.85
" " " pints, 2 doz.....	4.75
" " " ½-pints, 3 doz.....	4.50
" " " 4-ounce, 6 doz.....	5.00
" " " ¼-gallons, 8 bottles	5.00
Schuhle's Grape Juice, quarts, 1 doz.....	4.00
" " " pints, 2 doz.....	4.50
" " " half pints, 3 oz.....	4.00
" " " 4 oz., 6 doz.....	5.00
2 per cent. discount on 5 case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.50
Pints, 2 doz.....	4.75
½ pints, 3 doz.....	4.50
4 ounce, 6 doz.....	5.00
¼ gallons, 8 bottles.....	5.25
Gallons, 4 bottles.....	5.00
5 and 5 per cent. discount on 5 case lots	





For the Retail Grocer

## Swift's Pride Cleanser

In large sifting-top cans.  
50 cans to the case.  
Always \$3.00 per  
case your cost.

Retails 10 cts.

A handsome shelf  
package.  
The top notch of clean-  
ser quality.

A big-profit staple—it re-  
peats permanently.  
Advertised nationally.

Order from your wholesaler or from any  
**Swift & Company**  
Branch House

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books**  
are the ones who do the cash business  
because the system makes your cus-  
tomers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves  
95 per cent. of book-keeping expense.  
Ask me how to save money on ac-  
counts and increase your cash trade.

Ask any one of the whole 5000  
satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

# SOAPS

Young's Scouring  
Soap  
Cygnet Soap

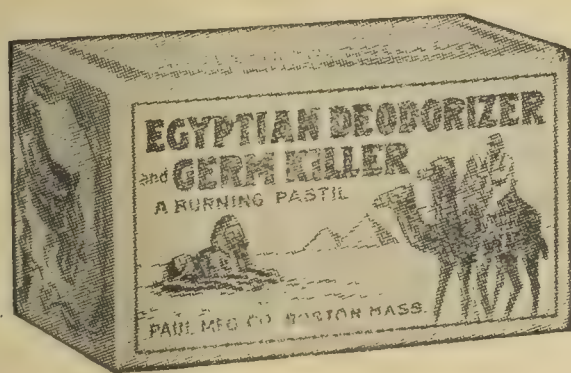
## CHAS. W. YOUNG & CO.

ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

## Want to make your Customers grateful to you?



Most of them will be bothered with mos-  
quitoes and most of them don't know how to  
drive them away. Tell them **Egyptian Deodorizer**  
will not only do that but it will drive away all  
kinds of insects and at the same time purify  
the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your cus-  
tomers about it and you will soon want more.  
A splendid profit which you might just as well  
have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**



## What Are Other Cereals to Them?

Thousands of people know about  
**Wheatena** who know nothing of other  
cereals except what they see in adver-  
tisements. They aren't interested.  
**Wheatena** fills every cereal need;  
they eat it and their children after  
them, and so it goes year after year.

Isn't that the sort of merchandise  
you want to sell?

**Wheatena** is as delicious as it is  
salable. The prepared hearts of se-  
lected wheat.

**THE WHEATENA CO., Rahway, N. J.**

## If You Are Not an Expert

Unless you are yourself a tea and coffee expert you are  
practically at the mercy of the house you buy from. Still, there  
are ways of protecting yourself.

When you buy **Teas and Coffees** from us by mail we  
want you to use all those ways you can possibly find. Doubt  
our plan of selling Teas and Coffees until you are convinced  
beyond all question that it is what we say it is.

We say it is this—the sale of **Teas and Coffees** by mail  
at a price that doesn't include salesmen's salaries.

Now try it out.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT ST., NEW YORK  
ESTABLISHED 1897







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, May 30, 1910.

No. 22.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,  
AT  
927 Arch Street, Philadelphia.

TELEPHONES:  
Bell { Filbert 3286.  
Filbert 3287. Keystone, Race 746.  
Private Exchange.

NEW YORK OFFICE:  
Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:  
825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR  
To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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## Herman Sielcken Liar or Ignoramus in His Testimony as to Retailers' Coffee Profit

Testified Before Senate Committee That Coffee Cost Roasted 10 Cents, But Was Retailed at 25. Fact Is That 10-cent Coffee Is Never Retailed at 25 for Several Reasons. The Truth in Small Compass.

Nothing has aroused more comment among the trade for some time than the statements made by Herman Sielcken, the New York coffee man, before the Senate Food Committee last week, regarding retail grocers' profits on coffee. These statements were published in the "Grocery World and General Merchant's" Washington correspondence last week. Mr. Sielcken's apparent aim was to put on the retailer the blame for the high cost of living, so far as coffee is concerned, and he is quoted in substance as follows: "The middleman's profit on coffee in this country is approximately 15 cents a pound, against Germany's 7-cent profit. During a period of many years the price of coffee laid down in New York has averaged 7½ cents (green) and the cost of roasting and preparing it 2 to 2½ cents, the consumer paying for this 25 cents a pound and upward."

Naturally this direct evidence of what is made to appear as a clear extortion has been taken up by newspapers all over the country, just as such statements always are. A typical comment upon it comes from no less a paper than the Philadelphia "Evening Bulletin," one of the most respectable and influential papers in this section. The climax of the "Bulletin's" article is as follows:—

If its cost (coffee's) to the importers is 10 cents and it is sold at retail for 25 cents—to say nothing of the finer brands that command much more—there is obviously a huge and disproportionate profit, or succession of profits, for somebody in the process. It is clearly established that the tariff is not to blame for this. How, then, by what system of combinations or "understandings" is it brought about? That would seem to be a subject which ought to be inquired into pretty sharply.

Another subscriber sends in a copy of his home paper, the Johnstown (Pa.) "Tribune," with a similar editorial marked, and the following marginal note:

"The 'Grocery World and General Merchant' should be able to answer this party." The "Tribune" quotes M. Sielcken's statements almost verbatim, and comments as follows:—

It is doubtful whether a greater tribute than this has been exacted by the middlemen on any article of universal use. And a very large proportion of it comes from the working people of the country. The wealthy class have their teas and chocolates, not to say other drinks, but the stay of the poor man's table, so far as a beverage is concerned is coffee. There is brought into the United States annually some half a million tons, and the yearly consumption for each individual is in the neighborhood of nine pounds.

These are fair samples of thousands of newspaper articles which have appeared throughout the country on the same text. Mr. Sielcken's importance in the coffee field has clothed what he said with authority and his statements have been instantly accepted as truth. Result—the retail grocery trade is again pilloried before the people, with even less foundation than heretofore, as gentry who rob consumers through exorbitant profits.

A large percentage of the readers hereof know the facts as to what Mr. Sielcken testified, but many do not know them at all, or only imperfectly. They are here presented, in the hope that in some way the trade may be able to get them in some way before their customers, either through the medium of their local newspapers or otherwise.

It comes to this: either Mr. Sielcken was grossly misquoted—although he has made no such claim—or he is woefully ignorant, in spite of his standing, of the existent methods of distributing coffee; or he wilfully lied for some ulterior purpose of his own. The real facts in the case are few, clear, and will require but little space to present them:—

1—The only coffee that it has ever been possible to deliver in this country for 7½ cents green

is low-grade Rio or Santos. The average cost of No. 7 Rio, a poor coffee, for the last ten years, is a shade under 7 cents. To-day it is over 8. These prices are in shipload lots, a way in which the retailer never buys. As to Santos, it is practically never possible to deliver a good drinkable Santos in this country at 7½ cents.

2—Coffees such as the low grade Rio and Santos mentioned above are never sold straight in the average store at any price. Occasionally in the South they may be, or even in an occasional slum store of the North. But the average store never sells Rio or Santos of that grade straight because nobody wants it.

3—Even if such coffees were sold straight, "25 cents and upwards" could never be gotten at retail for them, for two reasons:

1—The class of people who would buy them would never pay that much; and 2—The grocer can get a coffee to sell at a quarter that will give much better satisfaction and suit far more people. Coffees such as Mr. Sielcken mentions would never be sold for more than 17 or 18 cents at the outside and very often would be sold at 15. If Mr. Sielcken or anybody else doesn't believe this, he or they is challenged to prove the contrary.

4—Even if the coffees mentioned were fit to sell straight and were sold straight, even though they did cost 7½ cents to import and 2½ cents to roast, it is not true that the difference between 10 and 25 represents the retailer's profit. The retailer never buys in lots sufficiently large to get the 7½-cent price. In 99 per cent. of cases he will buy of the coffee jobber or the wholesale grocer, who may or may not be the importer who got the 7½-cent price. If he was the importer, there is at least to be added to the 7½ cents one profit. If the jobber was not an importer, two profits are to be added to the 7½—the importer's profit and the jobber's profit. Under these circumstances such coffees when they reached the retailer would command 13 or 14 cents roasted, which leaves a far different profit, on a selling price of 25, than the price of 10 cents which Mr. Sielcken falsely represented the retailer paid.

5—The only truth in Mr. Sielcken's testimony was this: that there is coffee that costs 7½

cents to import, and there is coffee that retails at 25 cents. But they are never the same coffees, and Mr. Sielcken lies when he says so.

A copy of this article has been sent to Mr. Sielcken at New York with an offer to publish anything he might care to say by way of reply.

Touching the editorial in the "Evening Bulletin," which referred to above, the following communication has been sent to that paper by Daniel Kissam Young, head of the coffee department of Thomas Roberts & Co., of Philadelphia, and a recognized authority on all phases of the coffee subject. Mr. Young kindly supplies this journal with a copy of his letter:—

Philadelphia, May 25, 1910.

To the Editor of "The Evening Bulletin," Philadelphia, Pa.

Dear Sir:—My attention has been called to your editorial of last Friday in regard to Mr. Herman Sielcken's statement before the Food Investigation Committee last week that coffee costs green 7½ cents per pound to import and to that is added 2 cents to 2½ cents per pound to roast and handle, and that this same coffee is sold to the consumer at 25 cents per pound at retail.

If Mr. Sielcken has any good Santos coffee to sell at 7½ cents, which he states is the cost of importation, or even at 8 cents, which would show him ½ cent per pound jobbing profit, he can find a buyer for 5,000 to 10,000 bags, and perhaps a good deal more by telegraphing me to that effect. The jobbers of New York and Philadelphia must have been a pack of fools to pay Mr. Sielcken 9½ cents for 75,000 bags of valorization Santos coffee grading Exchange standard No. 4 when they could have imported coffee (according to Mr. Sielcken) at 7½ cents.

And Mr. Sielcken must be the star salesman of the world to have sold the jobbers at 2 cents per pound above the price at which the coffee could have been duplicated, especially as the coffee jobbers have the reputation of being a pretty hard headed, not to say hard hearted, lot of business men when looking out for their own interests.

Mr. Sielcken ought not to grumble at the measly profit of the retailers and jobbers when he can (according to him) make such an amazing profit for himself. Far be it from me to suggest that Mr. Sielcken has never given up the hope of foisting a duty on coffee on the people of the United States, with the object of selling the Valorization coffee long to his friends, the boot-

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Keystone, Race 746

Corporation Practice, Cases Under Food Laws

Trade-Mark Registration

General Practice



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the **Employment Bureau**. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

## The Grocery World and General Merchant Employment Bureau

927 Arch Street, Philadelphia, Pa.



ers (and incidentally himself) at a large advance over present prices. When he charges us 9½ for Santos 4s, that means 9¼ cents Philadelphia delivery and the expense of roasting brings it to at least 12 cents per pound roasted. If we sell, as I do, a fine old crop roasted Santos at 13 cents, it shows only one-half the profit which Mr. Sielcken (according to him) charges us. On the other hand our customers, the grocers, complain that they cannot obtain over 18 cents to 20 cents for the same coffee and some of them in order to make a drive sell it as low as 15 cents per pound. Instead of our customers selling a coffee at 25 cents, which costs 7½ cents green, we are putting them in a position where they can sell blends made of fancy old washed Bogotas, Caracas and Maracaibos, at 25 cents retail and still make a fair profit. These are the grades usually sold by retailers at 35 cents per pound and which cost nearer twice 7½ cents per pound to import.

So we see that Mr. Sielcken is only 2 cents per pound too low in his wholesale buying price and 10 cents per pound too high in his retail selling price, but what is a little matter like 12 cents per pound on coffee to Mr. Sielcken, when he is "talking through his hat" to Mr. J. Pierrepont Morgan's legislative solons for the purpose of further increasing the cost of living (already at the breaking point) of the people of the United States, by tacking a three-cent or a five-cent duty on coffee and putting that amount into the bottomless pits of the two before mentioned gentlemen, Mr. Herman Sielcken and Mr. J. Pierrepont Morgan, the holders and negotiators of the Valorization bonds which tie up about 7,000,000 bags of coffee and hold them out of the markets of the world in order to hold up the price and hold up the people of the United States. Such generous, whole-souled disinterestedness for the poor abused people who pay too much for their coffee is so touching that I must pause to weep. Hence these tears.

Yours very truly,  
DANIEL KISSAM YOUNG.

#### New Jersey May Move to Dissolve National Packing Company.

Application to the courts of New Jersey for the dissolution of the National Packing Co. will be the next move by Prosecutor Garven, of Hudson County, N. J., in his war on the so-called Meat Trust. The concern was indicted in Hudson County last February. Prosecutor Garven has announced that he will apply for its dissolution June 7th. The New Jersey Governor recently refused to extradite Ogden Armour under the indictment.

#### AMONG THE TRADE.

The Philadelphia Pickling Co., whose business difficulties were announced in a recent issue, has offered its creditors a 50 per cent. settlement, 25 per cent. payable in cash and 25 per cent. in six months. The matter is now under consideration.

## National Wholesale Grocers' Association Meets in Louisville, Ky.

**Reports Show 777 Members. Live Talk on Vital Trade Subjects. The Jobbers' Place Defended. Concessions Wrung From Bean Growers. Cause of Reasonable Bill of Lading Advanced. Free Deals Condemned. Running Summary of Proceedings.**

Special Correspondence of "Grocery World and General Merchant."

Louisville, Ky., May 27, 1910.

The fourth annual convention of the National Wholesale Grocers' Association has been in session here during the past week. The sessions, as always, have been lively and full of interest. Altogether about 450 persons were present, though all these were not delegates. The accredited delegates amounted to about 188.

The regular sessions began on Tuesday morning at 11.30 A. M., and the first several hours were occupied by the reports of officers and committees. President Bethard called the meeting to order, after which the usual invocation was delivered by Rev. E. L. Powell, of Louisville, Ky. Mayor W. O. Head addressed the convention in welcome, and William Judson, past president, delivered the response.

The following committees were then appointed:—

Resolutions, George E. Lichty, Iowa; George B. Wason, Boston; Fred. R. Drake, Easton, Pa.; William Judson, Grand Rapids; Victor H. Tuttle, Los Angeles.

Credentials, John S. Brady, Omaha; Joseph Seeman, New York; H. B. Hazen, Tennessee.

Auditing, A. J. Wellington, New York; J. W. Howell, Des Moines; Henry A. Power, Paris, Ky.

Press, William Judson, Dana T. Ackerley, New York.

President Bethard here made his annual address.

The balance of the session was devoted to the reading of reports, the most important of which was by Secretary Alfred H. Beckmann. This was too long to reproduce in full, but the following was the gist:

Our membership comprises wholesale grocers in forty-four States, as follows:—

Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Vermont, Virginia, Washington,

West Virginia, Wisconsin, having added the States of Alabama and Montana this year.

Last year we reported a membership of 631; 165 new members have been added, making a total of 796. This number, with the branch houses covered by some of our members, would show an actual membership of about 1,000.

Details will be given by the chairman of the Membership Committee, Mr. Robert G. Bursk.

The financial report of the secretary's office from June 1, 1909, to June 1, 1910, is as follows:—

Receipts .....\$38,240 69  
Disbursements ..... 38,085 70

Circular letters pointing out any and all objectionable features in food bills were issued from our office, leaving no possible excuse for the wholesale grocer not being posted as to his best interests, no matter where located or whether he was a member of the association or not, our efforts being in the interest of the trade as a whole.

We are, and have been since the formation of this association, in favor of pure food legislation everywhere in the United States, taking the National law for our model, and in the interest of uniformity.

This expose of our pure food work by the secretary will be pardoned, but I desire only to briefly emphasize the stupendous work which has been done and is still going on in your interest and especially in the interest of the wholesale grocer who does an interstate business. That the average wholesale grocer has no conception of what this association has done for him and the consuming public as well, in pure food legislation, will be made known by our counsel and the Pure Food and Legislative Committee.

The Uniform Bill of Lading, which this association has advocated, and is known as Bill of Lading Measure H. R. 25,335, formerly H. R. 17,267, was favorably reported on May 3, 1910, by the House Committee on Interstate and Foreign Commerce, and is now on the House calendar for consideration and will likely be brought up for final action within a month.

No one is more interested in the Bill of Lading Measure than the wholesale grocer, and this association is advocating its passage, but the individual member must do his part to accomplish it.

The most offensive abuses in the trade are so-called "free deals," as inaugurated by some manufacturers and the subsidizing of jobbers' salesmen.

Some objectionable "deals" of manufacturers have been withdrawn during this year, while others are still in vogue and will continue to be introduced unless opposed by the wholesale grocer.

The subsidizing of jobbers' salesmen by manufacturers is a most nefarious practice and should not be countenanced by any wholesale grocer, in fact, is illegal in some States.

Vice-President Wm. T. Wadleigh also offered a report with

much force in it. He touched on the present plans of distributing food products as follows:—

The manufacturer is not equipped to distribute his products. In order to do so, he must add to his cost of doing business the expense of distribution. This expense in turn must be added to the price of his product so that neither the retailer nor the consumer would be benefited thereby. Naturally the purpose of this organization is to promote the interests of its members, but I think its action thus far, has demonstrated that it is not the intent of the association to promote private interests, inconsistent with the rights of the community in which we do our business.

Vice-President Fred. R. Drake, of Easton, Pa., also reported, naming the conventions he had attended in the interest of the National Wholesale Grocers' Association, or the jobbers' cause in general.

The report of Wm. C. Breed, counsel, was also delivered at this session, but contained little of specific interest.

Treasurer Frank A. Potter read his report, showing receipts of \$38,240.69 and expenditures of \$38,115.29.

On Wednesday reports of committees and the discussions which they elicited also occupied much time. One of the features was an address by Secretary John A. Green, of the National Retail Grocers' Association, on the relative functions of the jobber and retailer.

On Wednesday Mr. Robert G. Bursk, of Philadelphia, reported for the Membership Committee that the membership last year was 631. One hundred and sixty-five new ones had been added this year and 19 dropped, making the net 777. Forty-four States, he said, were represented in the membership. Several applications had been received at the meeting.

For the Purchase Discount Committee, Fred. R. Drake, of Easton, Pa., reported on the results obtained during the year. He said that they had been more or less successful in getting the most prominent and influential growers and handlers of beans on to a specific to change the terms on which they sold their goods from a net arrival basis to a discount basis. An extract from his report follows:—

In September we began our campaign by endeavoring to have the bean growers and handlers of the Pacific Coast change the terms on which they sold their goods from a net arrival basis to a discount basis and in this effort we have been more or less successful by having the most prominent and influential growers and handlers of beans on the Pacific



Coast accede to our request. Of the progress made, our members have been constantly advised from time to time; and following up the success of the Pacific Coast, we approached the Michigan Bean Jobbers' Association in January with the idea of having them change their terms from a net arrival basis to a discount basis.

Mr. N. Landon Hoyt and myself met a committee of the Michigan Bean Jobbers' Association in conference at Ann Arbor, Mich., January 18, the result of which conference was that committee was granted a hearing.

Thursday, January 27, in Detroit, where we appeared before the annual convention of the Michigan Bean Jobbers' Association, and while the result of the vote taken in executive session Friday morning, January 28, was unfavorable to our request, we are advised that the argument and reasoning presented by our committee and the information sent to each member of the Michigan Bean Jobbers' Association has made a lasting impression upon its members and are in earnest hope that at their next annual meeting we may meet with more favorable consideration than was the case this past year.

Following our disappointment with the Michigan Bean Jobbers' Association, we took this matter up with the representative bean dealers in New York State without any better success, but feel that the foundations are laid which will eventually result in the growers and handlers of beans of Michigan and New York State modernizing their methods of doing business to more nearly correspond with the terms of the wholesale grocery trade of the United States.

Your committee visited Milwaukee, Wis., in an effort to have the largest and most representative handlers of dried peas conform their product, which is now sold upon a net arrival basis, to a discount basis; and had hopes of success which were afterwards doomed to failure, but which we believe by persistent effort can be brought to a successful conclusion on this article.

When one considers that the output of beans from California is approximately \$12,000,000; from Michigan approximately \$12,000,000; from New York State approximately \$10,000,000 and of Wisconsin dried peas approximately \$2,000,000, the desirability of continuing our efforts on these lines will be easily recognized.

In order to preserve discounts once enjoyed by our members your committee visited Rochester, N. Y., in the interest of the restoration of 2 per cent. cash discounts on shoe polishes now denied to them.

We have had conferences in New York with various representatives of the growers and handlers of California beans; have had interviews with representatives of specialty manufacturers in an endeavor to have them harmonize the cash discount on their products with others, which are sold on a 2 per cent. cash discount basis; have had voluminous correspondence and personal interviews with manufacturers in an effort to get them to change their discount to conform to that of other manufacturers; have had personal interviews in an effort to have restored the discount now denied the wholesale grocery trade on the amount of merchandise purchased of them as represented by the freight allowed on the shipments of various manufactured articles.

During the year we have addressed communications to the largest packers of canned meats with the idea of having them have their terms conform to the terms of the wholesale grocery trade of the United States, and while we have not been

successful during this present year, we advise that agitation be continued.

We hope also to report to you success in having obtained a cash discount on cheese, but have been disappointed both by the difficulty in reaching any large organizations of cheese manufacturers and also by the great pressure of other matters affecting the members of our committee.

The possibility of advantage to our members in the bringing about of a greater uniformity of discounts in the articles handled by our members on which a discount greater than that received is given, offers great opportunities for the work of the purchase discount committee of the next year and surely this committee is one of the most important and inspiring in our association.

Chairman W. B. Timms, of the Food Guaranty Committee, reported to the wholesale grocers' convention that the questions involved in the subject were so closely connected with many legal complications that they could not advise members as to a definite course, safe to follow in all cases.

The Committee on Uniform Bill of Lading had a report which elicited much discussion. In part, it was as follows:—

Since the last report of your Committee on Bills of Lading the following important results have been brought about:—

First—The Commissioners on Uniform State Laws, after four and a half years of careful consideration, have completed their draft of the Uniform Bill of Lading Act for State adoption, and have recommended same for enactment into law by the legislatures of the various States.

Second—The Canadian railways have all adopted the uniform bill of lading recommended by our Interstate Commerce Commission, including forms of colors and with but slight and unimportant changes in its provisions.

Third—Washington, Wyoming, Minnesota and Michigan have enacted into law the bill of lading measure drafted by counsel for the American Bankers' Association, and it passed one house in Iowa, North Carolina and Oklahoma. However, now that the Commissioners on Uniform State Laws have agreed on a uniform bill of lading to recommend for State adoption, the measure as drafted by the Bankers' Association will be abandoned and the bill of the Commissioners on Uniform Laws pushed in its stead.

Last January, at the request of the chairman of the Bill of Lading Committee, Mr. Breed, our counsel, with several of the officers of our association attended the National Civic Federation conference at Washington. Mr. Breed made an able address before that body in favor of uniform State legislation in bill of lading and other subjects of interest to merchants and jobbers. At that meeting the federation recommended to the Governors of the several States the enactment into law of the measure drafted by the Commissioners on Uniform State Laws.

In addition important progress has been made to secure Congressional legislation on bills of lading which will cover interstate shipments. There has lately been introduced into the House of Representatives by Mr. Stevens a bill, No. 25,335, re-

(Continued on page 30.)

# For Profit and Safety

In our June catalogue we make a suggestion that will interest merchants who never handle Fireworks as much as it does those who always handle them.

If you have a retail store you need the advertising there is in goods for the "glorious Fourth."

For a certain number of days just before July 4, celebration goods are the one line of instant need in the mind of everyone in your town.

Not to sell the goods all your people are thinking about is to miss an opportunity that comes only a few times in the year.

And Fourth of July goods lend themselves to advertising—the store that handles them gets the crowds that buy goods in all lines.

Be your store big or little, in your own interest—read the suggestion in our June book (No. H 797) entitled

## The Insurance Bugaboo

Butler Brothers: New York,  
Chicago, St. Louis,  
Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas  
City, Milwaukee, Seattle, San Francisco, Omaha



# WITH THE EDITOR

From the "Grocers' Assistant," a monthly magazine published in England for the benefit of clerks, the following interesting extract is taken. It is a part of an article on "How Grocers' Assistants Live," and supplies the means of a sharp contrast between American and English methods of caring for one's clerks:—

## The English Way of Looking After Clerks.

Our first visit was to a fine shop, which evidently catered, was then and there catering, for the best class of trade. We came in contact with a member of the staff, who was ready to answer our reasonable inquiries. Yes, they had a fairly large number of assistants, some of whom were young ladies. We noted that the general appearance of those we saw busily engaged in serving customers was everything it should be. They were neatly dressed, of pleasant manner, and

THE GLOW OF HEALTH was on their cheeks. We learnt that living-in (clerks living with their employer.—Ed.) was the rule of this establishment, yet living-in under quite tolerable and even pleasant conditions. Many of the elder men had separate bedrooms, and hence actually possessed a vote. There was a good big dining room, which served also as a sitting room when needed. The food is all that can be desired, the whole *ménage* being looked after by a housekeeper, who had no temptation to make "a bit for herself" out of the money allowed for feeding the staff. We learnt that the men fraternize very well after business hours, playing various games, as whist, chess and ping pong, and that social evenings with music are occasionally held in winter time. A cautious question as to what was the feeling about living-in as a system elicited the opinion that under such conditions as were the fact at that establishment, for young assistants and for females, there could be no objection to it, especially if the firm recognized, as it did, that to an older man who was married or wished to marry, freedom to live out should be permitted. Wages paid at this establishment are rather above the average. The pay of a fully experienced counterman being 18s. (\$4.50 per week (with, of course, board and lodging found; and in one case 20s. (\$5). Others are in receipt of 15s. (\$3.75), 12s. 6d. (\$3.12), so on down to 8s. (\$2), the wages of an improver, according to responsibility of position and experience. We are not surprised to hear that the average number of years' service put in by the staff was a high one. The hours, too, are not unreasonable, from 8.30 A. M. to 8 P. M. being the rule for every day except Saturday, when the shop is open an hour and a half longer. There is no early closing day, but each assistant is allowed an evening off from tea time on one day of the week.

In England the grocery business has reached a higher point of commercial development than

in any other country of the world. In the United States the business often sinks below a trade and becomes a mere makeshift; in England it frequently rises above a trade and approaches a profession. So that anything that the English grocers have tried and found good is worth serious consideration; the practice of looking after clerks in particular. In this country the merchant has no concern about his clerks after hours; only very rarely does a clerk live with his employer, and even then he is not in the least accountable to him after business hours. In England they seek the other extreme—the clerks in many cases are practical inmates of their employers' families, and have at least a measure of the accountability which follows such a relation. The ideal way probably lies somewhere between. That the employer, whose store is surely to a certain extent affected by the reputation which his clerks make in the community, should take some interest in them during the hours when they are making their reputation, seems fundamental. Too often—in fact, almost always—they are allowed to go their own way unregarded and unprotected, and in consequence fall into errors that not only mar their own lives but greatly injure their usefulness to their employers.

The "Grocery World and General Merchant" was considerably surprised to see the National Retail Grocers' Association go on record as opposing bulk sales laws. The resolution emanated from L. J. Padberg, of St. Louis, who occasionally runs amuck. Nevertheless, it slipped through, but in spite of that the "Grocery World and General Merchant" has no belief that its passage represents the sincere thought of the National Association. In the "Grocery World and General Merchant's" view, bulk sales laws mean a long step toward the goal of commercial honesty.

They make it impossible for a dishonest merchant, up to his ears in debt, to defraud his creditors by pretending to sell his business—or actually selling it, for that matter—to his sister or his mother. The laws require notice to be given the seller's creditors in advance of every sale of the business outright.

What possible objection can the National Retail Grocers' Association raise to this? What objection can any honest merchant raise to it? The law pinches only the merchant who through ignorance or design is seeking to do that which will cheat those who trusted him. The merchant who pays his creditors before offering his business for sale, or who honestly offers it for sale in order to raise the money to pay them, need have no fear.

In another column appear some additional facts regarding the forthcoming plan of the associated druggists of Pennsylvania to curtail the right of the grocer and general storekeeper to sell patent medicines and commonly used drugs. As explained last week, the proposed method is to have the Pennsylvania Legislature pass a law to this effect. The plan is sure to stir up lively opposition from a number of very influential interests.

The most potent factor in this movement is that it is being backed by the State Board of Pharmacy, which is a department of the Commonwealth supposed to be animated only by the public interest. The Board is composed mostly of retail druggists, however, who have at all times a lively interest in their own welfare. Their plan as it will be presented, will appear simply as one to prevent the reckless and ignorant sale of medicinal preparations that may do harm. As far as that is the truth, the "Grocery World and General Merchant" heartily subscribes to the whole movement. Drugs, chemicals or medicines which

contain habit-forming ingredients, or poisons, should be sold only by the most carefully qualified persons. But to limit the sale of preparations like that is by no means all that the State Board is after. They want also to keep grocers and general storekeepers from selling such innocent preparations as borax and cough cures. Is it possible that such a scheme could succeed? The "Grocery World and General Merchant" doubts it, though the Pennsylvania Legislature occasionally does peculiar things. The average retail druggist has become almost a general storekeeper himself. He sells stationery, magazines, cigars, novelties, candy—and drugs. Each one of the five lines first named is a theft from another line of merchandising. Before he seizes for himself the exclusive right to sell goods which general storekeepers have sold for years, he should clean his own skirts of undue infringement upon other merchants' exclusive rights.

Such a law as this would be an outrage upon thousands of consumers who live miles from the nearest drug store, and whose only chance of buying simple drugs and medicines is at the nearby general store. Upon this fact more than any other the "Grocery World and General Merchant" bases a fair degree of confidence that such a bill could never pass.

Again is the retail grocer stabbed in the back, this time in what should be the house of his friends. Herman Sielcken, who is in the coffee business, has accused him before the Senate Investigating Committee of buying coffee at 10 cents and selling at 25. Of course all grocers know that the charge is false. For many reasons they could never do such a thing, even if they would. But the trouble is that the accusation has been published from one end of the country to the other. Published as the solemn statement of a man supposed to be so domi-

Sielcken the Offender.



nant in the coffee business that he has been called the "Coffee King." Published to consumers, who know nothing to the contrary of what was said, and who always lend a willing ear to even less authoritative suggestions that they are being overcharged for something.

The amount of harm that this has done to retail grocers, collectively and individually, is incalculable. It is absurd to say "oh, consumers don't pay any attention to it,"—they do pay attention to it! And by it they are inevitably taught the easy lesson of suspecting the honesty and fairness of the retail grocer.

Is there *any* way in which such things can be avoided? Apparently no way in which they can be avoided in advance, and after they have occurred the harm is done. The "Grocery World and General Merchant" has sent a copy of its article to Mr. Sielcken with a request for a statement. It may be that he will say something which can be given to the Associated Press and sent over the same road that the original report traveled. The chance is, how-

ever, that he will say nothing, because there is really nothing to say except to retract or confess ignorance and it takes a broad man to do that.

### Another Blow for Honestly Labeled Tomatoes.

**Well-known Broker Contends That "Standards" Should Be Labeled "Standards" and Seconds "Seconds." Defines Standards as a Can Filled With Ripe Tomatoes.**

If the consumer wants a can of tomatoes, why not give him what he wants?

If the packer packs tomatoes, why is he fearful of putting "tomatoes" on the label? If the can contains tomatoes, he need fear no Pure Food Department this side of Mars.

If the packer thinks the consumer wants tomatoes and water, let him say on his label how much tomatoes and how much water is added, so many ounces of each. No matter if the tomato is 85 to 90 per cent. water, men do not drink this kind of water when they are thirsty; they drink pure water, not tomato juice. Tomato

juice helps make the tomato, as also pulp and seed, color and flavor. Disintegrate these parts and you no longer have the tomato, and yet collectively they compose the delicious and not to be despised love apple, pumpkin or sherbet.

Seconds should be labeled "seconds" and standards should be labeled "standards." A standard tomato is a can filled with ripe tomatoes. Simply this and nothing more. A can filled with other than tomato is not a standard tomato. Why all this tearing of the hair and raving of speech? This is as simple as the alphabet. If the buyer wants 32 ounces of tomatoes, why not give it to him in a No. 3 can and state net weight of contents 32 ounces on the label. If the packer puts it in and seals the can, it will stay there until the can is opened and the buyer should know how many ounces of tomato he is buying, just the same as if he wants 32 ounces of sugar. Now and then a sugar bag may burst and the weight thereby be scant as also an accidental slack filled can of tomatoes. This cannot be avoided

because no one is perfect, but the intention is evident, and if the intention is right there is little fear of criticism, fines or prosecution.

HARRY P. STRASBAUGH,  
Strasbaugh, Silver & Co.  
Aberdeen, Md., May 25, 1910.

### MAGAZINE NOTES.

Variety is quite as much the spice of magazines as it is of life, and the editor who fails to realize this fact soon finds himself with a diminishing subscription list. One publication which always shows commendable discretion in the selection of its contents is "Lippincott's." Its May issue contained a stirring adventure novel by Will Levington Comfort—he of "Routledge Rides Alone" fame. The complete novel for June is as dissimilar to it as it well could be, yet it is just as good a story—just as well written, just as interesting. The title of it is "Francine," and the author is Marie Louise Goetchius, who has the book "Anne of Treboul" and many excellent short stories to her credit. Francine, of course, is the name of the little French heroine, who leaves her home in the Paris Latin Quartier and comes to New York to join her lover, Jacques. He has been in America a whole year and has become quite Americanized, but Francine proves less adaptable, and constantly falls afoul of Mrs. Grundy and the conventions, to Jacques' great distress. The tale portrays the French life and character with a fidelity little short of marvelous. There is much humor in it, and a little sadness, and in the end the reader is glad to find that the mercurial Jacques and the dainty Francine are on the high road to happiness.

## BIG Butter Color Profits

Wideawake grocers all over the country are getting big, steady profits from Dandelion Brand Butter Color. For the majority of the buttermakers in the country won't use any other color.

Your buttermaking customers, too, want Dandelion Brand. They know it's the best—the only safe, reliable, purely vegetable butter color that gives the rich, golden June shade.

And Dandelion Brand sells just as steadily, just as regularly as any staple you handle—sugar, coffee, flour, etc.

All you have to do is to let your customers know you're selling Dandelion Brand.

Send in a trial order now. It means big dependable profits.

Dandelion Brand Butter Color is endorsed  
by all authorities

**Dandelion Brand**  
PURELY



Dandelion Brand is the safe and sure  
Vegetable Butter Color

**Butter Color**  
VEGETABLE

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

**Wells & Richardson Company, :: Burlington, Vermont**  
Manufacturers of DANDELION BRAND BUTTER COLOR



### Aftermath of National Retailers' Convention.

**Secretary Green, of National Retail Grocers' Association, Thinks Meeting Made History. Offers Suggestions for Future Work. National Bankruptcy Act Not Amended as Grocers Asked.**

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio,

May 25, 1910.

The thirtieth annual convention of the National Retail Grocers' Association has gone into history. The personnel of the delegates was all that could have been desired. The representative men in the business were there and attended every meeting. At no other convention was there more general discussion.

The sentiment was progress; the desire to accomplish something for the good of the trade was the prevailing thought; to meet with the other factors of the trade and take into consideration conditions existing was the one great desire.

The delegates agreed that to advance or improve conditions for themselves it was necessary to improve conditions existing all along the line. The first paragraph in the first resolution adopted reads as follows: "We believe that a betterment of grocery trade conditions demands the proper recognition of the rights of each factor in the trade."

The Pacific Coast plan was enthusiastically endorsed, viz: "The right of the manufacturer to name the minimum selling price."

The parcels post came in for a share of the attention of the delegates, and the proposition to extend the system was vigorously condemned.

The resolution to recommend the selling of bulk commodities by weight instead of by measure met with unanimous approval.

The national secretary was instructed to take up with the meat packers the charge for heavy wrapping paper and use all means at his command to have this practice discontinued.

The discussion of these topics brought out many new ideas, many of which will be taken advantage of by the delegates on their return to business.

The experience of many who had not used a measure in their store for months or years was listened to with attention. The giv-

ing of trading stamps was condemned.

The delegates without exception went away feeling well paid for the time taken in attending.

All who attended realize the necessity and importance of the National Association as never before. We are a power in the world of trade, second to none, and all we have to do to extend that power and increase our influence is to be ever watchful for ourselves and careful of the welfare of others in the great trade

of which we are so prominent a part.

Have you a suggestion to offer? Send it to the national secretary. Have you a complaint to make? Do so at once; don't wait. The national officers will do all they can, but they must have your help and confidence.

The work is growing every day and the responsibilities are greater than ever. Any letter from you will be answered the day it is received. Let each do his part and there will be abundant results.

## Druggists' Bill to Keep Grocers and General Merchants From Selling Drugs and Patent Medicines Will Be Actively Fought

**Patent Medicine Manufacturers, Wholesale Druggists, State Retail and State Wholesale Organizations Will Also Be Against It. Move Entirely Selfish on Druggists' Part.**

An investigation made of the proposal of the Pennsylvania State Pharmaceutical Association to pass a law next winter greatly restricting the retail grocer and general storekeeper in their sale of household drugs and patent medicines, develops the probability that if the State Board persists in this they will stir up a lively fight from various important factors whose toes would be sharply trodden on by such a law.

As described by a correspondent in last week's issue, the bill proposes to deny to the retail grocer and general storekeeper, at least in part, the right to sell the commonly used drugs and patent medicines which he can now sell without interference.

In the first place the National Proprietary Medicine Manufacturers' Association of America will be against this bill, and will fight it as hard as they can. Reason, they now have a wide distribution of their products through retail grocers and general storekeepers, especially in territories where there are few if any drug stores. The medicine manufacturers cannot see the propriety of confining the sale of their products to druggists who cannot adequately care for the demand and whose prices are apt to be much

higher than the grocer's or general storekeeper's.

It is also practically certain that the Pennsylvania Retail Merchants' Association will also oppose it. In a letter to the writer during the week Secretary A. M. Howes says that the matter will at once be taken up by the Executive Committee. The membership of the State organization includes merchants of all classes, and among these are a few druggists. By far the great majority, however, are grocers and general storekeepers, and their interests will be adversely affected if such a bill passes.

The Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware will also in all probability be against the plan, for wholesale grocers are large distributors of simple patent medicines and common drugs. Secretary A. M. Graves, of the jobbers' organization, stated to the writer that in his judgment the members will be much opposed to any such legislation. It will be taken up by the organization early this week.

The wholesale drug trade will also be against it to a man. The writer has letters from a number of them, all of the same tenor—"we will unqualifiedly oppose this bill if it is introduced."

Advices just received from Washington would indicate that the bill to amend the bankruptcy act has been reported from the committee without the desired amendment, which the retailers sought to have inserted. It is therefore necessary that everyone be notified at once to write their Senators and ask that Section Clause A, in H. R. 20,575, Calendar No. 651, be amended to read "Any person owing debts to the amount of \$500, except municipal, railroad, insurance or banking corporation, shall be entitled to the benefits of this act as a voluntary bankrupt."

Write your letter immediately. If we cannot have this amendment inserted in this bill, we must contend that the law has outlived its usefulness and should be repealed.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.

### Grocers Issuing Price Lists.

San Francisco, Cal.,

May 21, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—We should greatly appreciate it if you would give us the names of ten wholesale grocers and ten retail grocers who publish catalogues or price-lists. We have in mind wholesale grocers and retail grocers in your more immediate neighborhood, say within a hundred or two hundred miles of you. If you can't send us the ten names, give us as many as you can, please.

Very truly yours,  
A. SCHILLING & Co.

Wholesalers—Barber & Perkins, B. S. Janney & Co., Halpen, Green & Co., all Philadelphia, Pa. Francis H. Leggett & Co., Austin, Nichols & Co., R. C. Williams & Co., New York.

Retailers—Finley Acker & Co., Thomas Martindale & Co., Gimbel Bros., and Mitchell, Fletcher & Co., all Philadelphia, and L. I. Callanan, Acker, Merrill & Co. dit, and Park & Tilford, New York City.

Jersey strawberries are coming along regularly and range from 6 to 12 cents per quart. The quality is fair, but the heavy rains have brought lots of watery berries in. Delaware is also shipping berries North, ranging from 3 to 7 cents. The demand is good.





"We Can the Flavor  
as well as the Fruit"

## OUR NATIONAL ADVERTISING OF *Hunt's Quality Fruits*

"The Kind That Is NOT Lye Peeled,"

brings us lots of such letters as this, received May 11—

"Your advertising is all right and no doubt your fruit is, but why advertise in Kansas City if one cannot obtain your goods here? Repeated effort on my part has resulted in loss of time without being able to buy the fruit. There is plenty of the 'just as good' kind."

We want to send *your* name to people in *your* neighborhood who write us as above. We'll do it as soon as you write us and let us know you have **Hunt's Quality Fruits** in stock. Write us for complete list of distributors and order from the one nearest to you. We'll send you beautiful booklets, calenders and display cards to help you draw people into your store and sell them **Hunt's Quality Fruits**. Your customers will always buy **Hunt's Quality Fruits** once you start them because they are so superior to ordinary canned fruits.

### HUNT BROTHERS COMPANY

San Francisco, California

**Largest Cannery of Highest Grade California Fruits**

**Distributors for Hunt's Quality Fruits.**

PENNSYLVANIA:—Githens, Rexsamer & Co., Philadelphia; Westmoreland Gro. Co., Greensburg; Westmoreland Gro. Co., Uniontown; Westmoreland Gro. Co., Connellsville; Jas. A. McAteer & Son, Pittsburg; Love & Sunshine Co., Johnstown. OHIO:—The Chas. C. Higgins Co., Cleveland; A. Janszen & Co., Cincinnati; The Samuel Stevens Co., Columbus; V. T. Hills Co., Delaware; Bindley Gro. Co., Marion; Jas. Carson & Co., Springfield; W. W. Harper Co., Zanesville; Mosel-Johnson Co., Steubenville; Berdan & Co., Toledo; W. L. Adamson Co., Dayton. CONNECTICUT:—Stoddard, Gilbert & Co. New Haven. MASSACHUSETTS:—Haskell, Adams & Co., Boston. RHODE ISLAND:—H. Midwood's Sons Co., Providence. WEST VIRGINIA:—Jos. Speidel Gro. Co., Wheeling; Gulland, Clarke Co., Elkins. NEW YORK:—Seeman Brothers, New York City; Koenig & Schuster, New York City; Acker, Merrill & Condit Co., New York City. KENTUCKY:—Curry, Tunis & Norwood, Lexington; Louisville Gro. Co., Louisville.

## SPECIAL MAIL ORDER SERVICE

**In One Sense Just as Good as a Round-trip Ticket for New York. Let Us Prove It**



**Premier Breakfast Coffee**  
(for cream or hot milk)

**Premier After-Dinner Coffee**  
(to be served black)

At their greatest popularity they will never hurt your "bulk" coffee business. They are "quality" goods that help to make a "quality" store!

1 lb. pkgs., 27c. 3 lb. pkgs., 26c.

Extra Yellow California Peaches, 2½s, 2 doz. to case . . . per doz.,	\$1.55
Extra Lemon Cling Peaches, 3s, 2 doz. to case . . . . . per doz.,	2.00
Hallowee Dates, 60-lb. boxes, . . . . . per lb.,	.04½
Fancy Evaporated Peeled Peaches, in 25-lb. boxes . . . . . per lb.,	.13
California Prunes, Coast packed, 80-90s, 60-lb. boxes . . . per lb.,	.04½

A Lot of Extra Quality French Mushrooms, Bordeaux packing, small buttons, about 100 to tin, uniform in size, without stems, 100 tins to case—lot 189, per case,	\$25.00
Le Marchand Brand Boneless Sardines, ½s, 100 tins to case. Price has been \$30.00 per case, now . . . . . per case,	28.50
Stag Brand High-grade Catsup, full pint bottle, 2 dozen to case . . . . . per doz.,	1.40

*All Quotations F. O. B. New York.*

SEND FOR SPECIAL MAIL ORDER BLANKS AND ENVELOPES.

# FRANCIS H. LEGGETT & CO. NEW YORK

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





## The New York Letter

**Progress of Full Weight Campaign. Brooklyn Secretary Investigates Grocery Weights As Inspector. A Startling Story of Weight Frauds. Various Trade News and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, May 26, 1910.

This week has been a busy period in the crusade against short weights and measures. The local associations of retail grocers have adopted resolutions backing up the city's Bureau of Weights and Measures in its work. Elwood Hanson, an inspector of the Bureau, who is also secretary of the Brooklyn Retail Grocers' Association, made a tour of Brooklyn and found deplorable conditions in that borough. The chief of the Bureau, Francis McCoy, made a trip through New York stores with the Rainy Day Club, and found evidence of widespread fraud among the small dealers in the tenement sections.

Mr. Hanson got down to details on his trip. He told your correspondent that he had found shortage in weights chiefly in the sale of butter, hams and smoked shoulders, but there were a few other articles also sold short of weight. Chain stores seemed to be the greatest offenders among those he visited. Names are withheld for the present.

Mr. Hanson visited nine stores of different types located in widely separated sections of Brooklyn and seventeen separate purchases were made of such articles as butter, sugar, flour, bacon and rice. When the seventeen purchases were weighed, twelve were found to be short weight, the shortage ranging from 2 to 7 per cent.

A pound of butter was purchased in each of the nine places visited. In only two cases was the butter of full weight. In all the other places there was a shortage ranging from five sixteenths of an ounce to one and one-eighth ounces.

Out of the twenty-three packages containing different kinds of groceries which were weighed in one store, five showed honest weight and the other eighteen were short.

As a result of the investigation complaints have been filed against six of the nine stores visited and

prosecutions against them will be instituted by the Bureau.

A manager of a branch store declared he was acting under orders from headquarters in giving short weights on butter and bacon, by weighing the paper or wooden plate. In two cases the manager asserted that the short weight was due to the carelessness of the clerks who made the sales. One of the managers of a chain store said that he had nearly lost his job because on an occasion his stock on hand ran only 70 cents over the amount called for by his inventory, and he didn't intend to let it run that close again.

Three scales were found which did not balance. The surface of the scoop on one of the scales was covered with sugar, which weighed three-eighths of an ounce, and consequently every sale from that scoop was three-eighths of an ounce short.

Another scale showed a peculiar condition of affairs. It was one of those scale that indicates the weight on the side facing the customer, as well as on the side facing the clerk. The side facing the clerk indicated the weight correctly, whereas the pointer toward the customer always ran three-eighths of an ounce ahead of the actual weight.

The inspector told of having found a store where the butter dishes were soaked in water in order to increase their weight.

The excuse offered at some stores selling the print butter was that the wholesaler who put it up was to blame, but the inspector explained that the law requires the seller to see that his customers get full weight.

At a chain store in Columbia street a pound of rice was one-fourth of an ounce short; a pound of sugar that was bought, one-half an ounce short. Out of nine bags supposed to contain each three and one-half pounds of sugar, that were placed on the scales, five were short in weight.

This concern sells a brand of flour put up in bags of seven

pounds and three and one-half pounds. The seven-pound bags which were weighed were each one ounce short; the smaller bags, one-half an ounce short. Four one-pound bags of powdered sugar, already put up, were all short; three were short each one-fourth of an ounce, and one was short one-half an ounce. Several packages of oatmeal, put up in the store, were then weighed. All were short, the shortage running as high as 10 per cent. Two of the three pound packages of rice, when placed on the scales, were each found to be one ounce short.

In one of the stores, the manager put one of the butter dishes on the side of the weights, so that a full pound of butter was given. And this was one of a chain of stores. The manager claimed that in all of this chain of stores the same practice is followed, according to the proprietor's orders.

Mr. McCoy, on his trip, showed the ladies of the Rainy Day Club how housewives of the city are sometimes defrauded by unscrupulous dealers.

The ladies collected undersized boxes and baskets and shortweight cans and bottles which will be added to the collection at the Bureau. Some of the dealers will be prosecuted.

The club decided to write to settlement workers, asking them to instruct East Side housewives to be constantly watching for short weights. Mr. McCoy told the club's members that when they find a dealer giving short weight they should first speak to the storekeeper, and then if he fails to do the right thing, they should write to the Bureau and it will see that he is prosecuted.

The organized grocers, through their associations, passed resolutions commending Mr. McCoy for his work. He sent them communications asking that they use their influence to have all grocers give full sixteen ounces for a pound of butter, instead of weighing the wooden dish, which often weighs an ounce, leaving only fifteen ounces of butter.

The associations passed resolutions calling upon all grocers, members and others, to discontinue the practice of weighing butter dishes and to give full net weight. Many of the grocers express satisfaction that Mr. McCoy is trying to apply the State and municipal laws in

such a way as to require net weights.

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A special meeting of the American Specialty Manufacturers' Association has been called for Friday in the La Salle Hotel, Chicago. It is expected that a number of the manufacturers who have been present at the convention of the National Wholesale Grocers' Association in Louisville will, on the return trip, stop over in Chicago for the specialists' meeting.

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The sugar cases provided some new sensations this week, especially the Spitzer confession. As the trials are still in progress at this writing, nobody can say what will come next.

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Health Commissioner Lederle had his men out this week examining whisky in the saloons of the East Side. Dr. E. L. Meierhof, 1140 Madison avenue, who is one of the physicians at the Eye and Ear Hospital, wrote to the commissioner telling him that of late he had treated several patients who were in danger of losing their eyesight through drinking wood alcohol. The inspectors, after touring the East Side, returned with samples, which were analyzed. It was found that 20 per cent. of the whisky contained wood alcohol.

Several arrests were made, but only one case was brought to trial, as it is expected that the United States Government will take some action against the wholesalers who sold the poison to the retailers. The one case which was brought to trial was that of Samuel Syrop and his son, Louis, 237 Rivington street. Inspector Edward Weiss purchased small flasks of "weiss schnapps," a drink popular on the East Side, in Syrop's store, and on analyzing them found a considerable quantity of wood alcohol. The father was fined \$150 and the son \$100.

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The largest cargo of bananas ever brought to New York was landed here this week on the steamer "Zazapa," owned by the United Fruit Co. The cargo consisted of 60,000 bunches of bananas, weighing about 5,000 tons. The fruit came from Santa Marta, Colombia, a section which has recently developed into the largest banana producing district in the world. It took an entire day to unload the cargo. Bananas



are still unloaded here by hand. A mechanical conveyor was tried out some time ago, but it was found that it injured the fruit, so it was given up.

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Another seizure of frozen eggs, alleged to have been shipped here from Chicago by R. Smithson was is week. The inspector found eighty-four cans of the eggs in the warehouses of the King's County Refrigerating Co., 30 Hall street, Brooklyn. The eggs are said to be unfit for consumption.

#### SUMMARIZED MARKET CONDITIONS.

There has been in increased jobbing demand for coffees during the week. Santos is in good demand, but many holders are making concessions to the jobbers to push business. Rios are quiet, but prices are steady. Maracaibos attract considerable attention, with prices well maintained. Mexicans are are still in demand, with prices firm. There is a fair inquiry for Javas. Bogotas are quiet. Considerable comment is heard on the advance in coffee freight rates to trans-Mississippi points, such as Kansas City and St. Paul. This practically leaves New Orleans in possession of that field. New York dealers hope, however, to obtain concessions in the Middle West, where New Orleans is also a competitor.

All lines of teas are in good demand, with prices steady. Japan new crop leaf is reported as strong and higher than last year as a result of competition among the buyers. There have been some inquiries from London for Congous, but as a rule the prices offered were too low to suit holders.

The raw sugar market is firmer than last week and refiners are showing more interest in offerings. Several large sales of Cubas for delivery here were noted during past week at the prevailing quotations.

There is a steady withdrawal of refined sugar on old contracts, but little new business is being done. Refiners are not anxious to make business until the old orders are worked off. Prices are firmly held. The present warm weather, it is claimed, should stimulate business.

There is little business being done in flour, as the unsettled state

of the wheat market makes it difficult to name any accurate quotations. Millers' representatives suggest that buyers submit their bids, but the bids submitted are, as a rule, too low to suit the millers. Buyers seem content to buy in single car lot orders that have prevailed for many weeks.

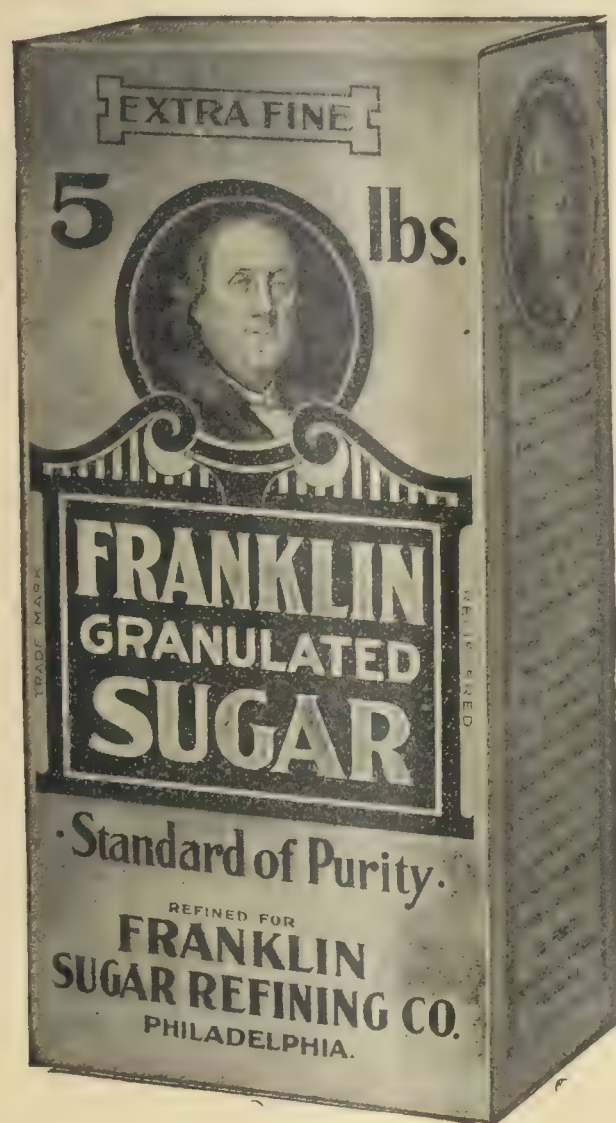
There is a good jobbing demand for California canned fruits. The supplies on hand are small and prices are steady. The opening prices for the 1910 pack were announced this week. Representatives of some of the packers say that about 60 per cent. of their fruit has already been sold. As usual, stories are afloat of concessions to large buyers, but little credence is given these reports, as the position of the fruit this year is much stronger than last year. There is practically no carry-over this year, while last season about 1,000,000 cases of the previous year's pack was still to be sold. Southern fruits are rather quiet. The pack of strawberries in Baltimore is small and prices are higher than packers can afford to pay. Gallon apples are still quiet, but prices are well maintained.

Canned tomatoes are attracting considerable attention and prices are firm. Holders, in fact, are becoming more firm in their views and turn down offers which they would readily have accepted a few weeks ago. Corn has a fair inquiry, with prices well maintained. Peas are in fair demand and supplies are scarce. The packing of the new peas is restricted because of the small receipts and high prices.

Receipts of eggs continue heavy and the market is overstocked, especially with medium and lower grade eggs. Prices are unchanged, but the general tone of the market is weak. The demand is not large, but holders prefer to put their eggs in storage rather than to sell at lower prices.

Butter continues high and firm. Specials are still at 29 cents, with extras at 28½ and firsts at 28 cents. Some particularly choice stock is held at a premium. The demand is confined to immediate jobbing needs, as outside interests are afraid to store butter at the prevailing high prices. The quality of the new arrivals is good, much better than it has been before in a long time.

FRED. A. MCGILL.



PACKED ALSO IN 2-POUND CARTONS

## THE POINT ABOUT SHELF GOODS

¶ You often heard the phrase, "good shelf goods." It means goods that look well on the shelf and so help to sell themselves.

¶ A shelfful of good clean goods is a splendid salesman, but one whose services are often neglected.

¶ Sugar kept in barrels under the counter has no selling force, of course. Good thing, too, for the more bulk sugar the average grocer sells the less he makes. But **Franklin Carton Sugar** is vastly different. There are two reasons for putting that on the shelf: One is because it's more convenient there than under the counter, and the other is that it can get in some selling work there.

¶ There's every reason why **Franklin Carton Sugar** should get in selling work, for every pound sold pays a good profit.

Clean, sanitary cartons that preserve strength and freshness: 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**

PHILADELPHIA, PENNA.





### No. LII.—The Meaning and Effect of Exemption Laws.

Every State in the Union has exemption laws, as they are called, and yet there is but the vaguest idea of their meaning and effect among business men. The State exemption law has a vital importance to every business man in two ways: First, in its effect upon his customers—the persons with whom he is constantly dealing as buyer and seller; or as employer and employed; and second, in its effect upon himself, in the event that he should find himself in a position where he would need to invoke its protection.

An exemption law, in a nutshell, is a law that saves to a debtor against whom execution has been issued under a judgment, a certain portion of his real estate and personal property. The object is to leave him enough so he will not be absolutely stripped. The protection of his family is also a consideration. This plan of exempting a part of a debtor's property was not known to the common law, which allowed the creditor to go after everything the debtor had, and even allowed the seizing of his body if the debt remained unpaid. This proved so oppressive that every State in the Union has modified it by statute. The State statutes widely differ, however, as to the amount of property exempted. In fundamental principles they are practically the same.

There are two classes of exemption laws—homestead laws, which exempt only real estate, and ordinary exemption laws, which exempt only personal property. Most, though not all States, have a homestead law. Under it the house which is owned by the head of a family, and occupied by the family as a home, cannot be seized for the owner's debts, even under execution. These laws supply a very salutary protection to

the debtor and his family, but without doubt they work injustice to many a creditor, for all that some debtors ever accumulate is the family dwelling, therefore they become immune from execution, although they may own thousands of dollars' worth of real estate.

The exemption law most widely invoked is that which exempts personal property. As stated, the amount given to the debtor in this way varies with the different States. All States agree that the wearing apparel of the debtor and his family cannot be attached, and many laws also include leased pianos, organs, sewing machines, etc. Practically all provide that the debtor's tools and implements of trade can also not be seized under execution. In addition to this exempted property, the laws of many States give debtors a specific amount of personal property, which they can take either in cash or the equivalent. The debtor can sell anything he likes to the amount of the exemption, even real estate. The amount of exemption varies widely. In Pennsylvania it is \$300, in New Jersey \$200, in Florida \$1,000, and so on.

In fixing upon the amount of exemption, some States handle the matter in a much more complicated fashion than others. For instance, Kentucky provides that the creditors of a debtor cannot touch "sufficient provisions, including breadstuffs and animal food, to sustain the debtor's family for one year; if that much food is not on hand, then other personal property, wages, money or growing crops not to exceed \$40 in value for each member of the family; provender suitable for live stock, if there be any such stock, not to exceed \$70 in value; and if such provender be not on

hand, such other property as shall not exceed such sum in value."

It can easily be seen how a debtor with a large family and plenty of live stock can defeat his creditors forever under such a law as this.

In addition even to what is enumerated or described above, some States exempt horses, oxen and cows actually constituting part of the stock of a farm and also the stock in trade of merchants, raw materials and so on. Many States also have laws forbidding the attaching of wages, and in no State can a pension of any kind be attached.

One very important feature of exemption is that it is usually allowed only to residents of the State, and never allowed against judgments for anything but ordinary contract debt.

To make the first of these conditions plain, a debtor living in New Jersey, but doing business in Pennsylvania, could not claim any exemption at all on a Pennsylvania debt.

As to the second condition, if A sues B on a promissory note, or on any other ordinary or extraordinary contract, and gets judgment, B can claim whatever exemption in real estate or personal property the law of his State gives him. But if A sues B for damages sustained by falling down an open hatchway in B's store, and gets judgment, B can claim no exemption whatever, because the case was not one of contract.

The usual and only effective way for the creditor to protect himself in transactions in which the claiming of exemption by the debtor may leave him without remedy, is to induce the debtor to waive the right of exemption. The States are not at all together as to how this can be done or

whether it can be done at all. Most States allow the exemption to be waived, but some say it cannot be done until a levy. In other words, a debtor cannot agree in advance, as in a judgment note, that he will not claim exemption. Under these laws he can waive exemption when the sheriff is actually on him but not before.

A few States refuse to allow a debtor to waive exemption unless his family joins, holding exemption to be more for the family's benefit than for his. Other States allow waiver, but require it to be done in a certain way provided by the statute. If it isn't done exactly in that way it is bad and the debtor can claim exemption after all.

In most States, however, exemption can be waived in some way or another, and at some time or another, and speaking in the interest of the creditor, the debtor should be asked to waive it wherever possible. Practically all leases contain a waiver of exemption, where the law of the State allows it, and so do judgment notes.

The effect of waiver is to give up the debtor's entire property to execution.

Where exemption is not waived no inflexible method of claiming it is necessary, as a rule. In case a levy has been made on either real or personal property, a simple statement that exemption is claimed on such and such property should be written and handed to the officer. If the property claimed is of uncertain value, it is then set aside and appraised. As a rule, a claim of exemption, where the only property owned is household goods, defeats the creditor entirely, because it takes pretty high grade used furniture to bring much at forced sale. So with the stock of small stores or artisans' shops.

(Copyright, May, 1910, by Elton J. Buckley.)

Question: W. P. L.—Broker has account of manufacturer. Receives samples. Sells thirty or forty retailers from said samples. One retailer bought six barrels in November, sold two barrels and then returned four to manufacturer in March. Orders all signed by retailers and no other agreement.

In the meantime said manufacturer sells three or four cars to jobbers in same territory and they



get out looking for business and find said broker has placed goods with their trade.

Now said manufacturer holds up brokerage on said sale and deducts \$18 or \$20 from broker's commission for freight. The retailer claims goods were not up to sample, but other retailers find goods as represented.

Can manufacturer do this? Also hold up commission from November to this date, stating all accounts are not settled and they will render final statement when they hear from middleman whom they used for their own convenience? Can said broker collect his brokerage as soon as goods are received by the trade, and does he have to wait for accounts to be paid, or has he any concern whether the goods come up to sample or not?

Answer.—If the broker was authorized by his principal, the manufacturer, to solicit orders anywhere in a given territory, he can collect brokerage on any orders he gets in that territory, regardless of the manufacturer's relations with jobbers whom he later sells direct. Of course if the broker violated his instructions, and sold anybody it was clearly understood he was not to sell, his position is not so good.

The law of brokerage is that the broker has earned his commissions as soon as the parties are together and the contract made, without regard to when the accounts are paid or whether the goods are up to sample. Particularly can the broker not be deprived of his brokerage on goods that were not up to sample, unless the broker himself made the misrepresentations. It would be highly unfair to make the innocent broker pay for the fraud of his principal in which he had taken no part, and the law takes no such position.

In some lines it is the custom of brokers to wait for their commissions until the goods are delivered and even paid for. Evidence of such custom would have to be very clear, however, to defeat the broker's right to claim brokerage as soon as the contract is made.

Question: "I," Hockendoqua, Pa.—A Pittsburg concern is selling collecting letters through here in pads of twenty-five. The agency is the Merchants' Mercantile Agency, of Pittsburg, Pa., and the scheme is this: They divide a merchant's customers into five classes. If a customer owes more than one retailer he is put

in the third class. If he owes several he goes in the fourth class and so on. There is a form collection letter for each class. You pay \$4 down and \$12 when the pads of letters are delivered. The contract is renewable every two years. What is your opinion?

Answer.—I cannot possibly discuss this proposition because the data is too meagre. I am familiar with other schemes of the sort in which the merchant himself sends out the letters, which bear the name of a fake collection agency. I am not told whether that is the method followed here or not. Neither am I shown the letters, nor supplied with any other information regarding the inside workings of the plan. To express any opinion under such conditions would be to make a mere guess at something on which I am not at all posted, and I hesitate to do that.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

Written for the "Grocery World and General Merchant."

**Mr. Callanan Defends His Aspersions on "Maine Style" Corn.**

**Repeats the Charge That It Is a Fraud. Says the Only Reason It Is Called "Maine Style" Is As an Imitation of Maine Corn. Some Views on Grocers' Weaknesses.**

I am sorry the "Grocery World and General Merchant" does not agree with me in my definition of labeling corn of Maine style. If it is not intended to cover a fraud, what is it used for? If the corn is put up in its natural state, in a district in which good corn is grown, it ought to stand on its own bottom.

Are not whole grain and shoe-peg put up under their own names? Brokers and jobbers know all about the Maine style;

## "BALTIC" Fruit Jar Rings

—FOR—

**MASON FRUIT JARS**

**WHITE RUBBER EXTRA THICK SUPERIOR QUALITY**

The "BALTIC" Jar Rings are made of a high-grade quality of white rubber, and being several times the thickness of the ordinary Jar Ring, will ensure a perfectly airtight joint where other rings will not.

The extra thickness and superior quality of these Rings provide against any unevenness of the surface of the cap, or of the shoulder of the jar, which is often the cause of fruit spoiling.

Do not take chances of losing your fruit by using cheap, unsuitable rubbers.

**THE "BALTIC" RUBBER RINGS**

**are the best and most reliable**

**FISHER, BRUCE & CO.**

**221 MARKET STREET**

**PHILADELPHIA**

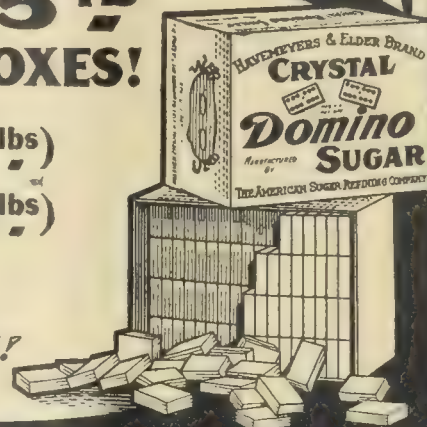
# CRYSTAL DOMINO SUGAR

**2 lb AND 5 lb  
SEALED BOXES!**

**2 lb BOXES-60 IN CASE (120 lbs)**

**5 lb BOXES-24 IN CASE (120 lbs)**

**BEST SUGAR FOR  
TEA AND COFFEE!**



## THEY MUST PREFER OURS

So far as we know, no user of Rumford's Baking Powder or Rumford's Yeast Powder has ever returned to the other types of powders.

When you consider it, it is almost impossible that they should, for the Rumford powders excel all others in baking efficiency and wholesomeness—they are foods and not chemicals.

That is the strong point of our selling proposition—we—and you, too, if you will use it—have an invincible argument. Who, unless she wanted a very cheap powder, would deliberately buy a chemical powder in

preference to one consisting only of phosphates, corn starch and soda, especially when the phosphate powder would do the best work?

**Rumford Chemical Works  
PROVIDENCE, R. I.**





they know that it is a corn put up with some other material than corn added to it to imitate the corn packed in Maine. The retailers, the great majority of them know it also, you say. As for the consumers knowing it they don't need to, for they never buy corn according to the territory where packed.

Any man who knows his business will enlighten them on that point. It is to his interest to do so. If he gets his customers to try his best corn, and he keeps a stock of the best Maine goods on hand, they will never buy any other. That is where the majority of the retail grocers are weak. They do not study their business. If they did they would explain to their customers the difference in the quality of the goods, attending to and studying their business, keeping their stores clean and in good order, their goods well displayed, giving full weight, making no false representations. The grocer who follows these rules need fear no competition from mail orders, department stores or cheap Johns, who in nearly all cases rely upon misrepresentation to get their trade. Maine style corn is put up to cover a fraud.

L. J. CALLANAN.

New York, N. Y.,

May 24, 1910.

#### Long-time President of Borden Company Resigns.

Mr. William J. Rogers has resigned as president of the Borden Condensed Milk Co. after nearly forty-five years of service. In view of the vacancy created by reason of the acceptance of Mr. Rogers' resignation, the Board of Directors made the following changes, taking effect May 1st: President, S. Frederic Taylor; vice-president, Walter M. Gladding; secretary, S. J. Pearson; assistant secretary, Robert L. Cleary. Mr. F. D. Shove continues as treasurer, and Mr. A. W. Milburn as assistant treasurer.

#### This House Sees Halley's Comet Twice.

When Halley's Comet was here before (1835) the cocoa and chocolate house of Walter Baker & Co. was doing a pretty substantial business for that day, but it is doing more than one hundred times as much business to-day. In the 130 years since it was founded the house has never failed, has never had a strike, has built up a reputation throughout the world for fair dealings with those from whom it buys and those to whom it sells—and it confidently expects to welcome the Comet on its return in 1985 with as good a record.

## Another Assortment of Products Found Wanting Under Federal Food Laws

**Government Loses Case Against Maple Syrup, However, But Convicts Sardines of Containing Tin, Salt of Fraudulent Labeling, and Lemon Extract of Being Innocent of Lemon. Other Judgments in Detail.**

Additional cases brought by the United States Government under the Federal Food and Drug law have been certified to the "Grocery World and General Merchant" by the Department of Agriculture during the week as follows:—

#### JUDGMENT No. 273.—ADULTERATION AND MISBRANDING OF POWDERED MILK.

On or about July 9, 1909, the Ekenberg Milk Products Company, Cortland, N. Y., shipped from the State of New York to the State of Missouri, ten barrels of powdered milk. Analysis of samples of this product, made in the Bureau of Chemistry, United States Department of Agriculture, showed it to be adulterated and misbranded because the product was not powdered milk but a product made from skimmed milk from which more than 75 per cent. of the butter fat had been abstracted; and was misbranded in that the product was labeled "Crem-flor Powdered Milk, manufactured by Ekenberg Milk Products Company, Cortland, N. Y.," and, in smaller and inconspicuous type, "Made of Pure Cow's Milk, from which part of the butter fats have been removed," which label was false and misleading and tended to deceive and mislead the purchaser into the belief that he was procuring a product made from pure milk, whereas, in fact, it was not made from pure milk, but from skimmed milk from which more than 75 per cent. of the butter fat had been abstracted, and, further, in that the product was offered for sale under the distinctive name of another article. The court required the claimant to file a bond.

#### JUDGMENT No. 274.—MISBRANDING OF VINEGAR.

On or about October 26, 1909, The Harbauer-Marleau Company, Toledo, Ohio, shipped from the State of Ohio to the State of Missouri, forty-two barrels labeled: "Sweet Home Brand Fermented Apple Cider Vinegar, made for Goddard Grocery Company of St. Louis, Mo." Analysis of samples of this product showed it to be misbranded in that they were labeled, "Sweet Home Brand Fermented Apple Cider Vinegar," which label was false, misleading, and deceptive, in that the product was not pure cider vinegar but a substance consisting of cider vinegar to which had been added a foreign material high in reducing sugars and artificially colored in imitation of genuine apple cider vinegar; and further, in that the product was offered for sale under the distinctive name of another article. The court compelled the claimant to file a bond.

#### JUDGMENT No. 278.—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about February 20, 1908, and December 19, 1908, R. M. Hughes & Co., of Louisville, Ky., shipped from the State of Kentucky

to the States of Alabama and North Carolina, respectively, consignments of a food product labeled: "Monogram Blend Vinegar, R. M. Hughes & Co., Louisville, Ky." Samples from these shipments were procured and analyzed, the findings indicating that the product was adulterated and misbranded in that the product was not a blend, but consisted in whole or in part of a mixture of distilled vinegar with unfermented apple juice or some foreign material high in reducing sugars and was artificially colored; and further alleging that it was adulterated, in that there had been mixed and packed with it, so as to reduce or lower or injuriously affect its quality or strength, water and unfermented apple juice or a foreign material high in reducing sugars and distilled vinegar or dilute acetic acid, and that it was artificially colored in a manner to conceal its inferiority; and further alleging that the product contained in the second shipment was misbranded, in that it was labeled "Monogram Vinegar," which statement was false, misleading, and deceptive, in that the product was not a blend but was a mixture of dilute acetic acid and vinegar and artificially colored in a manner to conceal its inferiority, and was adulterated, in that there had been mixed and packed with it, so as to reduce or lower or injuriously affect its quality or strength, acetic acid and it had been artificially colored in a manner to conceal its inferiority.

On March 10, 1910, the defendant entered a plea of guilty to the first count of the information, and the court imposed a fine of \$25.

#### JUDGMENT No. 280.—MISBRANDING OF SALT.

In or about January 27, 1910, and February 8, 1910, the Inland Crystal Salt Co., Salt Lake City, Utah, shipped from the State of Utah to the State of Washington, 1,550 sacks of salt. Analyses of samples of this product, made by the Bureau of Chemistry, United States Department of Agriculture, showed it to be misbranded in that they were labeled "Granulated Liverpool Dairy Salt, Factory filled. Manufactured by Inland Crystal Salt Co., Salt Lake City," with a stamp or branded picture of a crown above said label, with the words "Liverpool Dairy Salt" printed in large and more prominent letters than the other words in the brand, which label was false, misleading and deceptive in that it tended to mislead the purchaser into the belief that the product was a foreign product, from Liverpool, England, whereas, in fact, it was not salt from Liverpool, England, but salt manufactured and produced at Salt Lake City, Utah. The Court found the charge well founded and ordered the salt company to file a bond.

#### JUDGMENT No. 281.—ADULTERATION AND MISBRANDING OF LEMON FLAVOR.

On or about September 29, 1908, William H. Harrison, doing business under the name of W. H. Harrison & Co., Cincinnati, Ohio, shipped from the State of Ohio to the State

of Kentucky a consignment of food product known as "Harrison's Lemon Flavor." A sample of the above shipment was procured and analyzed, finding that the product was misbranded in that it was labeled on front of bottle: "Use Harrison's Lemon Flavor, W. H. Harrison's Co., Cincinnati," and on back thereof, "This lemon flavoring is made of double proof spirits, distilled water, and the best oil of lemon, with a trace of harmless coloring," whereas, in fact, the product was a terpeneless extract of lemon artificially colored and contained no oil of lemon, and was therefore not a true lemon flavor or extract. On March 3, 1910, the defendant entered a plea of *nolo contendere*, and the Court imposed upon him a fine of \$5.

#### JUDGMENT No. 282.—ADULTERATION OF SARDINES.

On or about December 30, 1909, B. O. Bowers Co., Lubec, Me., shipped from the State of Maine to the State of Maryland 250 cases of sardines. Analysis of samples showed them to be adulterated in that they contained tin. No claimant having appeared on February 24, 1910, the case came on for final hearing and the Court rendered a decree of condemnation and forfeiture.

#### JUDGMENT No. 283.—MISBRANDING OF MAPLE SYRUP.

On or about December 3, 1908, the Western Reserve Syrup Co., Cleveland, Ohio, shipped from the State of Ohio to the State of Illinois 68 cases of syrup labeled: (On cases) "Western Reserve Ohio Blended Maple Syrup. Guaranteed Absolutely Pure, Shipped by Western Reserve Syrup Co., Cleveland, Ohio." (In bottles) "Western Reserve Ohio Blended Syrup, Western Reserve Co., Cleveland, Ohio, Blenders of Fancy Maple Syrup and Maple Sugar." Analysis of samples showed it to be adulterated in that the labeling of the cases as "Western Reserve Ohio Blended Maple Syrup, Guaranteed Absolutely Pure, Shipped by Western Reserve Syrup Co., Cleveland, Ohio," and the labeling of the bottles as "Western Reserve Ohio Blended Syrup, Western Reserve Co., Cleveland, Ohio, Blenders of Fancy Maple Syrup and Maple Sugar," was false and misleading and tended to deceive and mislead the purchaser, because the bottles did not contain maple syrup nor a blend of maple syrup, as they purported to contain, but did contain a mixture or compound composed largely of refined cane sugar flavored with extract of maple wood. To this libel the defendant demurred, and on October 1, 1908, the case came on for a hearing on the demurrer, and the Court entered a decree finding that the label was legal.

#### Pennsylvania News Items.

The York Chamber of Commerce has taken for its slogan "Five hundred members for 1910." The association has graded dues. Class A, \$25; B, \$18; C, \$12; D, \$6, per year. At its last meeting a communication was read from the York Street Railway Company stating they had upon request of the association improved the street car service in the vicinity of one of York's manufactories.



## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.



Made in Pints, Quarts and Half Gallons.

The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

### R. E. TONGUE & BROS.

Allegheny Avenue and Amber Streets, Philadelphia, Penna.



## Is Your Print Butter As Good As Gurnse?

How do you know? Have you thoroughly examined Gurnse? It may be you *believe* the butter you are selling to be as good as anything possible to get, but are you sure? As a conscientious merchant should you let the matter rest without absolutely knowing?

It is nearly certain that the butter you are now selling is not as good as Gurnse, for very little butter is as good. Gurnse butter is a fancy dairy butter made of finest milk in the most scrupulously careful way. It runs regularly from one year's end to another.

Packed in brine-dipped parchment.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—34 cents.  
Prices subject to market changes.

P. F. BROWN & CO. 39-41-43 South Front St.  
Philadelphia, Pa.

## YOU CAN GET Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

P. J. Ritter Conserve Co.  
Philadelphia, Pa.

## Of Course, You Can Sell Lehigh Sausage

"When you're in Rome, do as the Romans do." When you're in summer, push the goods people want to eat in summer.

Dry smoked sausage is a splendid summer specialty. Many people don't like ordinary sausage, but our experience with our **Lehigh Sausage** is that the large majority of people take to it at once.

**Lehigh Sausage** is quite different from anything they ever tasted before. It's made of clean meat that we kill, and it's flavored and seasoned differently from other smoked sausage.

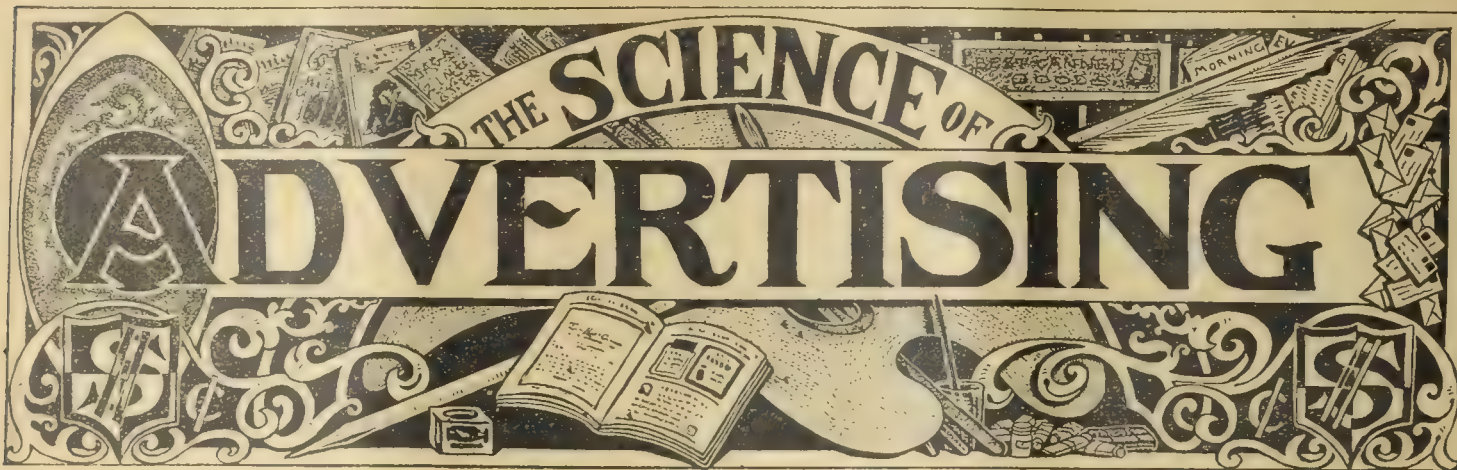
**Lehigh Sausage** is handier than other sausage to have in the house, too, for it can be served cold just as well as hot.

### Arbogast & Bastian Co.

Wholesale Slaughterers of Cattle, Hogs, Sheep  
and Calves :: Pork Packers and Provision Dealers

ALLENTOWN, LEHIGH COUNTY, PA.





Paterson, N. J., May 7, 1910.  
Editor Science of Advertising.

Dear Sir:—Enclosed please find advertisements for criticism. Thanking you for the same, I am

Your truly,  
GUSTAVE F. GRUTERS,  
Per M. G. B.

Mr. Gruters sends three double column advertisements, each six inches long. Several months ago I discussed some other newspaper advertisements of Mr. Gruters, in which he had used an exceedingly poor cut of a truck wagon which, if I remember rightly, he used before he established himself in a store. I don't know whether it is the result of my criticism or not, but I see that the cut no longer appears.

\*\*\*

About one of these advertisements I want to say a word. I reproduce it somewhat reduced:

pare his store with other stores in the neighborhood, he is on dangerous ground. As a matter of fact, one such store very seldom has any material advantage over another. It is there in the same neighborhood, catering to the same people, is compelled to sell substantially the same class of goods, and in the main is apt to be about on a par with it. Of course it may be cleaner, or lighter, or it may have better service and be different in other ways, but the greatest care should be taken to select the points on which the store really has superiority. Of course I am not well posted on the grocery conditions in Paterson, but I question whether Mr. Gruters has picked out the points on which he is stronger than his competitors.

may be exclusive in that all stores may not have both telephones, but it is not particularly important. Claim 7 any store would make. Claim 8 any store could make, or could match with something else of the same kind. Claim 9 doesn't amount to much.

\*\*\*

Now, Mr. Gruters' object is of course to get this advertisement read, but if I am right, getting people to read it who are not his customers and who are dealing with some other good store, will be his own undoing, for they will almost surely recognize that there is no advantage in dealing with the Gruters store. At least none that the proprietor has been able to give. I should keep away from this altogether unless you really have some point that is big

from New York jobbers, while you got yours fresh from farmers every morning. If such a condition as that could exist I should harp on it every day.

\*\*\*

I want to reproduce another of these advertisements which in my judgment is much better.

\*\*\*

This is good advertising in my opinion, but it would get a better chance if the text of both paragraphs could have been set in larger type. That could have been done in either of two ways. The size of type used for the headings could have been cut down a little, or—better still—the heading "We Do Not Like to Disappoint You" could have been put into one line instead of two. Contracting "do not" to "don't" and using a little thinner type would have helped, or if necessary the word "you" could have been omitted. If Mr. Gruters will work things so his body type is somewhat larger than that he has used, he will be astonished to see how much more boldly and readably his advertisement stands out in the paper.

\*\*\*

Generally speaking, Mr. Gruters is doing good advertising and is probably getting good results from it. I should appreciate a line from him as to just what returns his advertising brings him.

\*\*\*

I am ready for more matter for criticism.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

#### Michigan Bulk Sales Law Upheld.

The Michigan bulk sales act was upheld by the United States Supreme Court during the week. The court holds that the Michigan statute is on all fours with the Connecticut law which the court had held to be constitutional. This is a decided victory for the credit men of the entire country, the fight having been made by the National Credit Men's Association.

### There Are Many Advantages in Buying From Us.

- 1.—We always buy the very best goods, thereby insuring you first quality at all times.
- 2.—We always aim to have the largest assortment in Paterson, thereby insuring you a variety of eatables, among which there are sure to be something to tempt your palate.
- 3.—We are very particular in sending out your order on time, and that you receive it in the best possible condition.
- 4.—We buy in large quantities, therefore we can oftentimes sell at retail what other dealers pay at wholesale.
- 5.—We do no credit business; instead, we send all orders C. O. D., or when arrangements are made, we send out bills for collection on Monday and Tuesday. This benefits our patrons in three ways: (a) We do not have to charge our customers for the loss in doing a credit business; (b) Getting the cash every week, we are able to buy cheaper than if we bought on time, therefore we can sell cheaper; (c) If any dealer or farmer has something he is anxious to sell, if we have the cash we can buy at our own price and again give our customers the benefit.
- 6.—We have both phones, and if you telephone your order, we will give you just as good service as if you came to the store.
- 7.—When you deal with us, you can rest assured that everything we sell is free from dirt, and kept in a sanitary condition.
- 8.—Every Tuesday and Wednesday we have a Special Sale on four different articles which will save you money.
- 9.—We make a special effort during the berry season to sell the choicest berries at a small profit as a store leader.

Just consider these advantages, and pay us a visit to the store.

**Gustave F. Gruters,**

**SQUARE DEAL MERCHANT, 316 PARK AVENUE.**  
Bel. Tel. 3209. Sub. Tel. 157-Y.

### Strawberries

You know what a pleasure it is to go out in the fields and pick strawberries, especially when they are a good size, free from sand, ripe and juicy, of good flavor and with nice green stems. Oh, my! Don't they taste fine. We have that kind but in good BIG QUART boxes instead of on the vine, and to think only 16c a quart box.

### We Do Not Like to Disappoint You

and we try our best to prevent it, but our fish trade is increasing at such a rate, that even though we always buy an extra supply when Friday noon comes our stock is practically all sold. Now won't you please save us the embarrassment of telling you that we are all out, by ordering early on Friday, or better yet, order Thursday, and we will see that you get your order in ample time for dinner. We have ordered an extra supply for this week and if you would like us to keep some over for Saturday we will ice it up and take good care of it.

Halibut, per pound ..	18c	Fresh Herring, 2 lbs for	26c
Codfish, per pound ..	15c	Buck Shad, each . . .	50c
Bluefish, per pound ..	15c	Koe Shad, each. . .	95c
Spanish Mackerel, per lb	18c	Flounders, per pound	12c
Eels, per pound, . . .	18c	Fine Large Live Lobsters,	
		per pound . . . . .	28c

**Gustave F. Gruters,**

**SQUARE DEAL MERCHANT, 316 PARK AVENUE.**  
Bel. Tel. 3209. Sub. Tel. 157-Y.

What I want to say is this: When a retail grocer in the average town or city where there are several others, starts in to com-

The chance is that any cash store can make the first five claims, and that any store, cash or credit, can make the first four. Claim 6

enough to be instantly recognized by everybody as superiority. For instance, suppose all the other stores but yours got their truck





Manufacturers now realize there is no better advertising medium than the very grocerymen to whom they sell their products; consequently, they are now giving to grocers a substantial part of their advertising appropriation by packing **"HAMILTON BONDS"** in each case of their goods.

With these **"HAMILTON BONDS"** you can buy almost anything you need—fixtures for your store, or comforts for your home.

In reply to a card from you we will gladly send you a clear explanation of the **"HAMILTON PLAN,"** which will plainly show to you the importance of pushing the goods in which are packed the valuable **"HAMILTON BONDS."**

## THE HAMILTON CORPORATION

Guaranteed Resources \$1,000,000

**29-35 WEST 32D STREET**

**NEW YORK CITY, N. Y.**



## THE STROLLER'S COLUMN



### Window Displays As Is Window Displays.

There's one up-to-date scheme for getting business that us fellows in the grocery business are way behind on.

I mean the new stunt for making window displays. Our window displays are all right as far as they go, but they go a foot where they could go a mile.

Here's what I mean:—

I walked up a street in Pittsburgh the other day with nothing much to do. The first sight I got up against was a crowd around a gent's furnishing store window. When I got close I saw there was a young fellow in the window booming some new collar. Of course it didn't interest me much, for I've wore the same collar for twenty years. Don't get funny now; I mean the same brand of collar.

Still I stopped with the rest of the bunch and looked on. The young fellow was real clever. The collar he was working for had some new kind of button hole that didn't have to be buttoned. He flourished around there, showing how easy it was to work it and how hard it was to work the ordinary collar.

Well, I waited a minute and then went on. In five minutes I had struck another window where the same thing was doing. This was a drug store and the show was about a razor strop. Crowd around that, too. I sized it up for a minute and left.

In ten minutes I'll be dinged if there wasn't another one—a furniture store window with a little yellow peach in it working a vacuum cleaner. Crowd? You bet your life there was a crowd!

I had passed a lot of crack-a-jack grocery windows in the meantime, but there wasn't a soul in front of any of 'em. Why? Not because they weren't good looking windows, for they were. I noticed 'em especially. It was

simply because they had nothing to make people look in 'em.

Later in the day I talked about this to a big grocer who hires a fellow to do nothing but trim his windows and fix up his store.

"Why can't you fellows make displays with some life and ginger in 'em?" I asked him. "None of your displays ever get a crowd."

"How could we do anything like that?" he asked. "We've got nothing we could work that way."

While I was talking with him I thought he was right, but when I got to thinking it over I changed my mind. There are lots of stunts like that a grocer could work. All he needs is a little gumption, like what I've got. Of course I can't give you fellows my brains, but I may be able to lend 'em to you.

There's a lot of what you'd call poetic license in the stunts I have in my mind. I mean by that they wouldn't be all true; it would just be advertising stuff, but I'm sure it would take.

What's the matter with this one?

Say you get five pounds of mincemeat and fix it up in private for the show. Clear all the other stuff out of the window and put the pot of mincemeat on a table in the middle with a chair alongside. In front could be a sign like this:—

#### OH, SEE WHAT'S HERE!

This crock of mincemeat was bought at a certain store in this town last night by one of our clerks. We have made a casual inspection of it, and want you to see what we found. Maybe you can identify some of the articles.

Let a clever young clerk sit in the window and get ready. You'll have a crowd in five minutes. Then let him pull things out of the mincemeat. You could have a couple of old teeth come out, and a fine tooth comb and a suspender button, and so on. As

fast as he pulls 'em out he lays 'em down where everybody can see 'em. After he's got everything out he can show another sign reading

**We will pay one million dollars to any person finding anything in our well-known MEATLESS MINCEMEAT that oughtn't to be there.**

Anything the matter with that? Why, you'd have the mincemeat trade of the State in a week!

No charge, glad to help the good work along.

No. 2—

Put an empty soup plate that has had tomato soup in it on the table and let a little fat boy sit in the chair in front of it fast asleep with a spoon in his hand.

**Dreaming of the other plate he'll have to-morrow,**

could be the sign. The only trouble about this stunt is making the little fat boy go to sleep at the right time. You could work that—after you've caught the fat boy—by sticking pins in him all the night before so's he couldn't go to sleep. When he gets in the window full of hot soup he'll drop off like a lamb:

Who's got any knock for that?

No. 3—

Put a woman in the window making those rats women wear to make their heads look as if they had some sense in. Give her a bunch of real hair to work with—she can just fool over it; she needn't really make the rat.

Down at her feet can be a big bowl of prunes and this sign in front:—

#### GIVEN AWAY WITH PRUNES.

The hair this real lady is weaving into beautiful rats was extracted from five pounds of the bargain prunes bought by one of our clerks from a certain local grocery store yesterday. Step inside and get a rat as a souvenir of this campaign for pure food.

When the cop is just about to push the crowd along you can have the woman flash this sign:

**We do not give hair away with our prunes. Nuf sed.**

I don't know what "nuf sed" means, but I notice all the bang-up ads. have it in.

These little gems will give you an idea what you can do if you'll only wake up. Here's another thing that occurs to me. Put a fellow in the window dressed like an actor. Smear him all with eggs and egg shells and let him sit on a chair with his face in his hands. Here's the sign that goes with this:—

**As a tribute to my genius as an actor the enthusiastic audience has occasionally tossed eggs playfully in my direction. If they'd get their eggs here I wouldn't mind it, but they always get them at —'s.**

You'll notice a place left blank for a name. If you're got a particularly mean competitor hand him one in this sign. Put his name in it—he'll take it as a good joke and come down and laugh with the rest. It might be better to pick out a competitor you can lick.

Now d'ye see the idea? All right, then go ahead and do your best and don't let me have to speak of it again.

THE STROLLER.

#### The Art of Lettering.

One of the most important features of your business is the proper use of show cards. Nothing sells goods more quickly than their proper display, with nice, attractive cards. The writing of the cards is rendered easy by the use of Davids' Practical Letterer, a book giving advice and instruction, easy to follow, that enables anyone to write show cards and all kinds of commercial lettering.

It is sold for \$1 by Thaddeus Davids Co., of New York City, who also are manufacturers of Letterine, an ink specially prepared for writing show cards; it is made in all colors and is for sale by all dealers in Philadelphia.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington,**

### COFFEE FOR THE 400

"Four hundred Coffee" is the name of a Blend that will bring customers to you and keep them coming. No one can drink it without praising it. It is known to many people as "The Clean" Coffee because of the trouble and expense we go to to get out every particle of dust and dirt before we put it in air tight cans, to keep it out.

**GITHENS, REXSAMER & CO.**

15 and 17 S. Front St., Coffee Plant  
40 and 42 S. Front St., Office, Phila.



MR. GROCER:

We want you to sell

# PEERLESS BRAND EVAPORATED MILK

**FIRST:** Because you are sure of giving your buyers a pure article and one that will satisfy your most particular customers.

**SECOND:** Because you make a larger profit on PEERLESS BRAND EVAPORATED MILK than on any other well-known brand.

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality."

Established 1857.

NEW YORK



## Quantity and Quality— Hooton's Cocoa

**Q** It may not seem possible that the *biggest first quality* can of cocoa retailing for ten cents should also be the *best*, but HOOTON'S COCOA is *both*. This means a good deal to your customers—it means, *start* them buying HOOTON'S COCOA and they'll *always* buy it, and that's what *you* want because it *pays*!

**HOOTON COCOA AND CHOCOLATE CO.  
NEWARK, N. J.**

**"REMEMBER HOOTON'S, NEWARK, N. J."**



## Welch's Grape Juice

**"THE GRAPE JUICE THAT  
NEEDS NO PUSHING"**

**T**HERE is only one of that kind. It's Welch's of course. This statement was made by a dealer in writing us for display material. He wanted to push a good thing along. You like to push an easy selling, profitable line.

No need of explaining about Welch's to your customers. They have seen it widely and persistently for many years and the chances are they are using Welch's if they use Grape Juice.

You can buy cheaper grape juice but you will waste much time trying to induce your customers to give it a trial, will have dissatisfied customers and part of the stock will be on your shelves at the end of the active grape juice season.

Make no mistake this year. Get Welch's. Order from your jobber. Write us for display matter.

**The Welch Grape Juice Company  
Westfield, N. Y.**



## Coffee With the Right Cup Quality

You're judged by your coffee *after it gets to your customer's table*. To be sure of pleasing all your customers all the time sell them our **Real Java and Mocha Coffee**. We import, blend, roast it ourselves, we guarantee that the Java actually comes from the island of Java and the Mocha from Arabia, the two finest coffees in the world. Our facilities enable you to sell this unmatched blend at 35c. per lb. in sealed cartons. We also supply other grades (at **RIGHT** prices) to suit any class of trade.

**L. H. PARKE & CO., 232-234 Market Street, Philadelphia, Pa.**



# THE GROCERY MARKETS

## Tea.

The tea market has shown no special change during the week. The demand is light, being for actual wants only. Prices show no change, though the opening of the new markets on an advanced basis has had somewhat of a strengthening effect.

## Coffee.

The coffee market has ruled steady and quiet during the week. There is an every-day demand for good roasting grades of Santos at unchanged prices. Mild coffees are wanted to a moderate degree at prices which show no change from last week. Java and Mocha fairly active and unchanged.

## Sugar.

Raw sugar has shown some little increased firmness during the week, though the change is not important. Refined is unchanged on last week's basis, and the demand shows some little improvement, but not much.

## Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is unchanged and in light demand. Sugar syrup is wanted as fast as made, but much of the present production is poor. Prices are steady. Molasses is unchanged and dull.

## Fish.

Mackerel is still dull and inclined to be weak. Cod, hake and haddock are quiet and unchanged. Domestic sardines of 1910 packing are now ready for shipment, at a uniform price of \$2.75 for quarter oils f. o. b. The situation is rather strong at present. Imported sardines quiet and unchanged. Spot salmon continues scarce and firm; demand under the circumstances fair. No price on future salmon has been named as yet.

## Canned Goods.

There is a fair demand for spot tomatoes, but the market is more or less demoralized. Some sales have been made recently as low as 60 cents delivered, although most packers refuse to meet that figure. Some little interest is manifested in future tomatoes, partly because of the statement that the unsatisfactory spot situ-

ation has reduced the 1910 acreage about 40 per cent. A sharp reduction in this year's pack of tomatoes would be a godsend to the packing industry without doubt. Spot corn is in fair demand at slightly advanced prices. Future corn quiet and strong, only a little being offered. Spot and future peas have both been in fair demand only at unchanged prices. Eastern peaches are dull and unchanged; no future prices named as yet. Apples are unchanged on last week's quotations; demand small. Prices on new California canned goods have been named during the week, and appear in another column. They show advances over last year. In California the situation seems rather stronger than usual, and it is believed that there is small likelihood of a reduction in the opening prices. Spot California canned goods are quiet. Small Baltimore canned goods are in fair demand at unchanged prices. New peas are being packed but are not ready for shipment. New strawberries are already on the market, offered in heavy syrup at \$1.35, but that price could probably be shaded. The figure named is somewhat below the spot price.

## Beans and Peas.

The market for domestic pea beans has receded somewhat, the quotation now being \$2.35 in a large way. This is a decline of about 7 cents. Imported are unchanged. The demand for beans is fair. Domestic marrows are still strong around \$3; imported have appeared and are being offered at \$2.80. California limas are being sold on a basis of 5.10 to 5.15 delivered in the East, and demand is fair. Green and Scotch peas are doing a little better, yellow split peas being unchanged and quiet.

## Dried Fruits.

New prunes are higher. There is news from the coast of prices being paid the growers so high as to amount to about 4½-cent basis for prunes. Of course this price has not been paid by any buyers as yet. Spot prunes are also a fraction higher, probably

¾ cent. The demand is fair. Peaches are in fair demand, both spot and future being unchanged. Apricots are dull and unchanged on spot. Future apricots are excited and show an advance of at least ¼ cent. Raisins are considerably more active than they have been, the advertising campaign being largely responsible. Prices show no advance, however. Currants are fairly active for the season at unchanged prices. There is still some demand for future citron at unchanged prices. Other dried fruits dull and unchanged.

## Butter.

The butter market is ruling 2 cents per pound higher than a year ago. The quality of the butter arriving is getting better each week and all over the country there is an active demand for fancy butter both for consumption and storage purposes. The make is fully up to normal for the season and conditions will probably continue about as now for some little time.

## Eggs.

The receipts of fresh eggs continue very liberal, and the quality is very good. The market is steady at a decline of about ½ cent from a week ago. There will likely be a continued active demand at prices that will probably not fluctuate much if any.

## Cheese.

The make of cheese is showing some increase. The quality is also showing improvement, and all the cheese now coming forward meets with ready sale at ¼ cent per pound advance over a week ago. The advance is due to the good consumptive demand as well as to the higher cost in the country. A continued firm market is expected.

## Provisions.

Everything in smoked meats, including all cuts of hams, bellies and bacon, is firm and unchanged. There is a fairly good consumptive demand considering the high prices, and stocks are still short, though there is some increase. There will probably be some improvement in the demand and no radical declines are expected.

Both pure and compound lard are firm and unchanged. Barrel pork is steady at a decline of 50 cents per barrel. Dried beef canned meats are firm and unchanged.

## INDIVIDUAL MARKET REPORTS.

### Baltimore Canned Goods.

#### No. 1.

Developments in the tomato market have been more favorable to the holders of that article. There was steady buying of them in lots ranging from one to three or four carloads for prompt shipment at 47½ cents for No. 2 standards, at 62½ cents for No. 3 standards, and the No. 10 size at \$1.80 was also in better demand. The buying orders again came from nearly all sections of the country, extending further west than at any time since the first of the year, or perhaps since last fall. Everything sold was for prompt shipment, and good-sized orders at to-day's prices for shipment and invoicing in June and July were declined, some of which were afterwards booked for shipment this month. Speaking generally, the canners are not anxious for an advance in the market prices for the canned article at this time, for the reason that it might have the effect of causing some of the growers to change their minds about reducing their acreage for the coming season. The setting out of the plants is usually finished up by the last half of June, and after that it is too late to do any further planting. By that time a fairly reliable estimate can be made as to the size of the acreage as compared with previous seasons and purchases could be based upon it. Meantime conservative buying would keep the market steady, and the ultimate results would, it is thought, be beneficial to all concerned, grower, canner and jobber alike. The jobbers are showing more interest in future tomatoes, and there was a small increase in orders for them at to-day's prices for well-known reliable brands. The canners continue to be indifferent apparently about urging sales, and offers at a shade under the quoted prices receive scant attention from them.

The continued cool weather is not favorable to the canners of new peas and strawberries for the reason that it enables the shippers of those articles to reach distant markets for the fresh goods which are ordinarily too far away



to make shipments when the weather is warm. There was frost again this week in Maryland and Delaware, probably beating all previous records. The shippers of early vegetables and fruits buy more than the canners when the weather is favorable for their business, and they can afford to pay more money for what they want. Consequently the competition between them is sometimes quite keen. The quality of the new crop of peas is very good, and for fancy quality of the canned article the Baltimore canners excel, especially in the small sizes, of which enough is seldom made to supply the demand. The Maryland strawberries are now being canned and the orders for them are expected to be as liberal as heretofore. The demand for fancy quality Baltimore strawberries has increased very much in recent years.

In the line of vegetables there is an increasing demand for Maine style corn for prompt shipment. Several good-sized lots have been sold out recently and the demand has not slackened up. For future delivery the orders for corn this week were more frequent than at any time this month, and the market is firmer, but not higher as yet. Spinach is strong and active again. The improved quality has made it popular. Spot and future sweet potatoes are again in fair demand, though not as active as early in the month. Spot string beans is the one weak article in vegetables, and the price has declined because the new pack is offered at a very low price for shipment when packed in June and July. The daily orders for small lots of vegetables are increasing.

Pears are strong, fairly active, and the stocks held here are small, very small. Gallon apples are firmer because of increased demand and light stocks. Some pie peaches and seconds peaches were bought this week at the current quotations, but berries and cherries were dull. The new crop of pineapples from the Bahamas has not yet begun to arrive, and the inquiries for the new pack are not plentiful. They will have their innings.

Cove oysters are stronger, though not higher, and the demand is good, with an upward tendency.

THOS. J. MEEHAN & CO.  
Baltimore, Md.

#### No. 2.

During the past week the demand for spot tomatoes has continued. The general exodus of seconds and off-grades at prices made to suit in order to get rid of them before the edict is announced that he who packs must pack well or state on the label

that he finds it unnecessary to pack well. Seconds have been selling and they are pretty well sold up. Standards have been selling, and good standards at 62½ to 65 cents is the range, with nothing in sight or obtainable under this, that is, that will pass muster as standards, and the buyers want more. They are buying more, and those who have not been able to purchase all the seconds that they wanted are still asking for seconds, but they cannot be found, and what is stranger yet, there are few packers who care to sell seconds for future delivery.

Canned tomatoes are within the range of the limelight. It is needless to say but few packers and few jobbers object to this limelight. It is useless for the rock of destruction to demur, for the limelight has been thrown on and the tomato vessel is being steered clear of this rock. The compass is pointing in another direction, and though the wreckers who have been dwelling within the shadows are disappointed and dismayed, there is a strong probability that they will be as equally successful after future conditions prevail and that there will be as much profit and more to them in distributing first-class products as were ever experienced in the distribution of the other sort. Twos continue scarce and in light supply, with holders firm in their ideas and buying at full prices. Tens are still being offered at \$1.75 to \$1.80, packer's label. The packer is the exception indeed who expects to carry over any quantity worth mentioning of old-packed goods.

Telegrams are being received from the West inquiring for tomato plants in large quantities for immediate shipment which would indicate that the reports of frost, ice and snow in the West have some foundation. The packers in the East report that their surplus of tomato plants is small, and although now and then it is possible to pick up a few plants for Western shipment, this is indeed the exception and not the rule. With the elimination of water the coming season, with the possible enormous increased demand for raw tomatoes for ketchup purposes, there is a strong likelihood of a shorter pack for the season of 1910, and these prospects do not include the possibilities of crop failure, drouth or too much rain, which is liable to spend its force in the way of arguments before the packing season is over.

In line with previous advices, but few lots of spot corn remain unsold, and these are being rapidly absorbed. To find a block of corn of any consequence is beyond the ability of anyone within our communication. Full prices continue to govern and although corn did not reach the dollar

## Be Known by the "KNIGHTHOOD" BRAND

The fanciest line of food products ever packed bear the name "Knighthood." Every customer who buys them **once** will **keep** buying them. You can get them only from

**REEVES, PARVIN & CO., Philadelphia**  
RIVER FRONT STORES

WHY  
should you  
recommend  
it?

Just read  
this and  
you'll see.



### MINUTE GELATINE (PLAIN)

is made of the purest gelatine that can be bought. A jelly made from it is the clearest and firmest possible. You don't have to soak it like other kinds. It dissolves in less than a minute in boiling water or milk. Each package has four envelopes, each of which holds just enough to make a pint of jelly. This changes guess work to a certainty.

A regular package makes a full half-gallon. No standard package makes any more. We refund the purchase price to any dissatisfied customer. You sell it at two packages for 25¢ and make 36% on the cost. Doesn't all this answer your question?

If you want to try MINUTE GELATINE (PLAIN) yourself, we'll send you a package free. Give us your jobber's name and the package is yours.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.

## Message to the Grocery Store From the Board of Health

The Department of Public Health has just issued a bulletin which states as follows:

Don't tolerate flies.  
Don't allow them in your house.  
Don't allow them on your premises.

Don't allow garbage, rubbish or manure to accumulate on your lot or near it.

Don't allow dirt in your house. Look in the corners, behind the doors and furniture, under stairs and beds. Remove the cuspidors. In brief, keep the house clean.

Don't allow flies near food, especially milk.

Don't buy foodstuffs where flies are allowed.

Don't buy milk where flies are on the cans or bottles.

Don't eat where flies are found. Don't forget—No dirt—No flies.

**ELECTRIC FANS ARE THE  
MOST EFFICIENT FLY  
CHASERS KNOWN.**

Is your store Electrically equipped?

**The Philadelphia Electric  
Company**

10th and Chestnut Streets

## Write Us To-day for Tea and Coffee Samples

The longer you postpone it the more money you may waste.

The way to make money in the grocery business is to save it—stop the leaks. If you are buying **Teas and Coffees** through salesmen the chance is there is a leak there, because all goods sold that way have the salesmen's salaries charged against them, and you pay them.

We sell by mail. No salesmen's salaries, therefore inevitably lower prices. Test the plan as suspiciously as you like.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897



mark as was expected and is not likely from present indications to verify predictions of this kind, at the same time there is every reason to believe that spot corn will be cleaned up long before the packing season of 1910.

So far as future corn is concerned, packers declined to take further business of any consequence and indications from growing sections do not warrant quantity business from anyone; on the other hand, the demand at the buyer's end continues good, and whenever there is any corn to offer it is quickly absorbed.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

Rice.

Movement for the week has been only fair, with local buyers doing quite a deal of shopping, which indicates some difficulty in matching previous purchases. A more active inquiry is noted from out of town, and as receipts are light, with but little going into store, prices are steady to firm on both Honduras and Japan.

Irrespective of the enhanced values, the market is in better shape. Holders are beginning to realize values of the product, and buyers are exercising great care in the selection of stock. The demand covers a wider assortment, and lower grades, which have been in a measure neglected, are being sought for, as in times past they proved worth while, on account of reasonable price, really attractive quality and intrinsic value.

Advices from the South note improved inquiry on the Atlantic Coast, the low prices attracting more attention. At New Orleans the distributive demand continues light. Price on Japans are firm, sales made at the highest prices since recent advance; supplies not over-plentiful.

In the interior, Southwest Louisiana and Texas, market is strong on both Honduras and Japans. Considerable sale of rough rice have been made at prices which will exact higher figures on the cleaned product. Advices received during the past week from forty correspondents in Louisiana and Texas report conditions of the growing crop exceedingly adverse. In brief: Proposed acreage 15 to 35 per cent. less than last year. Of this reduced amount 50 to 80 per cent. is planted, awaiting rain to plant remainder; ground too hard to replant where necessary. Generally poor "stand." Some rice planted weeks ago not yet sprouted. Rivers lower than for many years. Copious rains are needed, and even if they quickly follow the protracted drought, crop will be late, and the yield, from past experience likely to be light weight. Telegram just received reports refreshing rains.

Cables and correspondence from abroad note cargoes idle; spot cleaned steady.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

Spices.

The market is quite active, the general trend of values being upward. Spot supplies are reported small. All indications at this writing point to higher prices on many articles.

Red peppers are very much firmer and in better demand.

Pimento (Allspice) steady and rather scarce. There has been a good trade demand.

Peppers.—There has been considerable trading in peppers during the week. A good many lots have been sold and spot stocks

are low. Futures are all higher. There are no special crop features to report. Our market is still below foreign quotation.

Cloves.—Foreign quotations have fluctuated, although prices at the close of the week were practically the same as in effect the previous week.

Mace very scarce and quiet; prices, however, are firm.

Nutmegs firmer in price and in better demand.

Cassias in good demand at steady prices.

Seeds fairly active and in good demand for pickling needs. Little or no change in price.

Gingers in good demand. The supply is reported the smallest ever recorded. All indications point to higher prices on account

of short crops and increased demand.

Tapioca firmer. Prices are expected to go much higher.

Green Ginger.—First importation has arrived and stock is exceptionally fine and bold. The market usually advances when the demand is on.

McCORMICK & Co., Inc.  
Baltimore, Md.

MARKET NOTES.

The first huckleberries are in from North Carolina and bring 18 to 20 cents per quart. The quality is fair and the demand moderate.

There are very few good tomatoes on the market, and the market ranges from \$1.25 to \$2 per crate. All the receipts are from Florida.

Florida corn has started in and brings \$2.50 a celery crate, which is supposed to hold 100 ears. The demand is slow.

Florida is shipping lima beans North in fair quantities, ranging from \$1 to \$2.50. Most of them are too old.

Charleston string beans range from 75 cents to \$1.25, and North Carolinas \$1.50 per one-third barrel. The demand is fair.

Jersey peas are in and bring 80 cents to \$1 per basket. Maryland is also shipping some at \$1.25 per half barrel. The demand is light.

Asparagus has declined 5 to 10 cents during the week, and now ranges at 30 to 35 cents for the very fanciest grade; from that down to 12 cents. The demand is good.

Cucumbers from Charleston range from \$1 to \$2 per crate, Floridas \$1 to \$1.25. Demand excellent.

Peaches are coming from Florida and a few from Georgia. The quality is fair, but small, and the price \$3 to \$5. Demand light.

New potatoes from North Carolina and Charleston are cheap—\$2.50 to \$2.75. Floridas in larger packages bring \$3 to \$3.25.

There are no nearby pie cherries in market, though some early ox-

California Canned Goods Much Higher Than Last Year

Expectation of Increased Demand for Fresh California Fruit in Middle West Will Make Cannery Pay More. California Cherries for Maraschino.

The California Fruit Cannery Association named prices on the 1910 pack of canned goods during the week, the list showing sev-

eral radical advances over last year.

The complete list of new prices is as follows:—

	No. 3 Extras	No. 2½ Special	No. 2½ Extras	No. 2½ Extra Stnds	No. 2½ Stnds	No. 2½ Second	No. 2½ Water	No. 2½ Pie
Apricots.....	2.15	1.75	1.50	1.20	1.10	.95	.90	.80
Apricots (Peeled) ..	2.65	2.00	1.75	1.50	1.25			
Apricots (Sliced)...	2.65	2.00	1.75	1.50				
Cherries (Royal A)	2.50	2.25	2.00	1.60	1.35	1.25	1.20	1.15
Cherries (White)...			2.00	1.60	1.35	1.25	1.20	1.15
Peaches (Yellow F)	2.30	2.00	1.60	1.30	1.20	1.05	1.00	.85
Peaches (Lemon C).	2.30	2.00	1.60	1.30	1.20	1.05	1.00	.90
Peaches (L. C. Sli.).	2.30	2.00	1.60	1.30	1.20	1.05	1.00	
Peaches (W. Heath)	2.30	2.00	1.60	1.30	1.20	1.05	1.00	
Peaches (W. H. Sli.)	2.30	2.00	1.60	1.30	1.20	1.05	1.00	
Pears (Bartlett) ....	2.50	2.25	1.85	1.70	1.45	1.25	1.15	1.00
(Green Gage)								
Plums (Egg, Dams'n)	2.00	1.60	1.30	1.05	.90	.80	.75	.70
(Gold Drop).								
				No. 1 Tall Extras	No. 1 Tall Extra Stnds.	No. 1 Tall Stnds.		14-oz. Picnic
Apricots .....				.95	.85	.75		.70
Apricots (Peeled) .....				1.05	.95	.85		.80
Cherries (Royal Anne).....				1.20	1.10			1.00
Peaches (Lemon Cling Sliced).....				1.00	.85	.80		.70

With these exceptions the 3-pound extras grade are the same as last year. The exceptions are Royal Anne cherries, which were 25 cents cheaper last year, yellow freestone peaches, which were 15 cents cheaper, and Bartlett pears, which were 20 cents cheaper.

The other grades, however, even of the fruits where the 3-pound extras remain unchanged, show decided advances all along the line. The 1-pound tall extra grades are all higher than last year by 5 to 10 cents per dozen.

The cause of the advances seem to be the expected shortage in the fruit crops of the Middle West

and the intention of the California fruit growers to go after that trade with fresh fruit. This, if carried out, will take out of California much fruit that the packers there would otherwise get, and there is a chance that their raw material will cost them more.

Another factor which has helped to make cherries higher is the partial failure of cherries in France which are used for Maraschinos. These cherries are brought to this country in brine and colored and packed here. This year the supply will be much reduced and California cherries will have to be used instead.



hearts from nearby points are in. They average 10 cents a quart and are poor.

The first Florida cantaloupes are in, but very poor. They bring \$3.50 to \$5 per crate, and are not wanted.

### No More Shellac-coated Chocolate.

**Federal Food and Drug Board Order Discontinuance of Practice. Says Chocolate Can Be Made Without and Coating Conceals Inferiority.**

The Federal Board of Food and Drug Inspection has decided that chocolate manufacturers may no longer coat the outside of their product with shellac. Readers hereof will remember that a hearing was not long ago held before the Board to discuss this question. This led to the following decision, rendered during the week:—

#### FOOD INSPECTION DECISION 119.

Use of Shellac and Other Gums for Coating Chocolates and Other Confections.

The Board of Food and Drug Inspection has carefully considered the evidence which has been presented at various times respecting the practice of coating chocolates and other confections with shellac and other gums.

The Board is of the opinion that it is not quite a proper proceeding under the provisions of the Food and Drugs act. It is evident that such coating will not only conceal inferiority, but it appears further that as a rule the gums are dissolved in alcohol. One man in giving evidence before the Board stated that in his opinion there was no objection to wood alcohol as a solvent. In dipping confections into an alco-

holic solution of a gum a certain quantity of the alcohol must necessarily permeate the product. Evidence is adduced showing that the product is not submitted to any subsequent process of heating whereby the traces of alcohol could be removed. Although only mere traces of alcohol may remain, the addition of these substances, and especially of wood alcohol, to a confection is specifically prohibited by the act. Evidence is also in the possession of the Board to show that a large number of the manufacturers either never have employed this method or have discontinued it, and that goods can be, and are, made and sold in all quantities with no difficulty without the use of shellac or other gums. Evidence further shows that one of the reasons for adding the coating is that the goods may be held for a longer time. The exposure of confections for a long while before use is not advisable nor desirable.

### Western Sugar and Coffee Freight Rates Increase.

The Western Trunk lines have advanced freight rates on sugar and coffee from cities on the Atlantic Coast to Duluth, St. Paul, Minneapolis, Kansas City, Omaha and points taking the same rates, and beginning June 30th the rates will be increased from 16 to 39 per cent., the fifth class rates applying.

The new rates as filed with the Interstate Commerce Commission are as follows:—

From New York, present rate to Duluth: Sugar, 36 cents; coffee, 31 cents; class rate, sugar, 42 cents; coffee, 42 cents; increase, sugar 6 cents—17 per cent.; coffee, 11 cents—36 per cent.

From Boston, present rate to Duluth: Sugar, 38 cents; coffee, 35 cents; class rate, sugar, 44 cents; coffee, 44 cents; increase sugar, 6 cents—16 per cent.; coffee, 9 cents 25 per cent.

From New York, present rate to St. Paul, Minneapolis, etc., sugar, 36 cents; coffee, 33 cents; class rate,

sugar, 42 cents; coffee, 42 cents; increase, sugar, 6 cents—17 per cent.; coffee, 9 cents—27 per cent.

Boston, present rate to St. Paul, Minneapolis, etc., sugar to 38 cents; coffee, 35 cents; class rate, sugar, 44 cents; coffee, 44 cents; increase, sugar, 6 cents—16 per cent.; coffee, 9 cents—25 per cent.

From New York, present rate to Kansas City, Omaha, etc., sugar, 41 cents; coffee, 39 cents; class rate, sugar, 53 cents; coffee, 53 cents; increase, 12 cents—30 per cent.; coffee, 14 cents—39 per cent.

Baltimore, present rate to Kansas City, Omaha, etc., sugar, 38 cents; coffee, 38 cents; class rate, sugar, 52 cents; coffee, 52 cents; increase, 14 cents—39 per cent.; coffee 14 cents—39 per cent.

Philadelphia, present rate to Kansas City, Omaha, etc., sugar, 39 cents; coffee 39 cents; class rate, sugar, 53 cents; coffee, 53 cents; increase, sugar, 14 cents—39 per cent. coffee, 14 cents—39 per cent.

Boston, present rate to Kansas City, Omaha, etc., sugar, 43 cents; coffee, 41 cents; class rate, sugar, 55 cents; coffee, 55 cents; increase, sugar, 12 cents—30 per cent.; coffee, 12 cents—30 per cent.

### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

Washington, D. C., April 26, 1910.

955,983. Measuring faucet. Harry A. Nelson, St. Louis, Mo.

956,055. Bag fastener. Howard D. Earl, Dee, Okla.

956,099. Roll making machine. Herman F. W. Hueg, Long Island City, N. Y.

956,115. Tea and coffee strainer. Alfred L. Lindroth, Rumford, R. I.

956,252. Display folder. Michael H. Wilson, Pittsburg, Pa.

956,332. Coffee percolator. Charles Fuller, Montreal, Quebec, Canada.

956,481. Valved percolator pot. James W. Chapman, Meriden, Conn.

Washington, D. C., May 3, 1910.

956,640. Twine dispensing device. Lewis H. Houston, Parral, W. Va.

956,678. Egg separator. Martin Burrmeister, Worcester, Mass.

956,683. Pie crust forming machine. Oliver Colborne, Chicago, Ill.

956,684. Pie filling machine. Oliver Colborne, Chicago, Ill.

956,759. Barrel head fastener. Joseph N. Clouse, St. Louis, Mo.

956,994. Bread wrapping machine. Ira F. Peck, Providence, R. I.

957,053. Cheese cover. Eugene D. Hall Iuka, Miss.

957,061. Method of desiccating egg batter. John M. Hussey, Wichita, Kan.

957,130. Coffee cleaning apparatus. Wm. D. Balcom, Greeley, Col.

957,466. Process of washing vegetables and partially cooking the same. Edward J. Judge, San Francisco, Cal.

### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 46,793. "Bungalow" for coffee, spices, etc. The R. T. French Co., Rochester, N. Y.

Ser. No. 47,950. "Magnet" for blended coffee. The Midland Coffee Co., Columbus, Ohio.

Ser. No. 48,405. "Alno" for coffee partially freed from caffeine. Merck & Co., New York, N. Y.

Ser. No. 44,746. "Morado" for coffee, tea, etc. The C. S. Morey Mercantile Co., Denver, Col.

Ser. No. 48,488. "Martha Washington" for coffee. Jas. H. Forbes Tea and Coffee Co., St. Louis, Mo.

Ser. No. 48,489. "Jubilee" for coffee. Jas. H. Forbes Tea and Coffee Co., St. Louis, Mo.

Ser. No. 48,490. "Bon Ton" for coffee. Jas. H. Forbes Tea and Coffee Co., St. Louis, Mo.

Ser. No. 45,674. "Renown" for canned fruits, vegetables, etc. Boren-Stewart Co., Dallas, Tex.

### Want Baking Powder Under Own Brand.

Olean, N. Y., May 16, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Will you please give me the name and address of a good reliable baking powder manufacturer where I can get the goods packed under my own label, and oblige,

Yours truly,

A. M. GARRISON.

Correspond with the A Colburn Co., 110 North Second street, Philadelphia, Pa.



# A Square Deal for You

We believe the winning cards call for full value, full count, full weight and full measure. We stand on this platform.



**SYRUPS**—We continue to have a good trade on our line of Syrups, now made heavy summer body suitable for warm weather. Our leading brands include Royal Table Syrup, Ex. Amber Drips, Gift Edge Syrup, King B Drips, Quaker City Syrup, White Clover Brand, No. 6 Syrup—and in pure sugar goods. Fancy Sugar Loaf Syrup at 32c, and Pure Fancy Syrup at 28c. New Orleans Molasses, barrels and half-barrels, satisfaction guaranteed.

**FISH FLAKES**—This is a new product put on the market by the well-known firm of Burnham & Morrell Co. They claim it is corned Cod and Haddock, suitable for fish balls, creamed fish, etc., ready for immediate use without soaking. Sanitary tins, four dozen in a case, sell at 90c a dozen. Will be extensively advertised.

**CANNED PEAS**—There is a good demand for Canned Peas. We quote Cruiser Small, sifted, fancy quality, at \$1.65; Cruiser Telephone, at \$1.40; Cruiser Early June, extras, at \$1.10; Boyer's Early June at 95c; Cohocton Early June, sifted, at 90c; Dairy Farm Wisconsin Sweet Peas at 90c; Honey Sweet Brand at 85c; Cheboygan Early June at 75c. All good value.

A full line of fancy and staple groceries and prices right.

**KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA**





CONDUCTED BY IVAN P. THOMPSON

#### An Attractive Eye Catcher.

The window I am going to describe has two advantages: It does not require much stock, and once "dressed" it does not need to be undressed and dressed again for a very long time and still retain its attractiveness. The only trouble to be taken is the making of a candle. This can be made any size required. I know of one that was five feet tall and five inches in diameter. I believe it lasted about three months.

The idea is this: Place your candle in a washtub in the window and announce that it will be lighted upon such a date at such a time. Borrow a nice clock from some jeweler whose address you will place on a sign on an easel back of it, and thus repay for the loan. Put these on the right hand side of your candle. On the left place a large placard bearing the words "How long will this candle burn?" En passant you might head your placard with "The Burning question" and then proceed as already suggested. Then

add "A prize will be given to the one whose guess is the most correct in days, hours and minutes. This placard, being very large, may be placed on an easel, too. On the tub place a sign "This candle was lighted such a date."

Beside the tub place an open box of candles. Pile more boxes of candles left and right in the background. Back of these again pile a row of cases of candles surmounted by a row of boxes on end, and on the left and right ends of this wall build a pyramid of boxes of candles. This is not elaborate or ingenious, but the attention will be fixed upon the centre piece, very much to the exclusion of the background, and it is not worth while doing very much with it.

Above the candle suspend by a wire an inverted dish to catch the smoke from the flame. At night turn out the lights in the window and the effect will attract a crowd. In fact, the window will be at its best after dark, as then the flame

of the candle will have a chance it cannot get in day time.

The only expense and trouble you will be put to will be the price of the tallow and the making of the candle; that is, unless you know where you can get one made for you.

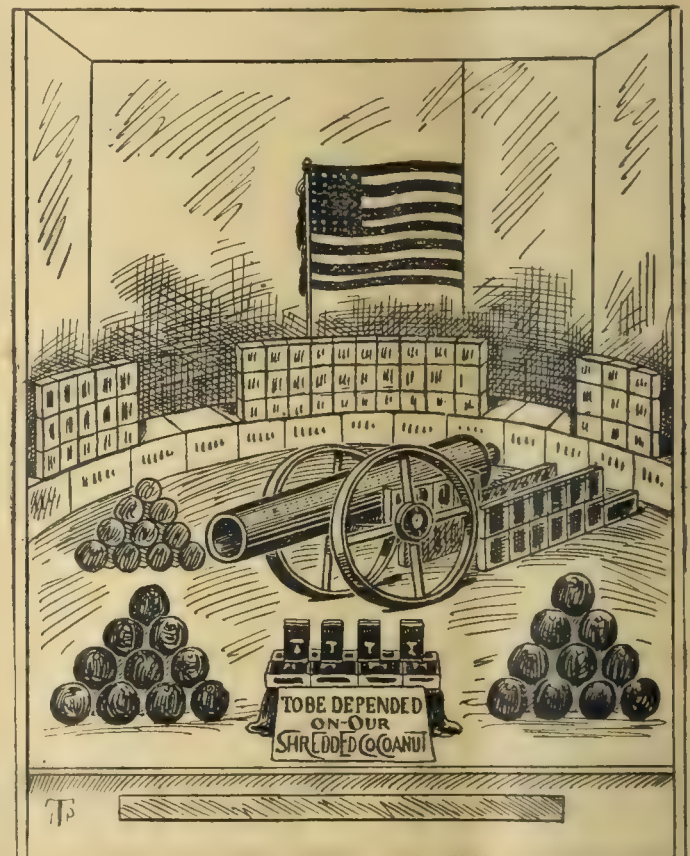
Take some strong cardboard and make a strong cylinder to act as a mould. Melt the tallow or paraffine. Get some one to hold a wick the size of that of an

umn. Sometimes the tallow will drop into the tub, and that having to be consumed by the flame will add to the longevity of the candle and make the guessing more difficult.

As to the prize or prizes offered that had better be left to you, Mr. Grocer, as you might prefer to offer groceries, and then again you might select something other than your stock contains with which to reward the lucky guesser. In any case let your prize be offered to the public and do not confine it to customers. In this way you may be sure of the legality of the proceeding.

#### A Shredded Cocoanut Window.

In the middle of the front of the window put a box covered with crepe paper. On it place some packages of shredded cocoanut flat, then on these some on end. Against this lean at an acute angle a card bearing the inscription "To be depended on—



ordinary candle and drop one end to the bottom of the cylinder, holding it that way until the tallow has been poured into the mould. Cut off the wick about half an inch from the tallow and let your candle harden. When it is solid take away the cardboard mould, saturate the protruding end of the wick with a little kerosene, and light it when ready.

Of course this candle will gutter considerably, but that adds to its appearance, the tallow forming grotesque shapes that seem to be embossed upon the main col-

Our shredded cocoanut." To right and left of this make a pyramid of cocoanuts to look like cannon balls. Place another tier back on the left. Put a cannon in the centre extending back and to the right. Back of this build a fort or parapet consisting of first a row of boxes, or pails, or barrels, whichever you have in stock. Then build on these a parapet of packages, leaving intervals supposedly for the gun to be pointed through. Then plant a flag on the parapet in the centre. Fasten a wire—as thin as possible



to avoid detection—from the ceiling of the window to the parapet, or the floor behind it, and fasten the flag to it; that is, the end not attached to the staff, to keep it deployed as much as possible.

Use a ground cloth of brown cheese cloth, and if possible a light blue cloth back of the parapet to make a "sky."

Make the gun of cardboard bent carefully into the form of a cylinder. Make your wheels of barrel hoops and two pieces of wood crossed to represent spokes. The hub you can make of an empty pork and bean can. You can use any can on the end of a broomstick that will support the gun. The gun carriage you can make of packages, as in sketch. The breech of the gun can be supported by a piece of wood resting upon the tops of the packages that form the middle tier of the hind part of the gun carriage and should be painted black, as also should the rest of the gun, wheels and all.

**NOTE.**—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

#### Oil Trust Can't Discriminate Against Oil Buyers in Minnesota.

The Minnesota State Supreme Court last week declared valid the State law forbidding discrimination in charges for commodities sold throughout the State. The decision came on an appeal by the State from the decision of the Ramsey County Court in sustaining a demurrer of the Standard Oil Co. This demurrer was to the complaint of the State of Minnesota, which charged that the Standard Oil Co. made discriminatory prices for its product in places where it had no competition. The State began an action to forfeit the charter of the company to do business in Minnesota, basing its action on alleged acts of discrimination.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

### "Initiative."

**What Is It?**—Well, it's doing something distinctive. It's a quality in other words that's required from big men when they assume an important position. But you can have "initiative." Make a "Spinach Day" or a "Rhubarb Day" or a "Green Onion Day." But make it a "Spinach Day." At this writing, May 19th, spinach in Jersey is bringing 75 cents a barrel. Can't you stir things up to the tune of 25 cents a peck? Can't you liven your front by dumping out half a dozen barrels and plastering a half dozen signs around in big red letters? Gentlemen, that's "initiative." Pure and simple. If you do that you're demonstrating the principle. Or, in fact, if you do any old thing that the other fellow doesn't think of doing you're demonstrating the principle—so long as it makes talk and brings trade.

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**"What's the Difference?"**—Get out of that. The very asking of that question has sent thousands of young fellows to the wall. Good heavens, boy, there's every difference. You can't afford to say "What's the difference." As soon as you do you show your colors. What business is it of yours about the difference? The boss settles that. His eyes are open. Don't allow the expression to escape your lips. Peg away. The difference will be taken care of.

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**Out of the Store.**—To-day most of you quit at six. Wonderful progress. Nine used to be early. Ten was "regular." But six is right. Six is what it should be and what we hope will be universally. Don't dress up to walk around after supper. There's nothing in that. To be sure, the air is good and the fellows you meet are pleasant and all the girls are out. But you've missed an hour or two's good reading. Can

you explain why Halley's Comet was so vivid on the eve of the 18th? Can you enter into conversation about the recent oleomargarine discussion at Washington? These things are very interesting, and apart from the fact that they're brain enlargers, they're a means of making your company more acceptable. Oh! what a privilege to be out of the store at six.

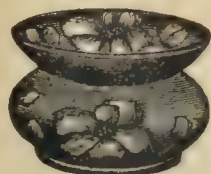
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**About "Loving" Your Work.**—Certainly you sometimes do things that are irksome. But certain hateful work can be made enjoyable work. I believe that the easiest way out of a disagreeable job is to smile through it. It takes courage. It takes faith and pluck to do it. But when a fellow throws good nature into his duties and says to himself, "this thing won't last, but I'm going to make the best of it"—he's on the right track. To "love" your work is to go ahead. Mind that.

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**Fly Time.**—Screen things up. Over whatever goods are exposed in your department put a screen of netting. You needn't fear dirt, but you may hate it. The world to-day has a bad word for the fly. The papers have pictured him as a fearful destroyer of health. Better meet the popular demand. Netting is cheap and it's wholesome looking. Buy it by the piece of eight yards. Keep the fly off your exposed crackers. It pays. Use the white material. Change it often. It shows you're thoughtful. It shows you're wise to the little things.

Florida watermelons are showing better quality. They average 60 cents each and sell slowly.



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO

HIGHEST IN HONORS

## Baker's Cocoa & CHOCOLATE



Registered,  
U. S. Pat. Off.

A perfect food, preserves health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

## FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL



THE NEW FLAVOR  
MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

ORDER FROM YOUR JOBBER OR  
SUTTER & HARDING, PHILADELPHIA, PA.

## THEY SAY CLOTHES DON'T MAKE THE MAN

But you know they help a lot with the ladies, that's the reason we put the handsomest labels you ever saw on Victoria Canned Goods. It induces the ladies to try them once, and their unmatched quality keeps them buying them. You try them and see.

HOWELL & BURSK

130-32 S. Front St., Philadelphia



## NATIONAL WHOLESALE GROCERS' ASSOCIATION MEETS IN LOUISVILLE, KY.

(Continued from page 9)

lating to bills of lading. It fixes the responsibility with the carrier for all bills of lading issued in a manner that will go a long way towards guaranteeing protection to the bankers and merchants throughout the land. The bill has been favorably reported by the committee of the House. Should this bill become a law most of our troubles will have been eliminated. There then remains the forged bill of lading feature. While the proposed legislation now before the House contains no reference to this subject, still we may be thankful for what it does contain and wait for a subsequent day to bring forward the subject of forged bills.

The chairman of the Publicity Committee was William Judson, of Detroit, who spoke in part as follows:—

Your committee is unanimous in the belief that our report should be of a recommendatory nature only. We wish to very flatly and as forcefully as possible tell the wholesale grocers in this, their annual convention, that in many directions we are being grossly misrepresented. It comes to us that many of our legislators actually entertain the false impression that the wholesale grocer is an absolutely unnecessary factor in the chain of distribution.

We feel that we are justified in believing that a large section of the public holds the unfortunate opinion that an association of merchants must, necessarily, be a price maintenance organization and that the activities of such bodies are always inimical to the general welfare. The National Wholesale Grocers' Association is probably now the most important of all of these trade organizations, and we believe that we can do no better than to take up for serious discussion ways and means to dispel these prevailing fallacies from the public mind.

Mr. W. F. Bode, of Chicago, reported to the convention on Wednesday that he had just had word from the Louisiana and Texas Rice Millers' Association that beginning with August 1st, of this year, the members would pack and bill their product 100 pounds net. The Carolina Association likewise has agreed to the same. Mr. Bode then called for reports from different parts of the country, telling what the jobbers had done on the matter following the action last year at Detroit. Many responded and concurred that the present practice was a fraud on the retailers.

There was much talk against free deals, but it did not culminate in anything. Samuel Mahon, of Iowa, discussing the subject, said that "the best good of all concerned, from the manufacturer to the household, requires the discontinuance by each individual manufacturer of an unsound practice that leads inevitably to overstock-

ing, to consequent deterioration of product in many cases and inevitable injury to the retailer. Your committee most earnestly recommends you to stand by your constitution in this matter and to continue an important National work. That must succeed because it is right. Manufacturers will abandon the practice when they come to a full understanding of its evil to all concerned."

An important address on the subject of uniform trade contracts was delivered by John C. Mahlan, of New York. He declared that the California dried fruit contract has been used almost universally throughout the United States, and transactions amounting to millions of dollars have been conducted under it, any serious abuses before existing in the dried fruit business having been eliminated. He asked

that the members be authorized to extend the scope of the contract to California walnuts and almonds and to Oregon and Washington dried fruits.

The final day's session (Thursday) was mainly devoted to considering resolutions. New officers were elected, however, and Indianapolis, Ind., chosen as the place for the 1911 convention.

The officers elected were: President, Fred. R. Drake; vice-presidents, W. N. Todd, J. F. Kelley, W. C. McConaughy, Geo. W. Wason, P. C. Drescher; treasurer, A. J. Wellington, New York; secretary, A. H. Beckmann. The Executive Committee appointed by President Drake follows: William Judson, D. H. Bethard, F. W. Hannahs, Theo. F. Whitmarsh, Robert G. Bursk, A. M. Wilson, Samuel Mahon,

W. L. Chandler, George Genrich.

Forty-nine directors from 34 States were elected.

During the morning the delegates discussed the settlement of canned goods controversies by arbitration. The convention, after much discussion, decided to use the zone system of settling differences between canned goods buyers and sellers. This system has been approved by the largest canned goods and dried fruit organizations.

The unprofitable conditions under which jobbers sell sugar were also brought up by Robert G. Bursk, of Philadelphia. He stated that the jobbers handled about 75 per cent. of the refined sugar distributed, amounting to \$273,000,000. He said the average return was only 3 per cent., while the jobbers' cost of doing business was 6 to 7 per cent., and sugar was 20 to 25 per cent. of the jobbers' business. He therefore suggested a separate committee on sugar in the association.

Toward the close of Thursday's session Mr. A. M. Graves, secretary of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware, read a paper on the value of salesmen's associations to the general cause of trade development. Mr. Graves took the position that the State and National Associations would never progress properly until they obtained the co-operation of the salesmen.

The most important resolution called for a reduction in the oleo tax to 2 cents per pound, and for \$6 as the seller's license fee. A summary of the other resolutions is as follows: Opposing proposed freight rate increase; favoring bulk sales laws; supporting National Retail Grocers' Association's views on amendments of National bankruptcy act; favoring general adoption of uniform negotiable instruments act; uniform warehousing act; uniform bill of lading, uniform sales act; favoring standard weights and measuring and recommending heavy punishment for violation; also requiring the delivery of full net weight in every case; opposing all bills requiring labeling of weight or measure; urging criminal prosecution of all merchants or manufacturers who give short weight or measure.

R. C. V. BELL.

Written for the "Grocery World and General Merchant."

## Here's a New Coffee Idea That Seems Good

**Philadelphia Advertising Man Suggests, for the Benefit of Whom it May Concern, an Idea for a Coffee Package Which Would Insure Regularly Good Coffee.**

Here's a new idea for a coffee package. It has two points that will appeal strongly to the consumer or housekeeper:—

1. The possibility of making uniformly good coffee every day.
2. The economy of it. No waste. Plus the knowledge that she can know just how much to use for the number of cups wanted.

The idea is simply this: To pack the coffee—ground—in a paraffined carton on the order of that used by the National Biscuit Co., with outer wrapper for label, trade-mark, design, etc. To make each package contain one pound, net, of coffee.

And to pack it in separate containers of parchment each containing just enough ground coffee to make two cups of coffee. In other words, about thirty packets to the pound.

On each packet would be printed directions for making two cups of excellent coffee, viz: "Add the contents of this packet to *so much* boiling water. Let simmer for *so many* minutes and settle with a dash of cold water."

Or such directions as can be readily followed. In this way the cook can be sure of uniform coffee every morning by simply keeping an eye on the clock while the coffee is making.

The additional expense of such a package would not be so great as to put it out of the reach of the average housekeeper. Probably it would cost a cent or two more a pound to pack. But say the cost above that of packing in tins was 5 cents a pound and that the average retail price of can coffee is 30 cents, isn't it a fact that the average housekeeper could make better coffee with a 25-cent grade plus an exact knowledge of how to make, than she could with haphazard methods and a 30 or 35-cent coffee?

So that a coffee roaster with a good 25-cent blend and such a package could readily make the retail price 30 cents and satisfy the housekeepers more thoroughly than can ordinarily be done with the average 30-cent can coffee.

RUSSELL GRAY.

Philadelphia, Pa.,

May 23, 1910.





Mr. Manufacturer, suppose you were invited to address a hall filled with grocers and the subject of your discourse was to be "YOUR GOODS," wouldn't you spend weeks if necessary preparing your speech?

The Grocery and Allied Trade Press of America makes you a better offer than that—they have over 150,000 retailers (you couldn't get that many in a hall) prepared to listen to what you have to tell them.

Don't decline to address them. You've got to spend more money to reach them any other way, and if you don't talk to retailers your selling plans will suffer.

If you DO decide to talk to these 150,000 merchants, who are prepared to be your distributors, DON'T WHISPER in a two-inch ad.—talk OUT LOUD in a half page.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For particulars as to circulation, rates, etc., address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



# WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## FOR SALE.

**FOR SALE.**—Corner grocery, meat and provision store. Established six years. Doing a large business. If sold at once will take \$1,800. West on Market St., West Philadelphia. Address L. C. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

**FOR SALE.**—In West Philadelphia, corner grocery and provision store, doing a good business. If sold at once will take \$800. Address L. G. S., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

**FOR SALE.**—Old-established meat and provision store. Fine fixtures and refrigerator. Location, West Philadelphia. Stable in rear. Will sell for \$1,100 to a quick buyer. Address V. W. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

**FOR SALE.**—An old-established grocery and provision store. Would do good with fresh meats. Rent, \$12 per month. If sold at once will accept \$350. N. W. Cor. Randolph St. and Erie Ave. 24

**FOR SALE.**—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

**FOR SALE.**—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

**FOR SALE.**—Grocery, provision and notion store, Cor. Miller and Madison Sts. Will sell at a very low price if sold at once. House contains eight rooms. Rent, \$18 per month. J. Wilson, Miller and Madison Sts., Philadelphia, Pa. 25

**FOR SALE.**—Meat and provision store. Established five years. Doing a fine business. Will sell for \$550 if sold at once. Dwelling contains nine rooms. Eugene Lux, 3051 Frankford Ave., Phila., Pa. 25

**FOR SALE.**—Country store and dwelling. Good location. Call or write E. J. Rauch, Rauchtown, Clinton Co., Pa. tf

**FOR SALE.**—An Enterprise rotary dried beef cutter. In perfect order. Will sell it very reasonable. W. M. Althouse, 2601 E. Norris St., Philadelphia, Pa. 23

**FOR SALE.**—Cheap. Complete Coffee Roasting Plant, consisting of a one bag Hgnneman gas roaster, cooling box, 5 H. P. direct motor, piping, etc. In operation now. Installing larger plant. The H. G. Tomblor Grocery Co., Easton, Pa. tf

## SITUATION WANTED.

**ENGLISH CLERK AND MANAGER,** AT present employed in Philadelphia, wants position as manager of up-to-date grocery store in fair-sized town. Age, 26; unmarried; will go anywhere. Has had six years' experience as manager, and good all-round man. Now has good position as manager but would prefer town to city. Salary to start, \$17 per week. Unquestioned references. Address C 41, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

**EASTERN PENNSYLVANIA YOUNG** man of 22, wants position as head clerk or manager of grocery department. Married, no children; will go anywhere. Has had excellent experience in general groceries and also with teas and coffees. Knows something of chain store methods. Can give strong references. Wanted to start, \$15 weekly, and can soon show right to that much. Address C 40, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

**POSITION WANTED BY MAN,** MIDDLE age, as manager of grocery business or of a general merchandise business. Years of experience. Best references and bond if required. Address X Y Z, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

**PENNSYLVANIA GROCERY CLERK** wants position as manager or buyer. Will go anywhere. Age 30, married, one son. Has had about nine years' comprehensive experience, and can make good. Wants \$1,400 yearly to start, and can prove ability to earn that and more. Address C 39, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

## BUSINESS OPPORTUNITIES.

### DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about. In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line. If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you. Write, call or telephone. **WARNER & CO.,** 927 Arch Street, Philadelphia, Pa. Phones, Bell Filbert 2500, Keystone, Race 746.

## GROCERY, MEAT AND PROVISION STORES.

### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

### WARNER & CO.,

927 Arch Street. Philadelphia, Pa.

## HELP WANTED.

**WANTED.**—A first-class salesman by a concern manufacturing all kinds of milk powder, to sell the goods to bakers, supply houses and grocers in the eastern and western states. Address H. M. P., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 23

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." tf

## MISCELLANEOUS.

**DOUBLE YOUR PRETZEL PROFITS.** Genuine "Huebener's Lititz Bretzels" are business builders—aristocrat of the pretzel kingdom. In packages. Pure, clean, no lard. Delicate flavor and crispness found in no other pretzel product. Be first to introduce them in your locality—our special all-profit offer with exclusive rights makes it

well worth while. Lititz Bretzel Company, Drawer G1, Lititz, Pa. 23

**WE BUY ENTIRE OR PORTION OF** stocks of general stores for cash. Highest prices paid. F. Laison & Co., 1624 S. 5th St., Philadelphia, Pa. 5

**GROCERS' PRINTING MATTER**—Letter heads, bill heads, postal cards, pure food stickers, counter pads, folders, all kinds of snappy, up-to-date printing for grocers and general merchants a specialty. H. F. Granzow, Ashland, Pa. 26

**GENERAL STORES BOUGHT FOR** cash. Highest prices paid. F. Laison & Co., 1624 S. Fifth St., Philadelphia, Pa.



**MR. GRO-SIR WHY**—make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 25

## WANTED.

**WANTED.**—A customer in Philadelphia or near who can use 25 or 50 pounds of butter a week. J. G. Plank, Roaring Branch, Pa. 23

## John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

¶ We invite you to book your orders with us now for both spot and future "Idlewild" and "Winola" brands of canned goods.

¶ These brands are well known for their very high quality, and are sure to please your trade. Prices named on application.

**Crocker Grocery Co., Wholesale**  
Wilkes-Barre, Pa.

## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents

*Anker's*  
**Bouillon**  
**Capsules**

## SEE THEM MELT!

Put a package of these on your counter, with a little card telling what they're a good for, and they'll melt away like snow. **ANKER'S BOUILLON CAPSULES** make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and a good profit.



**ROYAL SPECIALTY CO., Sole Manufacturers** 92 READE STREET  
NEW YORK



# Why Your Customers Will Buy Clicquot Club Ginger Ale



FIRST, it's the best advertised; we use the biggest and best magazines.

SECOND, it's Purer and Better than any other; surpasses the finest imported ginger ale. Anyone who tries CLICQUOT CLUB will always drink it—every customer you start on it will become a steady buyer of it. If you'll take advantage of our big advertising and the quality of CLICQUOT CLUB GINGER ALE and PUSH it, you'll sell more than you could possibly sell of any other, and that means you'll increase your business.

Other CLICQUOT PRODUCTS with the Clicquot Purity and Flavor:

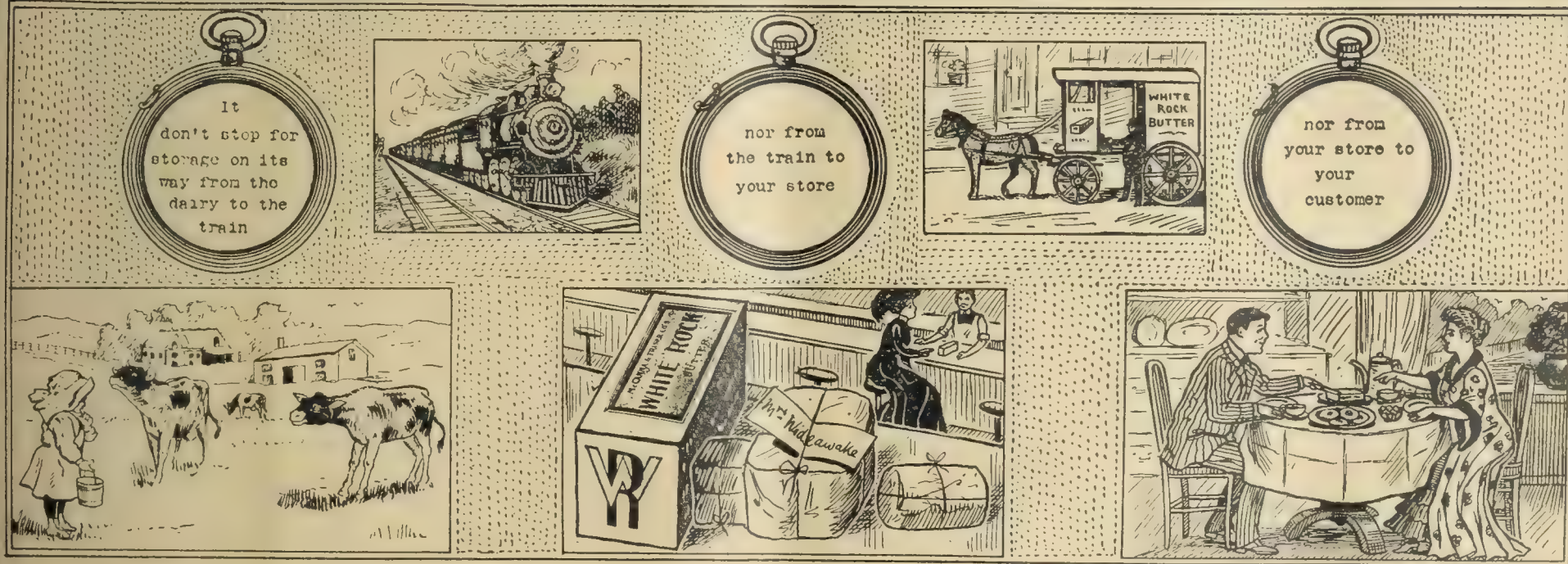
CLICQUOT CLUB SARSAPARILLA  
CLICQUOT CLUB ROOT BEER

CLICQUOT CLUB LEMON SODA  
CLICQUOT CLUB BLOOD ORANGE

CLICQUOT CLUB BIRCH BEER



Millis, Massachusetts



## White Rock Butter's quick trip from our dairy to your customers

You can supply WHITE ROCK BUTTER to your customers "dairy fresh" because it's only a few hours from the time it leaves our creamery until it reaches you. It does not stop in a storage house on the way. People *want* pure, sweet, fresh butter to-day more than ever and it will pay you to push WHITE ROCK BUTTER because it will not only please your customers and give you a reputation that will bring new customers to your store, but you can depend on its uniformity to *hold* this trade and—above all—the price is right. While you're thinking about it, write us for particulars.

**McCanna & Fraser Co., 44-46 S. Water St., Philadelphia**



# Grocery World and General Merchant Prices--Current.

**CORRECTED WEEKLY. MAY 30, 1910.**

	COL.
Ammonia.....	1
Axle Grease.....	2
Baking Powder.....	2
Blacking—Shoe.....	2
Bluing—Dry.....	3
Bluing—Liquid.....	3
Brushes.....	28
Butchers' Sundries.....	21
Butter.....	4
Crackers and Cakes.....	4
Candles.....	10
Canned Goods.....	4
Canned Meats.....	6
Catsup.....	8
Cereal Specialties.....	6
Cheese.....	12
Chewing Gum.....	12
Chocolate and Cocoa.....	23
Cider.....	8
Clams.....	23
Corn Starch.....	16
Condensed Milk.....	26
Cottolene.....	9
Coffee Essence and Chicory.....	12
Delikatessen.....	3
Dried Fruits.....	10
Dressed Meats.....	16
Dressed Poultry.....	20
Drugs.....	21
Evaporated Milk.....	22
Eggs.....	9

Fancy Groceries .....	COL.
Flour.....	12
Farinaceous Goods.....	13
Fresh Fish.....	13
16	16
Fresh and Domestic Green Fruits.....	17
Green Coffee .....	3
Gelatine and Prepared Desserts.....	14
Horseradish .....	17
Honey.....	27
Ink.....	18
Jars and Jar Rubbers.....	4
Ketchup.....	8
Lamp Goods.....	18
Lime.....	18
Lye and Potash.....	18
Lard and Compounds.....	60
Live Poultry.....	21
Laundry Soaps.....	25
Laundry Starch.....	26
Macaroni.....	18
Matches.....	18
Mince Meat.....	18
Maple Syrup.....	27
Oysters.....	16
Oils.....	19
Olives.....	19
Package Coffee.....	2
Pure Olive Oil.....	19
Potato Chips.....	19
Peanut Butter.....	19
Pickled Meats and Fish.....	19

	COL.
Pickles.....	20
Provisions.....	20
Plum Pudding.....	21
Preserves, Jellies, Jams and Marmalades.....	21
Polishing and Cleaning Compounds.....	21
Roasted Coffee in Bulk.....	21
Rice.....	22
Refined Molasses and Syrups.....	22
Rope, Tie Yarn, etc.....	22
Sugar.....	22
Shoe Dressing.....	22
Sarcines.....	22
Soups.....	22
Smoked Fish, Codfish and Mackerel.....	22
Sauer Kraut.....	22
Salt.....	22
Salad Dressing.....	22
Sal Soda.....	22
Sauces.....	22
Soda—Bi-Carb.....	22
Soft Drinks.....	22
Soap Powder.....	22
Specialties.....	22
Stove Polish.....	22
Sundries.....	22
Syrup and Molasses.....	22
Smoking Tobacco.....	22
Tea.....	22
Toilet Soaps.....	22
Tobacco—Plug.....	22
Vinegar.....	22

Whole Spices.....	COL.
Wood and Willow Ware.....	26
Yeast Cakes.....	27
	28

## ADVANCES.

Sliced Bacon .....	7
Ham .....	20
Dried Beef .....	20

## DECLINES.

Flour	13
Mess Shad	15
Bananas	17
Pineapples	17
Dressed Meats	20
Poultry	21

### ADDITIONS.

—I—  
SUGAR.

	Barrels.	Halves.
Cut Loaf .....	6.35	6.45
Eagle Tablets .....		6.85
Crystal Dominoes, 24 5-lb. pkgs. ....		7.50
"                    60 2-lb. pkgs. ....		8.40
Cubes.....	5.70	5.90
Lozenge .....	5.60	5.80
Powdered.....	5.55	5.75
Granulated, fine or stand., McCahan..	5.40	5.60
"                    Franklin...	5.40	5.60
"                    special fine .....		5.45
"                    fine, 2 lb. bags.....		5.70
"                    " 2-lb. pkgs., cases...		5.60
"                    " 5-lb. bags.....		5.60
"                    " 10 10-lb. bags.....		5.55
"                    " 25-lb. bags.....		5.45
"                    " 100-lb. bags.....		5.40
"                    coarse.....		5.50
"                    extra coarse .....		5.70
A Crystal .....	5.45	100-lb.
A Confectioners.....	5.25	Bags.
No. 2.....	5.15	5.15
No. 3.....	5.05	5.05
No. 6.....	4.95	4.95
No. 8.....	4.85	4.85
No. 10.....	4.75	4.75

TEA.

	Per lb.
<b>Foochow Oolong—</b>	
Choice.....	.34
Extra choice.....	.39
Fancy.....	.45
<b>Formosa Oolong—</b>	
Choice.....	.33
Extra choice.....	.39
Fancy.....	.45
<b>Imperial—</b>	
Choice.....	.30
Extra choice.....	.33
Fancy.....	.40
<b>Young Hyson—</b>	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
<b>Gunpowder—</b>	
Choice.....	.38
Fancy.....	.45
<b>Japan, pan fired or basket fired—</b>	
Choice.....	.35
Extra choice.....	.40
Fancy.....	.45
<b>English Breakfast—</b>	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
<b>Ceylon—</b>	
Tetley's, No. 1, lbs., ½s or ¼s.....	.60
“ No. 2, ½ lb.....	.45
“ Troubadour, 1 lb. tins.....	
Bungalow, 1 lb.....	.25
“.....	.28

## AMMONIA.

	Per doz
Victoria, 2 doz.....	.99
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.99
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87½
Tibbals Dri-Monia (con. dry), 10c. size, ¼ gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

## AXLE GREASE.

Fraser's, 15 lb. pails.....		.85
Fraser's, boxes, 1/4 gross.....	per gross	9.40
Mica, 1/4 gross.....	per gross	9.00
Castor Oil, 36 1-lb. tins, 1/4 gross.....	per gross	10.00
Castor Oil, 24 3-lb. pails, 1/6 gross.....	per gross	26.00

## BAKING POWDER.

Sea Foam Baking Powder—	
¼ lb., 4 doz. in case.....	.75
½ lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., ¼-lb., 4 doz.....per doz.	.45
Davis' O. K., ¾-lb., 3 doz.....per doz.	.90
Davis' O. K., 1-lb., 2 doz.....per doz.	1.65
Davis' O. K., 5-lb., ⅓ doz.....per doz.	7.20
Cleveland's, ro-c. size, 4 doz.....per doz.	.84
Cleveland's ¼-lb., 4 doz.....per doz.	1.23
Leslie's, nickel .....	.4 doz. cases
Leslie's, ¼-lb. cans, 4 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder :—	
4 oz. glass, 2 doz.....	.82½
6 oz. glass, 3 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	\$2.00
Rumford Baking Powder :—	
sc.-tins, 4 doz.....per doz.	.45
ro-c.-can, 2 doz. in box.....per doz.	.75
¼-lb. cans, 3 doz in case.....per doz.	1.25
1-lb. cans, 1 doz. in case.....per doz.	2.50
Royal, ro-c. size, 4 doz.....	1.10
" " " "	1.30
" " " "	2.40
" " " "	4.65

### BLACKING—Shoe.

Shinola (premiums).....	per gross	10.00
Blackola, 1 doz., 10 cent size.....		.85
Mason's No 1, ¼ gross.....	per gross	2.70
" " 2, " .....	" "	3.00
" " 3, " .....	" "	3 30
" " 4, " .....	" "	5 40
" " 5, " .....	" "	13 80
T. M. French.....	per doz.	1 10

## SHOE DRESSING.

SHOE DRESSING.		Dox.
Mason's—		
Medium Black Dressing.....		.85
Regular Black Dressing.....		.75
Combination Black.....		.75
Combination Russet.....		.75
Medium White Dressing.....		.75
No. 2, Black Shine.....		.45
No. 3, Black Shine.....		.75
No. 2, Tan Shine.....		.45
No. 3, Tan Shine.....		.75
Acme, 1 doz.....		1.25 $\frac{1}{2}$
Bixby's Royal Polish, 1 doz.....		.85
Bixby Jet Oil Polish.....		.85
Brown's Shoe Dressing, 1 doz.....		.85
Brown's, Army and Navy, 1 doz.....		.85
Boyer's French Dressing.....		.85
“ Oil Polish.....		.85
Easy Bright, ladies'.....		.85
“ waterproof.....		1.25
Admiral Russet Combination.....		.75
Admiral Shoe Dressing.....		.75

## GREEN COFFEE.

	Per lb.	
Java, Private Estate.....	.25½	.27
Java, Interior.....	.21	.23
Bogatos.....	.14	.17
Washed, Caracas.....	.14	.16½
Washed, Mexican.....	.14½	.15½
Bucaramango.....	.13	.13½
Guatemala.....	.12½	.14½
Maracaibo.....	.14	.18
Washed Santos.....	.14	.18
Mocha Seed Santos.....	.12	.13½
Santos.....	.11	.12½
Rio.....		.11

## ROASTED COFFEE IN BULK.

Private Estate.....	33
Fancy East India.....	28
Fancy Blend.....	27
Logan Blend.....	13
Java and Mocha Blend.....	26
Fancy Maracaibo.....	22
Fancy Mocha Santos.....	20
Choice Mocha Santos.....	18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	13½	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—			
50 tins in box.....	per box	4.35	
12 in tins box.....	per carton	1.00	
5-lb. tins.....	per doz.	5.75	

**BLUING—Dry.**

	Per gross
Barlow's, small, a doz.....	3.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" No. 3, 3 doz.....	3.65
" A, No. 6, 12 oz. boxes, 1 oz. free....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" No. 2, 3 doz.....	4.80
Reckitt's. &c. and roc. asst., 8 lbs.....	Per lb. .30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
" " " 6 " @ 39c. ".....	2.34

**BLUING—Liquid.**

	Per gross
Boyer's Bengal, No. 8, $\frac{1}{4}$ gross.....	5.10
Army and Navy, No. 8, 3 doz.....	3.00
Crystal, No. 2, 3 doz.....	5.90
Troy, No. 32, bbls., 6 doz. barrel.....	2.45
French Laundry, large, $\frac{1}{4}$ gross in barrel.....	4.80
Tibbals Cream Indigo, sc. size, $\frac{1}{4}$ gross case.	9.00
" " " " " " " " " "	
Free goods with $\frac{1}{4}$ gross 5-cent size and $\frac{1}{4}$ gross 10-cent size.	

## BUTTER.

	Per lb.
<b>Tub Butter—</b>	
Creamery, extra, 60-lb. tubs .....	.31
"    first, " .....	.30
"    second, " .....	.29
"    third, " .....	.28
"    dairy, extra, bakers' use, 30-60 lbs. ....	.23 <sup>75</sup> .27
"    g and 10-lb. rolls, 60 and 100-lb. boxes.....	.30 <sup>75</sup> .32
<b>Print Butter—</b>	
Star or S. D. brands, 1 lb., 20-50-lb. boxes. ....	.35
B. B., E. D. brands, 20-50-lb. boxes.....	.34
J. J., C. V., Gilt Edge, Gold Medal, 20-50-lb. boxes.....	.33
Sheaf ("400") Elgin, 20-50-lb. boxes.....	.32
Sheaf.....	.29 <sup>75</sup> .31
Milken Farm, lbs. and $\frac{1}{2}$ lbs. ....	.36
Gurnee, lbs. and $\frac{1}{2}$ lbs. ....	.34
Honebe.....	.31
White Rock.....	.34

## CANDLES.

	Per lb
P. & G., 8's, 30 lbs.....	.31 1/2
" 16's, 30 lbs.....	.32 1/2
Paraffine, 4's, 6's, 8's cartons, 36-lb. cases, per lb.....	.08 1/2
Searchlight, hotel, 16's, 30 lbs.....	.08 3/4
Peerless, hotel, 16's, 30 lbs.....	.09 1/2
Bright Light, 16's, 30 lbs.....per box	1.75
Werk's, 8's, 30 lbs.....	1.15 1/2
" 16's, 30 lbs.....	1.25 1/2
Neverout, 8's.....per box	1.75
" 16's.....	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons .....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

## CANNED GOODS.

CANNED GOODS.		Per doz
Tomatoes—		
Fancy Jersey.....		.87½
New Jersey, No. 10, 1 doz.....		2.20
“ standard No. 3.....		.80
“ 5½ inch.....		1.20
Maryland, No. 10, 1 doz.....		1.95
Mrs. Lippincott's, frying.....		1.15
Our Best, 50 oz.....		1.00
Fancy Maryland.....		.75
Luncheon, fancy Maryland.....		.80
Lima Beans—		
New Jersey, No. 2.....		.90
“ 10.....		4.50
String Beans—		Per doz
Fancy cut Refugee.....		1.05
“ Refugee.....		1.20
Small.....		1.35
Fancy small Refugee.....		1.60
Smallest Refugee.....		1.80
New York, No. 10.....		4.25

IN WRITING TO ADVERTISERS, KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



**THE HIGHEST** because of their **PURITY—QUALITY—FLAVOR**

On these points

## Bee Brand Flavoring Extracts

received the highest award—

**GOLD MEDAL**

The strongest endorsement since the Pure Food Law went into effect.

**HIGHER**

by 40% than national laws require. Increasing sales indicate that the consumer desires a HIGH-CLASS Flavoring Extract regardless of price.



**McCORMICK & CO.**

MANUFACTURING  
CHEMISTS

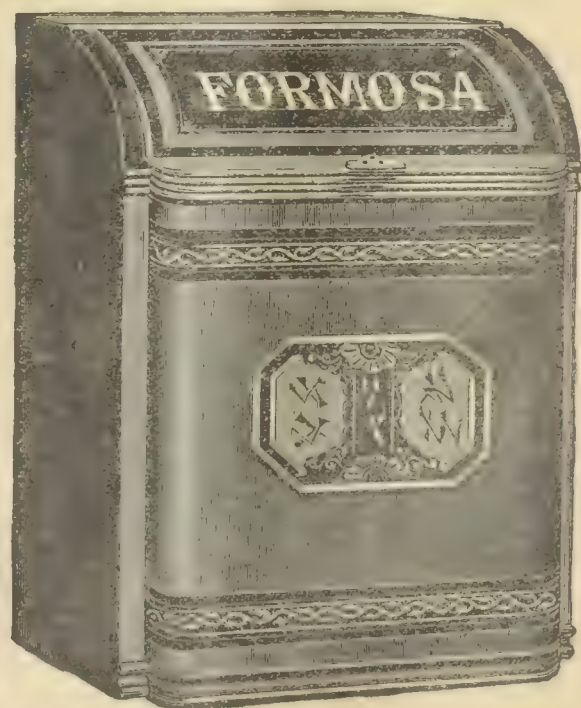
**BALTIMORE, MD.**



## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese Scenery Paper for Tea-store Decoration



**TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills**

WRITE FOR CATALOGUE

**MORGAN & CORNELL**

211 DUANE ST.  
NEW YORK



<b>Wax Beans—</b>	
Small.....	1.35
Fancy, small.....	1.60
Cut wax.....	1.05
<b>Baked Beans—</b>	
Fancy Maine, No. 3, sauce.....	1.60
" " " 3, plain.....	1.45
" " " 2, sauce.....	1.25
" " " 2, plain.....	1.15
" " Picnic sauce.....	.70
" " Individual sauce.....	.50
Maryland, No. 3, sauce.....	1.20 - 1.25
" " 3, plain.....	1.20 - 1.25
Good, No. 3, plain or sauce.....	.95
Campbell's, No. 2, sauce.....	.95
<b>Red Kidney Bean—</b>	
New York, fancy, No. 2.....	.95
Maryland, Standard, No. 2.....	.80
<b>Corn—</b>	
Fancy Maine.....	1.25
" " New York, cream crushed.....	1.00
" " Country Gentleman.....	1.15
Fancy Shoe Peg.....	1.00
" " ".....	.85 - .95
Maryland, crushed.....	.85
<b>Peas—</b>	
Fancy New York, sweet.....	1.05
" " " sifted, sweet.....	1.20
" " " extra sifted, sweet.....	1.35
" " " fancy sifted, sweet.....	1.65
" " " June.....	1.05
" " " sifted June.....	1.20
" " " extra sifted June.....	1.35
" " " fancy sifted June.....	1.65
" " " No. 10 cans.....	5.00
Extra sifted, E. J.....	1.25
Sifted, E. J.....	1.05
Sweet Dimpled.....	1.00
Maryland, sifted E. J.....	.85
" " June.....	.80
<b>Beets—</b>	
New Jersey fancy, No. 3.....	1.10
" " " 10.....	3.25
<b>Succotash—</b>	
New York, fancy, No. 2.....	1.20
" " standard, No. 2.....	1.05
Maryland Slavery, No. 2.....	.95
<b>Spinach—</b>	
Maryland, standard, No. 3.....	.95
New York, fancy, No. 3.....	1.50
<b>Sweet Potatoes—</b>	
New York, fancy, No. 3.....	1.25
New Jersey, standard, No. 3.....	.90
<b>Pumpkin—</b>	
New York, extra fancy, No. 3.....	1.15
" " " " 3.....	.90
" " " fancy, No. 3.....	1.00
New Jersey, fancy, No. 3.....	.85
" " standard, No. 3.....	.75
Maryland, standard, No. 3.....	.65
<b>Asparagus—</b>	
Mammoth, 2 1/2s.....	3.00
Large, 2 1/2s.....	.75
Oak, large, 1 1/2s.....	.65
standard, 1 1/2s.....	.45
Fancy tips, No. 1, square.....	.65
Extra standard, No. 1, square.....	2.45

## California Canned Fruit.

<b>Apricots—</b>	
Extra quality.....	Per doz. 2.50
Extra standard.....	2.60
Standard.....	1.40
<b>Pears—</b>	
Bartlett, extra quality, 1 1/2s.....	2.60
" " extra standard, 1 1/2s.....	2.15
" " standard, 2 1/2s.....	1.80
<b>Cherries—</b>	
Extra quality, 2 1/2s.....	2.90
" " standard, 1 1/2s.....	2.35
Standard, 2 1/2s.....	1.80
<b>Peaches—</b>	
Extra quality, lemon cling.....	2.50
Standard, lemon cling.....	1.90
Extra standard, No. 8.....	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.05
<b>Plums—</b>	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

<b>Apples—</b>	
Extra standard, No. 3, 2 doz.....	.90
Standard, No. 3, 2 doz.....	.85
New York State, No. 10.....	2.85
<b>Blackberries—</b>	
New Jersey, syrup, No. 2.....	1.30
Standard, No. 2.....	1.02 1/2
<b>Blueberries—</b>	
Maine, Eagle No. 2.....	1.25
Loggies, No. 10.....	6.00
<b>Cherries—</b>	
Maryland, No. 2, white, extra.....	1.35
New York, white, No. 2.....	2.65
Flour City, red, No. 2.....	
<b>Peaches—</b>	
Extra standard, yellow, No. 3.....	1.25
Standard, white, No. 3.....	1.05
Standard, pie, No. 3.....	.95
<b>Pears—</b>	
New Jersey, No. 10.....	3.75
Delaware, standard, No. 3.....	1.00
<b>Raspberries—</b>	
New York, extra preserved, No. 2.....	3.45
<b>Strawberries—</b>	
Anchor, No. 2, water.....	.75
New Jersey, standard, No. 2.....	1.50

<b>Pineapple—</b>	
Hawaiian, No. 1 1/4, sliced.....	2.50
" " 2 ".....	2.20
" " 2, grated.....	1.75
" " 2, crushed.....	1.80
" " extra, grated in juice.....	5.75
" " crushed in juice.....	5.75
Baltimore, extra, grated, No. 2.....	1.80
" " sliced.....	2.00
Singapore, heavy syrup, No. 1 1/4, cubes.....	1.10
" " " 1 1/4, chunks.....	1.20
" " " 1 1/4, sliced.....	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

<b>Crabs—</b>	
Deviled, No. 1, 4 doz., McMenamin's.....	Per doz. 2.27 1/2
" " No. 2, 2 doz., McMenamin's.....	3.25
<b>Clams—</b>	
Star, No. 1, 4 doz.....	.85
<b>Lobster—</b>	
B. & M., No. 1, tall, 2 doz.....	4.35
" " " flat, 4 doz.....	4.35
B. & M., No. 1/2, flat, 4 doz.....	1.40
" " No. 1/2, flat, 4 doz.....	1.35
Star brand, No. 1/2, flat, 4 doz.....	2.25
<b>Shrimps—</b>	
Dunbar, No. 1, pickle, 4 doz.....	1.30
<b>Mackerel—</b>	
Pickert's, souse, No. 1, 4 doz.....	
" " " No. 2, 2 doz.....	
" " " No. 3, 2 doz.....	
Underwood, souse, No. 1, 50 cans.....	
" " " No. 1, 4 doz.....	
<b>Oysters—</b>	
Boyer's, No. 1, 2 doz.....	.78
" " No. 2, 2 doz.....	1.45
Stewart's, No. 2, 2 doz.....	1.35
" " No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75
<b>Kippered Herring—</b>	
Maconache's, 2 doz., plain.....	1.60
Bonaccard, 6 doz.....	1.60
<b>Salmon—</b>	
Hagood's, No. 1, tall.....	2.05
" " " 1, flat.....	2.15
Horseshoe, No. 1.....	1.65
Alaska, red.....	1.55
White Raven, red, 1/2s.....	
Red, No. 1/2, flat, 4 doz.....	.90
Pink, No. 1/2, 4 doz.....	.80
Herringlets, 1/2s, in pure olive oil, key, 50 tins.....	7.65
" " 1/2s, in tomato sauce, key, 50 tins.....	7.65

## SARDINES—Imported.

Boneless and peeled, 1/2s.....	28.00
" " D. & G., 1/2s.....	26.50
" " Ispa, 1/2s.....	28.00
" " Gondolier, 1/2s.....	17.00
" " Landell, 1/2s.....	100 8.50
" " Martel, 1/2s.....	100 10.50
" " " 1/2s.....	100 14.00
" " Loyal, 1/2s.....	100 9.50
Argonauts, 1/2s.....	100 14.00
Orion, smoked, 1/2s, key.....	100 8.00
Tomato sauce, 1/2s.....	15.00
Truffled, 1/2s, key.....	100 12.50
Spiced, 1/2s.....	100 10.00
Skipper, 1/2s.....	100 11.50
" " tomato sauce, 1/2s.....	100 11.50
Royanette, oval, 1/2s.....	100 9.50
<b>Angus Watson &amp; Co.—</b>	
Skipper Sardines, 1/2s, oil.....	11.50
" " 1/2s, oil.....	10.75
" " 1/2s, tomato sauce.....	11.50
" " 1/2s, tomato sauce.....	10.75
Sea Queen Sardines, 1/2s, oil.....	9.20
Sea Pearl Sardines, 1/2s, oil.....	8.00

## Domestic.

<b>American Oil—</b>	
No. 2, 1/2s.....	100 3.00
1/2s, key.....	100 3.15
Irma, 1/2s.....	100 4.00
<b>Mustard—</b>	
Irma, 1/2s.....	100 3.85
" " 1/2s.....	100 3.15
" " 1/2s.....	50 2.75
Continental, 1/2s, key.....	48 3.00
Irma, fancy, 1/2s.....	50 3.80
Gold Label, 1/2s.....	50 4.50
" " 1/2s.....	100 7.00
Underwood's, 1/2s.....	50 4.25

CANNED MEATS.  
Corned Beef.

<b>Morris &amp; Co's Supreme Brand—</b>	
No. 1, key, 2 doz.....	1.75
No. 2, key, 1 doz.....	3.00
No. 6, key, 1 doz.....	12.00
No. 14, key, 1/2 doz.....	25.50
<b>Libby's—</b>	
No. 1, key, 2 doz.....	1.95
No. 2, key, 1 doz.....	3.00

## Chipped Beef.

<b>Libby's—</b>	
No. 1/2, 2 doz.....	1.50
No. 1, 2 doz.....	2.00
No. 1/2, glass, 2 doz.....	2.35
No. 1, glass, 2 doz.....	2.35 1/2
<b>Beckham's—</b>	
No. 1/2, sliced, glass jars.....	1.70
No. 1, sliced, glass jars.....	2.80

## Sliced Bacon.

<b>Beckham's—</b>	
Medium, glass jars.....	1.90
Large, glass jars.....	3.20

## Roast Beef.

<b>Morris &amp; Co's Supreme Brand—</b>	
No. 1, 2 doz.....	1.75
No. 2, 1 doz.....	2.75
<b>Libby's—</b>	
No. 1, 2 doz.....	1.75
No. 2, 1 doz.....	3.00
<b>King's—</b>	
No. 1, 2 doz.....	1.57 1/2
No. 2, 1 doz.....	2.75

## Lunch Tongue.

Morris & Co's Supreme brand, No. 1, 2 doz.....	3.15
Libby's, No. 1, 2 doz.....	2.75
Libby's, No. 1/2, 2 doz.....	1.85

## Whole Ox Tongue.

<b>Fairbank's, No. 2, 1 doz.....</b>	
Per Doz.	8.00
Libby's, No. 1/2, 1 doz.....	9.90

## Potted or Deviled Meats.

<b>Libby's—</b>	
No. 1/2, 4 doz.....	.50
No. 1/2, 4 doz.....	.90
<b>R. &amp; R.—</b>	
No. 1/2, 4 doz.....	1.15
No. 1/2, 2 doz.....	1.95

## Potted Chicken or Turkey.

<b>Libby's—</b>	
No. 1/2, 4 doz.....	
No. 1/2, 2 doz.....	
<b>R. &amp; R., No. 1/2, 4 doz.....</b>	
Per Doz.	1.75

## Boned Meats.

<b>Curtice Brothers, "Blue Label," in tins—</b>	
Chicken, No. 1/2.....	3.50
" " No. 1.....	6.00
Turkey, No. 1/2.....	3.50
" " No. 1.....	6.00
Whole Rolled Ox Tongue, No. 2.....	12.50
Boneless Whole Ham, No. 1 1/2.....	8.75
" " No. 2 1/2.....	12.50

All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.

## Deviled Meats.

<b>Curtice Brothers, "Blue Label"—</b>	
<b>Ham.....</b>	
No. 5 oz. No. 10 oz.	
1.50 2.50	
<b>Tongue.....</b>	
1.50 2.50	
<b>Chicken.....</b>	
2.00 3.50	
<b>Turkey.....</b>	
2.00 3.50	

No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.

## Potted Meats.

<b>Curtice Brothers, "Blue Label"—</b>	
<b>Ham.....</b>	
No. 1/2 Tin. No. 1/2 Tin.	
1.45 2.45	
<b>Tongue.....</b>	
1.45 2.45	
<b>Chicken.....</b>	
1.95 2.95	
<b>Turkey.....</b>	
1.95 2.95	

No. 1/2 packed 4 doz., No. 1/2 packed 2 doz. in case.

## SOUPS.

<b>Campbell's—</b>	
Asparagus.....	Per doz. .90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.95
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Pepper Pot.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.90
Vermicelli-Tomato.....	.90
No. 10 cans, Tomato only.....	per doz. 6.50

## Curtice Brothers, "Blue Label"—

<b>Consomme.....</b>	
Quarts. Pints. 1/2 Pints.	
3.15 1.75 1.25	
<b>Bouillon.....</b>	
3.15 1.75 1.25	
<b>Beef.....</b>	
3.15 1.75 1.25	
<b>Julienne.....</b>	
3.15 1.75 1.25	
<b>Printanier.....</b>	
3.15 1.75 1.25	
<b>Vegetable.....</b>	
3.15 1.75 1.25	
<b>Tomato.....</b>	
3.15 1.75 1.25	
<b>Ox Tail.....</b>	
3.15 1.75 1.25	
<b>Mock Turtle.....</b>	
3.15 1.75 1.25	
<b>Pea.....</b>	
3.15 1.75 1.25	
<b>Mutton Broth.....</b>	
3.15 1.75 1.25	
<b>Clam Chowder.....</b>	
3.15 1.75 1.25	
<b>Clam Broth.....</b>	
3.15 1.75 1.25	
<b>Chicken Gumbo.....</b>	
3.15 1.75 1.25	
<b>Mulligatawny.....</b>	
3.15 1.75 1.25	
<b>Chicken.....</b>	
3.15 1.75 1.25	
<b>Chicken Broth.....</b>	
3.15 1.75 1.25	
<b>Green Turtle.....</b>	
6.50 3.50 2.00	
<b>Green Turtle, Clear.....</b>	
7.25 3.75 2.25	
<b>Terrapin.....</b>	
7.25 3.75 2.25	
<b>Schimmel's, assorted, 1 lb., 4 doz.....</b>	
Per doz.	.85

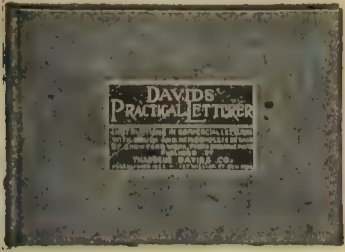
## CATSUP.

<b>Beck's Catnap, medium.....</b>	
Per doz.	2.00
<b>Waldorf, medium, 12 oz., screw top, 2 doz.....</b>	
Per doz.	.87 1/2
<b>Campbell's—</b>	
Tomato, 10c. size, bottles.....	.90
Tobasco, 10c. size, bottles.....	.90
<b>Snyder's—</b>	
Pints, 2 doz.....	2.10
Half-pints, 2 doz.....	1.30
Quarts, 1 doz.....	3.25
Gallons, 6 jugs in crate.....	per jug .80

## KETCHUP.

<b>Curtice's "Blue Label" Tomato Ketchup—</b>	
Small, 25 bottles in case.....	2.75
Medium, 25 bottles in case.....	4.25





## Escape for a Dollar

If you have your show cards printed for you, you are paying too much for them.

If you buy them ready-made, you usually don't get what you want.

If you don't use any show cards at all, you are losing most valuable advertising chances.

Making your own is the all-round solution. Anybody can learn from **Davids' Practical Letterer**. Teaches anybody all sorts of sign card writing and commercial lettering with brush or pen.

**Letterine Ink**—Best for show cards—All colors.

PRICE \$1.00

**Thaddeus Davids Co.**  
New York

ESTABLISHED 1825

## On Your Shelves For Years

Old goods are like old friends—you have a warmer feeling for them than you have for strangers.

Take **Babbitt's Best Soap**. For years it's been the standard laundry soap of the country.

For years, probably, it has stared back at you from your shelves until you and your customers both have come to consider it as much of a fixture as your scales.

Don't be tempted to displace it by any get-rich-quick soap. Stick to tried and true friends. **Babbitt's Best Soap** has always paid you a good profit; hasn't it earned your good will?

Made by

**B. T. Babbitt**  
New York

**\$3.00**  
**FROM**  
**\$1.50**

James T. Shinn's **Liquid Rennet** has been on the market so long that it seems hardly necessary to speak of its quality; most people know it as the finest, cleanest rennet made.

Not all grocers know that they can double their money on this specialty, however—an unusual chance with an article so high-grade.

Costs \$1.50 per dozen, brings back \$3.00.

**Shinn & Kirk**  
1400 SPRUCE ST., PHILA., PA.

## What Would You Do?

Aren't you interested enough to get a sample of our **Gluten Cereal** and test it—try it on your own table, beside others of its class?

Suppose you should find it was richer and better, and at the same time paid you 40 percent. profit, where the others paid you little or none, wouldn't you consider it good business to take it up?

That's exactly what you'll find if you will test it.

**A. C. Godshall & Co.**  
Incorporated  
LANSDALE, PA.



## Star Egg Carriers Make Egg Selling Profitable

You're throwing away a cent on every dozen eggs you handle without **STAR EGG CARRIERS AND TRAYS**—losing it in breakage and time wasted. We'll show you how to save the cent, we'll show you how this cent a dozen can be piled up in profit—a neat saving on a year's business. Write for our booklet "No Broken Eggs"—it shows you how you can save **breakage** and **time** by delivering eggs in **STAR EGG CARRIERS AND TRAYS**.

**Star Egg Carrier and Tray Manufacturing Co.**  
102 Jay Street, Rochester, N. Y.

## The "Premium" Brand on Ham



WE must make **EVERY** ham that bears "**SWIFT'S PREMIUM**" brand give satisfaction, or the brand would cease to mean anything.

And you should have that ham if you want to satisfy your trade and build up a good ham business.

**SWIFT'S PREMIUM HAMS** are always tender, deliciously flavored, properly cured. What we tell you about them you can tell your customers with confidence.

**PREMIUM HAMS** we keep well advertised, and that makes it easy for you to sell them.

**Swift & Company, U. S. A.**



TRADE MARK

Per case

—10—

-12-

Almond Staple Paste, 5-lb. cans.....	per lb.	1.21
Anchovies, in oil, $\frac{1}{2}$ bottles.....		4.50
" " " " " " " "	bottles.....	3.85
Bouillon, Burnham, pints, 5 doz.....		3.75
" " " " " " " "	pints, 5 doz.....	3.75
Capers, Nonpareil, $\frac{1}{2}$ -gal. kegs.....		1.50
" " " " " " " "	quart, glass.....	8.55
" " " " " " " "	bottled, $\frac{1}{2}$ size....	2.40
" " " " " " " "	" " " " " " " "	2.40
" " " " " " " "	" " " " " " " "	1.90
Canton Ginger, large pots, 6-jar cases.....	per case	4.65
" " " " " " " "	medium, 12-jar cases.....	5.00
" " " " " " " "	small, 24-jar cases.....	4.75
Cherries in Maraschino, glass, 1 doz. case.....		7.00
Clam Chowder, Burnham, 1 lb., 4 doz.....	doz.	1.00
" " " " " " " "	3 lb., 5 doz.....	1.50
Curry Powder, pints.....	per doz.	3.50
" " " " " " " "	4 oz.....	0.25
" " " " " " " "	" " " " " " " "	1.50



WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers

IN

## 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

## We Have Kept Close to the Retailer

In selling **Egg-O-See** and **E-C Corn** we believe in keeping close to the retail dealer. Not as a grandstand play, but for straight business. We have proved that a retailer who is favorably disposed toward a product can do wonders for it.

So we have succeeded in showing retailers that we are working with them to create a demand for **Egg-O-See** and **E-C Corn**, and to enable the retailer to supply that demand at a profit to himself.

Every plan we have ever operated with **Egg-O-See** and **E-C Corn** has been along two lines: First, to make as good products as human hands can produce, and second, to help the retailer create a demand for them.

Our constantly increasing sales sheets show how well we have succeeded.

**UNITED CEREAL MILLS, Ltd.**

QUINCY

CHICAGO

BUFFALO



## COFFEE AND TEA BINS THAT PROVE THEIR "METAL"

Picture your store fitted out with Tea Canisters and Coffee Bins like these. They are trade winners. Effective store decoration brings the people in—your sales force do the rest.

When installing Coffee Bins, get the kind that will stand the racket—you'll never have to replace

them. Our bins are constructed of the heaviest tin.

And for Over Fifty Years They Have Proven Their "Metal"

Write for catalogue showing variety of designs

**Henry Troemner**

No. 911 ARCH STREET

PHILADELPHIA, PA.

J. A. FLESCH &amp; SON, 115 Adams St., CHICAGO, ILL., General Agents for United States





—16—

Dressed Boneless Fish.	
Favorite, Cod, 40 lbs.....	.07
Our Choice, 40 lbs.....	.08 1/2
Gilt Edge, 40 lbs.....	.06
Favorite Middies, 60 lbs.....	.12

Gilt Edge, 2-lb. bricks, 40 lbs.....	.06 1/2
Snow White, 1-lb bricks, 20 lbs.....	.07
Favorite Cod, 2-lb. bricks, 40 lbs.....	.07 1/2

Beardsley—	
Tins, large size, 2 and 3 doz. in case .....	1.50
" small size, 2 doz. in case .....	.90
Small Tumblers, 3 doz. in case .....	.90
Large Jars, sealed, 2 doz. in case .....	1.50

Extra Large Georges Cod.....	.68
Large Bank.....	.67 1/2
Medium Bank.....	.66 1/2
Pollock.....	
Hake.....	

In original cases, 450 lbs., 1/2 c. loss.

New Extra Scaled Herring.....	per box	.16
Boneless Herring, fancy 10-lb. boxes.....	per lb.	.13
Smoked Salmon, whole fish.....	"	.27
Cromarty Blosters, sea.....	per box	
" " 100 s.....	"	3.20

	Per lb.
Long, 25 15.....	.09 1/2
Short, 25 15.....	.09 1/2
Cubes or Elbows, 24 15.....	.09 1/2
Spaghetti, 25 15.....	.09 1/2
Vermicelli, 25 15.....	.09 1/2
Alphabet, 25 15.....	.09 1/2

Fancy, long, 25 IS.....	.07¾
Cubes or Elbows, 24 IS.....	.07¾
Spaghettis, 25 IS.....	.07¾
Vermicelli, 25 IS.....	.07¾
Woodcock, long, 24 pkg.....	.10½

Macaroni, short, 25 ls.....	.07
"    50 ½ lb. pkgs .....	.04
Cubes or Elbows, 24 ls.....	.07
Spaghettis, 25 ls.....	.07
Vermicelli, 25 ls.....	.07

Boardaleys—	
Time cartons, s doz. in case.....per doz.	.90
Tins, Keyed (Jewel), s doz. in case. "	.90
Large cartons or tins, s doz. in case. "	2.00
Time Tumblers, s dos. in case.....	.90
Bulk, 15 lbs. ....per lb.	.15

Thistle, 24 packages.....	.65
Swansdown, 2 doz.....	per doz.
Osprey, 2 doz.....	"

	Crust (about) to bbl.	see lb.	see lb.	50 lb.	10 lb.
New.					
Ex. Norway, No. 1.....170-190		25.00	18.10	9.85	2.00
Ex. Norway, No. 2.....230-250		25.00	13.10	6.65	1.50
Ex. Norway, No. 3.....330-360		21.00	11.10	5.75	1.30
Ex. Norway, No. 4.....400-460					
Summer					
Ex. Bloaters, X.X.....100-110		35.00	18.10	9.85	2.00
Fancy Shore, No. 1.....130-150		28.00	14.60	7.50	1.65
Ex. Shore, No. 1.....130-150		26.00	13.10	6.65	1.50
Shore, No. 1.....130-150		24.00	12.60	6.50	1.40
Extra Irish, No. 3.....300-350		16.50	8.85	4.58	1.00
Medium Irish, No. 2.....350-400		16.00	8.60	4.50	1.05
Irish, No. 4.....400-450		16.00	8.60	4.50	1.05
Small Irish.....475-525		15.00	8.10	4.25	1.00
New Medium Shore.....160-180					
New Large Shore.....110-130					
Large, No. 2.....310-330					
Cape Shore.....120-140					
Holland.....400-450					

	500 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1...	7.00	4.10			
Lab. Split, Lg. No. 2...					
Shore, Round, Large...					
Shore, Round, Med ...					
Ocean Fish.....					
Shad, No. 1, Med....	10.00	5 67	3.00	.70	
Shad, No. 2, Med....					
Haddock, Pickled...					
Red Salmon.....					

	Per bu!
King Midds	6.90
Gold Medal	6.45
Millbourne	6.40
On Top	6.75
Ceresota	6.50
Pillsbury's Best	6.40
Taylor's Fancy	6.35
Samper Idem	6.00
Price of the West	5.90
Sanborn	5.65
Quaker City	6.35
Patina Whole Wheat, 98-lb. sacks..	6.05
"    "    8-16s.	6.75
Patina Whole Wheat Flour--	
32-lbs, per barrel	6.75
16-lbs, "    "	6.75
8-lbs, "    "	6.75
4-lbs, "    "	6.75
Half barrels, 1/2-barrel price plus 10 cents.	
Mother's Old-fashioned Graham Flour, 50 5-lb. packages	1.00

Franklin, 30 packages.....	3.75
Hector's Superlative, 30 packages.....	4.10

Aunt Jemima, 16 packages.....	3.00
Old Homestead, Flapjack, 12 packages.....	2.67

Hecker's, 36 packages .....	2.88
" 36 packages .....	4.16
Fanny, 300-lb. sacks ..... per 100 lbs.	1.84

Corn Meal—		
Western, granulated, yellow, 100 lbs.....	1.90	
" " white, 100 lbs.....	2.10	
" " table, yellow, 100 lbs.....	1.75	
" " white, 100 lbs.....	1.95	
Unbolted, white, Old Virginia, 125 lbs.....	2.25	
Mother's, white, 24 packages .....	1.80	
" yellow, 24 packages .....	1.80	
Farina —		
Hecker's, 24 10..... per case	1.56	
Hecker's Cream (silver spoon) 36 cartons ...	4.50	
Schumacker's Farina.....	1.40	

GENERAL STORE MERCHANDISE.		
Ralston Breakfast Food, 36 pkts.....	per case	4.50
Egg-O-Sos, 36 packages.....		2.50
Corn Flakes, 36 packages.....		4.05
Maple Flake, 36 packages.....		4.05
5-case lots.....		3.85
Postum Cereal—		
1 doz. 10-oz. and 1/2 doz. 20-oz. packages....		2.50
1 doz. 20-oz. packages.....		2.25
2 doz. 10-oz. packages.....		2.70
3 doz. 20-oz. packages.....		6.75
Grape Nuts—		
1 doz. 1-lb. packages.....		2.70
3 doz. 1-lb. packages.....		4.05
Post Toasties—		
2 doz. family size.....		2.80
3 doz. popular size.....		2.80
Shredded Whole Wheat, 36 packages.....		3.60
Mother's Corn Flakes, 36 packages.....		3.55
Wheat Hearts, 18 packages.....		1.90
Cream Wheat, 36 packages.....		4.50
Wheatlet, 36 packages.....		3.75
Wheatena, 36 packages.....		4.50
Grape Nuts, 36 packages.....		2.70
Tri-Corn, 36 packages.....		2.50
Vitas, 36 1-lb. packages.....		4.95
Kaffee's Toasted Corn Flakes, 36 packages..		3.80
Quaker Oats Co., The—	Per case	

Oaten Goods—		
Quaker Oats, regular, 18s.....		1.45
“ round, 36s.....		4.25
“ family, reg. asst., 20s.....		4.00
“ “ no china, 20s.....		3.30
“ tins, 36s.....		4.25
“ family, tins, no china, 15s.....		4.60
Quaker Scotch, regular, 18s.....		1.45
Rolled Avena, 18s.....		1.45
Quaker Oatmeal, 24s.....		2.75
Victor Toy Oats, 18s.....		1.40
Banner and Saxon Oats, reg. asst., 20s.....		4.00
“ “ bowls, 20s.....		3.95
Old Fash. Scotch brand Oat Meal, 24s....		2.60
Corn Goods—		
Quaker Cornmeal, yellow or white, 24s....		1.85
“ family, yellow, 10s.....		1.05
“ “ 20s.....		3.80
Schumacher Hominy, pearl or gran., 24s....		1.45
“ “ 10s..		1.45
Wheat Goods—		
Quaker Cracked Wheat, 24s.....		2.50
Pettijohn's Breakfast Food, 18s.....		1.97½
Quaker F. S. Farina, 24s.....		1.40
Silver Farina, spoon in package, 24s.....		2.80
Parched Farinose, 24s.....		2.70
Saxon Wheat Food, 24s.....		3.00
Flaked and Puffed Goods—		
Quaker Corn Flakes, 36s.....		2.75
“ “ family, reg. asst., 20s		3.10
“ “ no china, 20s		2.40
Puffed Rice, 36s.....		4.25
Puffed Wheat, 36s.....		2.85
Sundries—		
Quaker Breakfast Biscuit, 24s.....		1.85
Apetizo, 24s.....		3.00
Quaker Whole Wheat Flour, 10s.....		1.95
Schumacher XXX Graham, 10 to 10s 20 5s..		2.75
Scotch Brand Pearl Barley, 24s.....		1.40



Ask Your Jobber For

# Supreme Brand Corned Beef

(formerly Fairbanks Lion Brand)

*All Supreme Brand Canned Meats are 1910 pack. Attractive labels. Choicest quality.*

W. A. MILLAR & CO., AGENTS

427-31 NORTH SECOND STREET, PHILADELPHIA

## RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

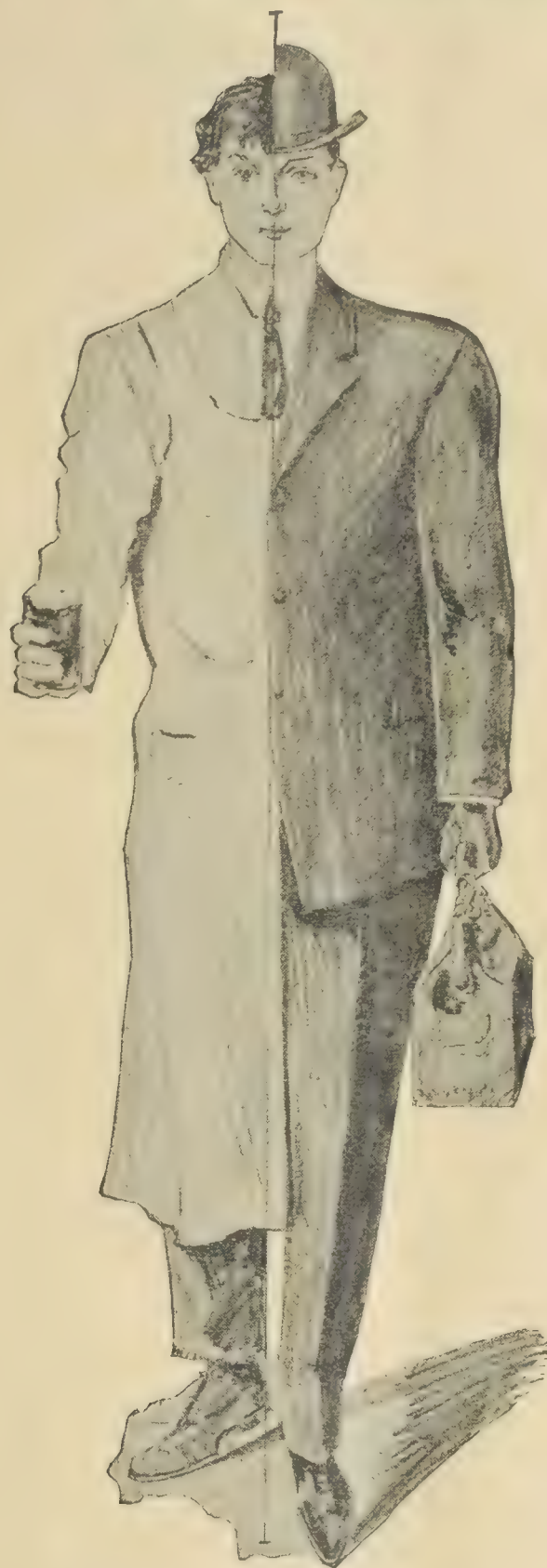
Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

There are two sides to every man. Which side are YOU developing?



Develop the *profitable* side of yourself. You can't make money doing work that *doesn't pay* a good salary. Get trained for the work that *does pay*. Learn to be a salesman. Many of them who used to be clerks but weren't satisfied to grub all their lives have taken the Sheldon Course in Scientific Salesmanship and are making from \$1,000 to \$10,000 a year.

WRITE FOR OUR CATALOGUE

**SHELDON SCHOOL**

504 Republic Building - - Chicago



-17-

Seeded Raisins—		
Owl, extra fancy, 36 is.	07 1/2	
Fancy, 36 is.	07 1/2	
Blue Pennant, 36 is.	05 3/4	
Parrot, 36 is.	06 1/2	
Souvenir, 36 is.	06 1/2	
Glen Rosa, 36 is.	07 1/2	
Blue Ribbon, 36 is.	06 1/2	
California Seedless Raisins—		
Gold Cord, bleached, 36 is.	10	
Not-A-Seed, 36 is.	07 1/2	
Griffin, 50 is.	06 3/4	
Gray's, 36 is.	06 1/2	
Loose Muscatels, 3 crown, 50-lb. boxes.	05 3/4	
Sultanas, 50-lb. boxes.	04 3/4	
Thompson's, 50-lb. boxes.	05	
Prunes—	25 lb.	50 lb.
Fancy Santa Clara, 20-30.	14	
" " 30-40.	09 3/4	09
" " 40-50.	08 1/2	08 1/4
" " 50-60.	07 1/2	07 1/4
" " 60-70.	06 1/2	06
Ruby, 30-40.	09 3/4	
" " 40-50.	09 3/4	
" " 50-60.	07 1/2	
Oregon, 40-50.	07 1/2	
" " 50-60.	07 1/4	
Silver.	11 1/2	
Currants—		
Fancy, re-cleaned, new, 40 is.	08 1/4	
Extra choice, re-cleaned, new, 40 is.	07 3/4	
Fancy, re-cleaned, 30 lbs. loose.	08	
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.	13 3/4	
Lemon Peel, fancy, 10-lb. hinge lid boxes.	12 1/4	
Orange Peel—	Per lb.	
Fancy 10 lb., hinge lid boxes.	12 1/4	
Dates—		
Fard, fancy, new, boxes about 14 lbs.	11 1/2	
Hallowe'en, very fcy, new (Gldn) abt. 70 lb.	05	
Orient, new, pitted, 30 packs.	06	
Figs—		
Fancy, new, Cal., 10-is.	77 1/2	
Extra fancy new Smyrna layers, 5 crown, boxes about 12 lbs.	12 1/4	
Fancy new Smyrna layers, 5 crown, boxes about 12 lbs.	12 1/4	
5 or 10 box lots.	12	
Apricots—		
Blenheim, extra fancy large, very bright	15 1/2	
Santa Claras, 25 lb. boxes.	15 1/2	
5 or 10 box lots.	15 1/2	
Fancy Royals, new, 25 lb. boxes.	14	
Extra choice Royals, new, 25 lb. boxes.	13 1/2	
5 box lots.	13 1/2	
Choice Royals, new, 25 lb. boxes.	12 1/2	
5 or 10 box lots.	12 1/2	
Moorpark Slabs, fancy, very bright, 50 lb.	12 1/2	
Cherries—		
Extra fancy California, pitted, 25 lb. boxes.	21	
Pennsylvania, pitted, 25 lb. boxes.	19	
Nectarines—		
Fancy, white, 25 lbs.	09 3/4	
5 or 10-box lots.	09 1/4	
Peaches—		
Fancy Muir, 25 lbs.	09 1/2	
Extra choice Muir, 25 lbs.	09	
Choice Muir, 25 lbs.	07 1/2	
Good, 25 lbs.	06	
Extra choice Yellow, 50 lbs.	07 1/2	
Whole, 50 lbs.	05 1/2	
Fancy, pared, 25 lbs.	18 1/2	

## FOREIGN AND DOMESTIC GREEN FRUITS.

Jamaica Bananas—		
Selected, 10 hands, packed 1 in barrel.	2.00	
" " 9 " " 1 " "	1.60	
" " 8 " " 2 " "	1.40	
" " 8 " " 1 in crate.	1.25	
" " 8 " " 2 in crate.	1.10	
" " 7 " " 3 " "	1.10	
" " 7 " " 2 " "	.80	
" " 7 " " 3 " "	.80	
Cocoanuts—		
Porto Rico, extra fancy, 80 size.	3.75	
Jamaica, extra fancy, 100 size.	3.25	
Florida Oranges—		
Fancy Brights, 126-150.	3.00	-3.25
" " 176-200.	3.50	-3.75
" " 216-250.	3.25	-3.50
" " 288-300.	3.00	-3.25
Golden Russetts, 126-150.	3.00	-3.25
" " 176-200.	3.50	-3.75
" " 216-250.	3.25	-3.50
" " 288-300.	3.25	-3.50
Florida Grape Fruit—		
Fancy Brights, 36-46-66.	4.00	
" " 54-64-80.	4.50	
Russetts, 36-46-66.	3.50	
" " 54-64-80.	4.25	
Messina Lemons—		
Extra fancy, 300 size.	3.50	-3.75
" " 360 size.	3.50	-4.00
Choice, 300 size.	3.25	
" " 360 size.	3.25	
California Lemons—		
Extra fancy, 300 size.	3.75	
" " 360 size.	3.75	
Choice, 300 size.	3.25	
" " 360 size.	3.25	-3.50
Pineapples—		
Fancy, 18-24.	2.50	-3.75
Fancy, 30 size.	2.75	
Fancy, 36-42 size.	2.50	
California Oranges—		
Extra fancy Navels, 96-112.	2.25	-2.75
Extra fancy Navels, 126-150.	3.00	-3.50
Extra fancy Navels, 176-216.	3.75	
Extra fancy Navels, 250-288-324.	3.50	

## HORSE RADISH.

Tumblers, 10-e. size, 2 doz.	per doz.	.65
Tumblers, 8-e. size, 2 doz.	"	.45
Tumblers, 10-e., Lord's Prayer, 2 doz.	"	.85
Tumblers, 1st. cut glass, 10-e., 2 doz.	"	.85

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## INK.

Arnold's, black, 32.	per bottle	.48
Continental, red, 1 doz.		.30
" " black, 3 doz.		.25
Royal, black, 3 doz.		.25
Superior, black, 3 doz.		.25
Stafford, Commercial, 32.	per bottle	.60

## LAMP GOODS.

Lamp Chimneys—		
Per case of 6 doz.		
No. 6. No. 1. No. 2.		
Macbeth, Pearl Top.	4.50	4.50 5.10
Acme, Victor Top.	3.60	4.80 4.80
Pure Flint, Lustrous Top.	2.70	3.30 3.90
Crystal, Crimp Top.	2.10	2.70 3.30
No. 6. Tubular Lantern Globes.	5 doz.	2.75
Cold Blast.	5 doz.	3.75
Jumbo Chimneys, plain.		
per doz.		
doz., 107.	.75	.85
Banner Burners.		
No. 6. No. 1. No. 2.		
45	.55	.75
No charge for packages.		
Oil Cans—		
Per doz.		
1-gal., glass.	6.25	
1-gal., galvanized, Pearl.	1.90	
1-gal., Leanoz, spout.	5.50	
1-gal., " spigot.	6.50	
1-gal., Columbia.	7.00	
1-gal., Banner.	8.00	
1-gal., Climax, pump.	10.00	
1-gal., Home Rule, pump.	12.00	
Lanterns—		
No. 6. Standard.		
No. 6. Dash.		
Cold Blast.		
4.50		
6.50		
8.00		

## LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb.	1.50
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## LYE AND POTASH.

Banner Lye, 4 doz.		
Babbitt's Lye, 4 doz.		
Lewis' Lye.		
Red Seal, 2 doz.		
4 doz.		
3.75		
3.25		
3.25		
1.90		
4.00		

## MATCHES.

Double Dip Brands—		
Per case		
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots.	3.35	
Black Diamond, Dia. 5 size, 100 bxs., 4 cs.	3.00	
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.	4.25	
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75	
Crescent, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75	
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.	3.50	
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.	.95	
" " 2 1/2 gr. cs., 8 cs. lots.	2.35	
" " 5 gr. cs., 4 cs. lots.	4.70	
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs.	.85	
" " 3 gr. cs., 7 cs. lots.	2.55	
" " 5 " " 4 " "	4.25	
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50	
Parlor Brands—		
Per case		
Search Light, Dia. 5 size, 4 cs. lots.	4.25	
" " Dia. 1 size, 2 1/2 gr. cs., 8 cs. lots.	3.40	
" " 3 gr. cs., 7 cs. lots.	2.85	
" " 5 gr. cs., 4 cs. lots.	4.75	
Swift & Courtney, Dia. 5 size, 5 gr. cs., 4 cs. lots.	3.50	
" " Dia. 5 size, 144 bxs., 4 cs. lots.	3.75	
Chips, Dia. 5 size, 50/3 bx. pkgs., 10 cs. lots.	1.65	
" " 100/3 bx. pkgs., 5 cs. lots.	3.30	
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.	.93	
" " 3 gr. cs., 7 cs. lots.	2.70	
" " 5 " " 4 " "	4.50	
Doric, Dia. 1 size, 1 gr. cases.	.90	
" " 5 " " 4 " "	4.50	
Big Buffalo, Dia. B size, 144 bxs.	3.85	
Little Stars, Dia. L S. size, 10 gr. cs., 2 cs. lots.	3.80	
Vulcan, Dia. 5 size, 144 bxs.	4.20	
Safety Matches—		
Per case		
Three Noes, Dia. 1 size, 5 gr. cs., 4 cs. lots.	4.50	
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.75	
" " 6 " " 5 " " 4 " "	2.00	
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.25	
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50	
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs.	1.90	
" " 10 " " 8 " "	3.80	
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.	2.25	
Vulcan, No. 2, 50 gr. to case.	25.00	
" " less than 50 gr. to case.	.55	

## MINCE MEAT.

Atmore & Son—		
Extra Family, Seedless—		
Per case		
No. 5, 6 glass jars.	4.50	
No. 3, 6 glass jars.	3.10	
No. 18, 17 and 68, wooden pails.	per lb.	.13
Barrels, halves, quarters and kits.		.18 1/2
Family, Seedless—		
Per box		
No. 5, 6 wooden pails.	3.65	
No. 10, 6 wooden pails.	6.50	
Celebrated, Seedless—		
per lb.		
Bbls., 1/2 and 1/4.	.08 1/2	
Wooden pails, 18, 17 and 68 lb.	.09 1/2	
Wooden kits, Nos. 20-35.	.09	
Wooden kits, Nos. 20-35.	.08	
Keynotes—		
per lb.		
Bbls., 1/2 and 1/4.	.07 1/2	
Wooden pails, 18, 17 and 68 lb.	.08 1/2	
Condensed cartons, 3 doz. to case.	11.00	
Condensed cartons, 6 1/2 doz. to case.	11.00	
Barrels, 1/2, 1/4.	per lb.	.10
Wooden kits, Nos. 20-35.	.08	
Wooden kits, Nos. 25-40.	.10 1/2	

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Schimmel's—		
Bbls., 1/2 bbls. and 30-lb. kits.		
18 and 37-lb. kanakins.		
10-lb. kanakins, 6 to crate.		
5-lb. " 6 to crate.		
5-lb. glass jars, 6 to crate.		
Campbell's, 30-lb. pails.		
Mrs. Wells, bbls., 1/2 bbls. and 30-lb. kits.		
New Year, bbls., kegs and 30-lb. kits.		
Crescent, bbls., 1/2 bbls. and 30-lb. kits.		
National, bbls., 1/2 bbls. and 30-lb. kits.		
Southark, bbls., 1/2 bbls. and 30-lb. pails.		
Brick's Nonpareil Brand—		
Per lb.		
Bbls. 440 lbs., 1/2 bbls. 250 lbs., 1/4 bbls. 125 lbs., 1/8 bbls. 65 lbs.	.09	
Tubs, 70 lbs., 35 lbs., 18 lbs.	.09	
Charge for packages as follows: 70 lbs., 60c.; 35 lbs., 40c.; 18 lbs., 25c. Returnable if in good order.		
Tins, 5 lb., 1/2 doz. in crate.	Per crate	
Brick's Old Homestead—		
Per lb.		
Bbls., 28 lb. pails, etc.	.07 1/2	
35, 28 and 18 lb. tubs.	.08	
Packages not returnable.		
None Such—New Eng. Cond.		
Per case		
12 oz. pkge., per 1/2 gr.	2.90	
12 " " " 1/2 " "	5.75	

## OILS.

Steve Gasoline.	Per gal.	.15 1/2
Headlight, 190 test.		.11

## OLIVES.

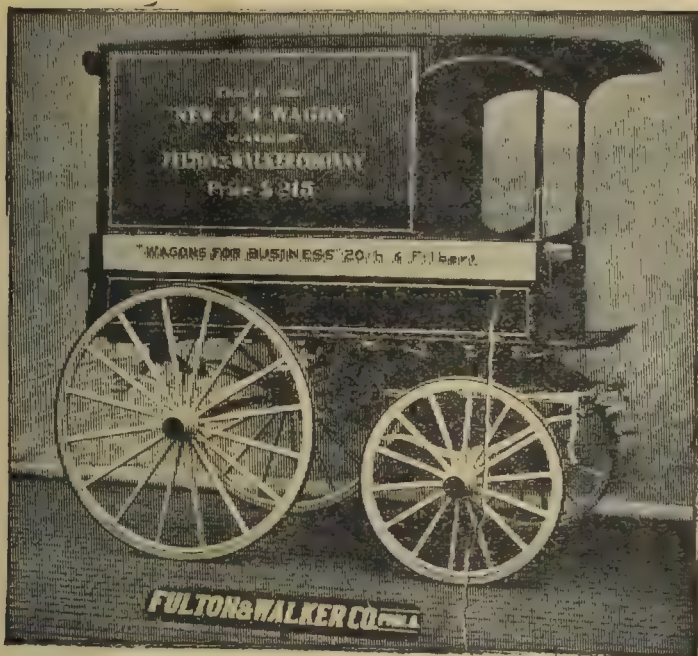
Extra Queen—		
Per doz.		
Imported, No. 10, 2 doz.	2.70	
" " 19, 1 " "	4.50	
" " 32, 1 " "	6.80	
" " 16, 2 " "	2.40	
" " 8, 3 " "	.90	
Cylidr., imported, No. 10, 2 doz.	1.45	
Fancy, No. 16, 1 doz.	2.30	
" " 14, 2 " "	2.20	
Special, No. 14, 2 doz.	1.50	
Stuffed—		
Per doz.		
Ring, 3 doz.	.90	
Fancy, No. 14, panel bottle, 2 doz.	2.25	
" " 10, " " 2 " "	1.40	
Olives in bulk—		
1 gal. pails. 2 gal. pails. 5 gal. kegs		
X.	1.35	2.65 5.65
XX.	1.45	2.85 6.15
XXX.	1.75	3.35 7.00
XXXX.	2.00	3.85 8.00
XXXXX.	2.40	4.20 10.25
Mammoth.	2.70	5.15 11.60
Kegs, large, 1 gallon.		1.60

## PURE OLIVE OIL.

Special importation, large, 1 doz. case.....	7.00
“ “ medium, 2 doz. case....	8.00
“ “ small, 2 doz. case.....	5.00
Trois Croix, French, 8-½ gal. cans, case.....	12.00
“ “ “ glass, small, 2 doz. case	
“ “ “ med., “ “	
Table and Cooking Oil—	
	Per doz.
Cottonseed, large, 1 doz.....	1.90
“ “ medium, 2 doz.....	.95
“ “ small, 2 doz.....	.48
Wesson's Cooking, 30—No. 1.....	Per case 7.00



## Don't Buy a Cheap Wagon



If you do, you'll remember this advice. A cheap wagon looks nearly as well in the factory as our "J. M.," but oh, what a difference in six months!

The "J. M." wagon is the best delivery wagon made. Only the finest materials go into it, and they're put together right, too.

If we haven't what you want, though we probably have, we'll build it for you.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS. PHILADELPHIA, PENNA.

The Blending and Roasting of Coffee is an art that can be acquired only through years of experience.

We have that experience, gained through nearly one hundred years of business life, and we give to you the benefit of our knowledge.

We send you the exact Coffee you buy and see that it is properly blended and roasted so as to insure the best results.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## Your Trade in Crackers

May not be as important as your trade in Coffee; but it can be largely and profitably increased if you will make a little more effort in favor of

## EXTON'S CRACKERS

Hand them out in a judicious manner to the extent of a pound or so occasionally



**To Taste them is to Buy**

Always the same EXTON flavor and a satisfactory profit for the dealer.

**A. EXTON & CO., = Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton-made Oyster and Butter Crackers stamped "EXTON"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## HERE IS YOUR QUESTION ANSWERED

Why put in Croft's Swiss Milk Cocoa when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, Croft's Swiss Milk Cocoa is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes



**CROFT & ALLEN CO.** Philadelphia PENNSYLVANIA



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Dressed Sheep and Lamb—	
Lamb, western, good.....	.14 - .15
"    culls.....	-.13
Sheep, choice.....	.10 - .12
"    medium.....	-.09

## BUTCHERS' SUNDRIES.

Fresh Steer Tongues.....each	-.75
Cow Tongues.....	-.50 - .70
Calf Heads, scalded.....	-.50 - .75
Sweetbreads, veal.....per pair	-.40 - .50
"    beef.....per doz.	-1.00
Calf Livers.....per lb.	-.25
Beef Kidneys.....per doz.	-1.00
Beef Livers.....	-.06
Ox Tails.....per doz.	-.50 - .65
Hearts, beef.....per lb.	-.03 - .05
Rolls, beef.....	
Tenderloin, beef, western.....	.15 - .16
Fresh Pork, loin, city.....	.15 - .16
"    western.....	.15 - .16

## DRESSED POULTRY.

Dry-pick all poultry. Leave head and feet on and entrails in.

Turkeys—	
Western, young hens, 8 to 10 lbs.....	.24 - .27
"    young toms, 15 to 17 lbs.....	.24 - .27
Old hens and toms.....	.24 - .27
Common to good.....	.30 - .32
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.42 - .45
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair.....	.42 - .45
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy.....	.42 - .45
Western, 4 to 4 1/2 lbs. to pair, fancy.....	.22 - .24
"    3 to 3 1/2 lbs. to pair, fancy.....	.22 - .25
"    fair to good.....	.18 - .20
Fowls—	
Western, fancy.....	.19 - .20
Heavy Roasters, 4 to 5 lbs.....	.20 - .22
Fair to good.....	.18 - .20
Old cocks.....	.15 - .16
Squabs—	
Prime, large, fancy.....	4.50 - 5.50
Mixed.....	3.00 - 4.00
Dark.....	1.75 - 2.50

## LIVE POULTRY.

Spring Chickens, nearby, 1 1/2 to 2 lbs.....	
Large Springers.....	.25 - .28
Fowls.....	.19 - .20
Roosters.....	.14 - .15
Ducks.....	.15 - .16

## SAUER KRAUT.

Barrels, 45 gals., Oakdale.....	6.75
Half barrels.....	
Kegs, 14 gals.....	2.70
3 lb. tins, cases, 2 doz. each.....per doz.	.85

## PLUM PUDDING.

Richardson & Robins—	
Individual size, 1/2 lb.....	.95
Round conical, with key, No. 1, 1 doz.....	2.30
"    "    No. 2, 1 doz.....	4.10
"    "    No. 3, 1/2 doz.....	6.30
"    "    No. 4, 1/2 doz.....	8.15
P. P. Sauce, No. 1, 2 doz.....	1.50
Atmore's Genuine English, seedless—	
Individual, 2 doz.....	2.10
No. 1, cans, 1 doz.....	2.30
No. 2, cans, 1 doz.....	4.10
No. 3, cans, 1/2 doz.....	3.35
No. 4, cans, 1/2 doz.....	4.00

## PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	
No. 32, jars.....	Per doz. .97 1/2
No. 4 1/2, toy pails.....	2.55
American, pure apple, tumblers, assorted slices.....	.88
Schimmel's, No. 10, tumblers.....	.83
National, No. 10, tumblers.....	.72 1/2
"    No. 6, tumblers.....	.49
Preserves—	
Schimmel's, pure, 30-lb. pails.....	Per lb. .13 1/2
National, 30-lb. pails.....	.09
Southwark, 30-lb. pails.....	.06
"    4 1/2-lb. toy pails, 1/2 doz.....	4.15
Fruit Butters—	
Apple, No. 32, jars.....	Per doz. .98
"    Southwark, No. 3, tins.....	1.00
"    No. 5, toy pails.....	2.70
"    30-lb. pails.....per pail	1.08
"    30 lb. crocks.....per lb.	.07 1/2
"    Schimmel's, 30-lb. pails.....	.06
Prune, 30-lb. pails.....	.07 1/2
Peach, 30 lb. pails.....	.07
Jams—	
Schimmel's, pure, jars, 2 doz.....	1.70
Southwark, assorted, jars, 2 doz.....	.93
Orange Marmalade—	
Hardley's, imported.....	1.80
Schimmel's, pure.....	1.65
Warrock's Guava Jelly—	
1-lb. tumblers.....	4.00
1/2-lb. ".....	2.25

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## DRUGS.

## Family Medicines.

Guaranteed Full U. S. P. Strength.

	5c. sz.	10c. sz.	50c. sz.
Castor Oil.....	.45	.83	1.25
Sweet Oil.....	.45	.73	1.05
Spirits Nitro.....	.45	.85	1.25
Spirits Camphor.....	.45	.85	1.25
Spirits Painters' Commercial.....	.45	.85	1.25
Paregoric.....	.45	.85	1.25
Glycerine.....	.45	.85	1.25
Syrup Squills.....	.45	.85	1.25
Syrup Rhubarb.....	.45	.85	1.25
Syrup Ipecac.....	.45	.85	1.25
Turlington Balsam.....	.45	.85	1.25
Golden Tincture.....	.45	.85	1.25
Tincture Arnica.....	.45	.85	1.25
Balsam de Malta.....	.45	.85	1.25
Bateman Drops, rd bots.....	.45	.85	1.25
Godfrey's Cordial, rd bots.....	.45	.85	1.25
Turpentine.....	.45	.85	1.25
Laudanum, 10c. size.....per doz.			.88
"    5c. size.....per doz.			1.95

5 per cent. discount in gross lots assorted.

Alum.....per lb.	.03
Borax, powdered, bulk.....per lb.	.07
"    lump, bulk.....per lb.	.06
Butter Color, W. & R.....per doz.	2.00
Bluestone, bulk.....per lb.	.08
Copperas.....	.01 1/2
Camphor, gum, 1-oz. blocks.....	.95
"    flakes, 50-lb. bbls.....	.03 1/2
"    less quantity.....	.03 1/2
"    Tar Balls, 50-lb. bbls.....	.03 1/2
"    less quantity.....	.03 1/2
Castoria, Fletcher's.....per doz.	2.80
"    Pitcher's.....per doz.	.75
Carbonate of Ammonia.....per lb.	.11
Epsom Salts.....	.08
Glauber Salts.....	.01 1/2
Gine, ordinary.....	.09 1/2
"    white.....	.20
Gum Arabic.....	.50
Haarlem Oil.....per doz.	.30
Husband's Magnesia.....	2.85
Jamaica Ginger, Hires', flasks.....	.90
Licorice, P. & S., sc. stick, imported, per doz.	.36
"    M. & R., 5-lb. boxes.....per lb.	.07
"    "    lozenges, 5-lb. boxes.....	.07
"    "    root, 5-lb. boxes.....	.11
Putty, 25-lb. cans.....per 100 lbs.	1.60
"    50-lb. cans.....per 100 lbs.	1.35
Petroleum Jelly, screw top, 5c. size.....per doz.	.35
"    10c. size.....per doz.	.75
Paris Green, 100-125-lb. kegs.....per lb.	.24 1/2
"    1/2-lb. packages.....	.29
"    1/4-lb. packages.....	.28
"    1-lb. packages.....	.27
Rosin.....	.04
Roach Powder, Omega, 4-oz. cans.....per gross	9.00
Roachsalt, 10c. size.....per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.06 1/2
"    granulated, about 100-lb. kegs.....	.06 1/2
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.55
"    100-lb. bags.....per 100 lbs.	2.35
"    less quantity.....per lb.	.03 1/2
Venetian Red.....	.01
Whiting.....	.02
Goff's.....	Per doz. 1.75
"    Cough Syrup, 25c. size.....	1.75
"    Herb Bitters, 25c. size.....	1.75
"    Oil Liniment, 25c. size.....	1.75
"    Sarsaparilla, 50c. size.....	3.50
"    Worm Syrup, 15c. size.....	1.30
"    Horse and Cattle Powder, 15c. size.....	1.30
"    Dyspepsia Tablets, 10c. size.....	.75
Iron Glue, McCormick & Co.—	
No. 5.....	.40
No. 10.....	.75
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder.....	.85
Root Beer.....	.80
Talcum Powder.....	.75
Triangular Quinine.....	.80
Quinine Capsules.....	.80

## Druggists' Sundries.

Acid Phosphate, Horsford's.....per doz.	4.15
Bath Brick, box 25 bricks.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.35
Tar, pints.....per doz.	.75
"    quarts.....each	1.00
"    gallons.....each	.30
"    1/2 bbls.....each	3.50
"    bbls.....each	6.00
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....per case	3.75
U. S. Nerve and Bone Liniment, 25c. size.....	2.00
McCord's Magic Medicine, 25c. size.....	2.00
"    50c. size.....	4.00
McCormick's Tasteless Chili Tonic, 25c. size.....	2.00
"    50c. size.....	4.00
McCormick's Watermelon Syrup, 50c. size.....	4.00
Reliable Brand Headache Powders, 10c. size.....	.75

## Extracts and Essences.

McCormick & Co., Bee Brand—	
Vanilla, Rose, Pistachio, No. 2 size.....	Per doz. .90
"    No. 3 size.....	2.00
"    No. 4 size.....	2.25
Almond, Apple, Apricot, Banana, Blackberry, Peach, Pear, Pineapple, Raspberry, Strawberry, Violet, No. 2 size.....	.85
"    No. 3 size.....	1.75
"    No. 4 size.....	2.00
Lemon, No. 2 size.....	.90
Orange, No. 2 size.....	.90

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Sauer's Flavoring Extracts—	
No. 1, Lemon and Vanilla.....	.45
No. 2, Vanilla and Rose.....	.90
No. 3, Lemon and assorted.....	.85
No. 4, ".....	2.00
No. 4, Vanilla.....	2.25
Assorted cases, Nos. 1 and 2.....	10.80
"    Nos. 1, 2 and 4.....	11.80
Bulk.....	
XXX Vanilla.....pts. qts. 1/2 gals.	
XX Vanilla.....1.50 3.00 6.00 12.00	
X Vanilla.....1.25 2.50 5.00 10.00	
Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Celery.....1.00 1.60 3.00 6.00	
Peach, Rose, Apricot, Violet.....1.50 2.75 5.50 10.00	
Orange, Banana, Pineapple, Almond, Raspberry, Pistachio, Nutmeg, Mace, Cherry, Strawberry, Fruit.....1.25 2.25 4.00 7.50	
Tea.....	7.00
Kitchen Queen—	
Extract Vanilla, No. 25.....per doz.	2.00
"    No. 2K.....	.80
"    No. X.....	.45
Extract Lemon, No. 25.....per doz.	1.75
"    No. 2K.....	.80
"    No. X.....	.45
Ingersoll's Flavoring Extracts—	
High Grade Vanilla.....	1.75
"    Lemon.....	1.75
Select Vanilla.....	.85
"    Lemon.....	.85
"    assorted.....	.85
"    small size.....	.45

## Liquid Rennet and Tablets.

Blair's Liquid Rennet.....	
"    Rennet Tablets, 3 doz.....	Per doz. 1.10
Shinn & Kirk's Liquid Rennet.....	.75
Hanson's Junket Tablets, 3 doz.....	1.30
"    ".....	.80

## CIDER.

Corson's—	
Barrels.....per gal.	.16
1/2 barrels, 28 gals.....per bbl.	5.00
Kegs, 14 gals.....	3.00
Bottled Cider—	
Duffy's 1842 Apple Juice, 1 doz. qts.....	Per case 3.50
"    2 doz. pts.....	4.00
Anchor brand Golden Russet, 1 doz. qts.....	3.75
"    2 doz. pts.....	4.25
Mott's brand Golden Russet, 1 doz. qts.....	3.75
"    2 doz. pts.....	4.25

## CHEWING GUM.

Adams', counter jars, 100 5c. packages.....	2.75
"    boxes, 20 packages.....	.55
Gee Whizz, 75 packs.....	.47
Fleur's Chiclets, 3 lbs., bulk.....	1.25
Spearmint, 20 packs, 100 pieces.....	.55

## RICE.

Extra Fancy Head, XXXX, 100-lb. bags.....	
Fancy Head, 100-lb. bags.....	Per lb. .07 1/2
Extra choice, 100-lb. bags.....	.06 1/2
Prime, 100-lb. bags.....	.05 1/2
Japan style, fancy, 100-lb. bags.....	.04 1/2
"    choice, 100-lb. bags.....	.03 1/2
Java, fancy, polished, 100-lb. bags.....	.05
B. Fischer & Co.—	



Fischer's, choicest head, 1, 2 1/2 and 3-lb. bags.....	.07 1/2
Queen Quality, fancy head, 1, 3 and 5-lb. bags.....	.06 1/2
Imperial, fanciest Japan, 1, 3 and 5-lb. bags.....	.04 1/2
Coronet, selected head, 1 and 3-lb. bags.....	.05 1/2
Cracked, head, 1-lb. bags.....	.04
Strictly pure uncoated, head, 1 and 3-lb. bags.....	.06 1/2
Naja, strictly pure uncoated, 1-lb. bags.....	.05

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East India, head, 1-lb. bags.....	.07 1/2
XXXX, fanciest head, 100-lb. bags.....	.07
Extra fancy head, 100-lb. bags.....	.06 1/2
Fancy head, 100-lb. bags.....	.06
Choice head, 100-lb. bags.....	.05 1/2
Head, 100-lb. bags.....	.05
Fancy Java, head, 100-lb. bags.....	.05 1/2
Extra fanciest Patna, 100-lb. bags.....	.07
Siam, Patna style, 100-lb. bags.....	.06
Choice screenings, 100-lb. bags.....	.03 1/2
No. 2 screenings, 100-lb. bags.....	.02 1/2
Extra fanciest Japan, 100-lb. bags.....	.03 1/2
Fancy Japan, 100-lb. bags.....	.03 1/2
Ordinary Japan, 100-lb. bags.....	.03

## SALT.

Worcester—	
Bbls., contain 280 lbs.....	2.30
"    60 5-lb. bags.....	4.00
"    22 14-lb. bags.....	3.75
"    30 10-lb. bags.....	3.75
"    115 2 1/2-lb. bags.....	4.00
Quick Freezing Ice Cream Salt, 50 6s to the barrel, 10 cent size bags list.....	3.00
Irish Linen, 250-lb. bags.....	2.30
"    56-lb. bags.....	.85
"    28-lb. bags.....	.35
Mermaid, quick-dissolving bathing salt, 30 10-lb. bags, in bbls.....per bbl.	3.00
Pretzel, 280-lb. bbls.....	2.40
"    180-lb. sacks.....	1.55
Cheese, 280-lb. bbls.....	2.40
Packing, 70-lb. cotton bags.....	.40
"    140-lb. cotton bags.....	.75
Ivory, dime size, 36 wooden boxes to case.....	2.50
New Ivory, 24 large cartons to case.....	1.50
Less than 5 bbls. the list net; 5 to 9 bbls., 5 per cent. discount; 10 bbls. or more, 7 1/2 per cent. discount may be allowed.	

## SALAD DRESSING.

Durkee's, large, 1 doz.....	
"    small, 2 doz.....	4.25
"    picnic, 2 doz.....	.95
Schimmel's, small, 2 doz.....	.90
My Wife's, large, 1 doz.....	2.30
"    small, 2 doz.....	1.50
Salder's, No. 8, 2 doz.....	1.40

## SAL SODA.

Bbls., 400 lbs.....per 1000	.80
Kegs, 150 lbs.....per 1000	.95
60-lb. boxes, bulk or granulated.....	

## SAUCES.

Lee & Fanning—		Per doz.
Worcestershire, quarts.....		7.50
"    pints.....		4.50
"    ½ pints.....		2.60
Salder's—		
Chili, No. 16, 1 doz.....		2.35
"    No. 8, 2 doz.....		1.40
Oyster Cocktail, No. 16, 2 doz.....		2.35
"    No. 8, 2 doz.....		1.40
Worcester, Campbell's, No. 8, 2 doz.....		.90
North of England, No. 8, 2 doz.....		.85
Chef, 2 doz.....		.75



Want to make your  
Customers grateful to you?



Most of them will be bothered with mosquitoes and most of them don't know how to drive them away. Tell them **Egyptian Deodorizer** will not only do that but it will drive away all kinds of insects and at the same time purify the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your customers about it and you will soon want more. A splendid profit which you might just as well have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Sells Because It Satisfies

Many times  
imitated but  
never equaled



One of  
the famous  
Three Leaders

**CHAS. W. YOUNG & CO**

Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

## Swift's Pride Cleanser

50 cans to the case  
Your cost **\$3.00**  
per case

Retails  
**10c per can**

Advertised nationally and  
sold from coast to coast,  
North and South.

Quality and efficiency  
make it repeat permanently.

Satisfaction and a good  
profit every can you sell.

Order from your  
jobber



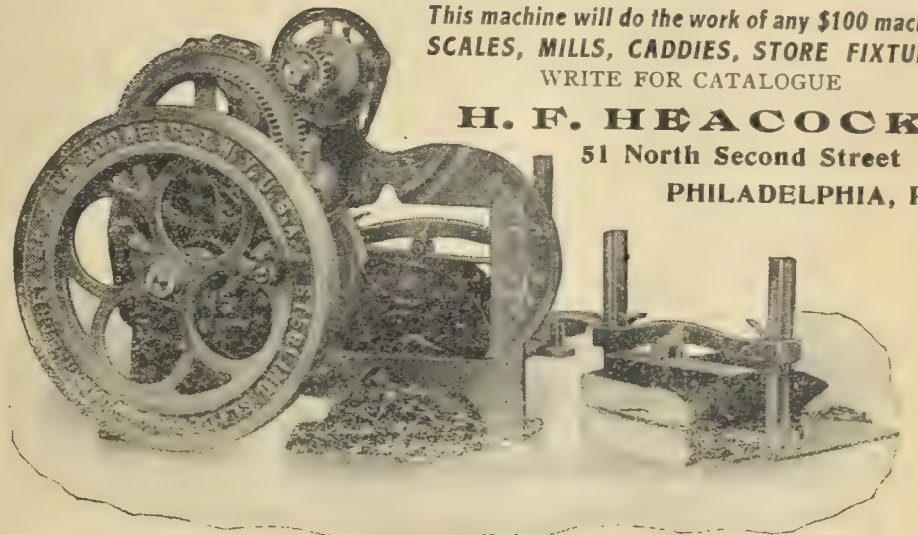
## Dried Beef and Bacon Slicer

This machine will do the work of any \$100 machine  
**SCALES, MILLS, CADDIES, STORE FIXTURES**  
WRITE FOR CATALOGUE

**H. F. HEACOCK**

51 North Second Street

PHILADELPHIA, PA.



No. 4

No. 4

## William B. Harris

**Coffee Expert for Uncle Sam,**  
**will be Coffee Expert for You**

Dealers from Maine to California are writing for  
information and samples. This spells progress.

**William B. Harris Company**

Coffees, Teas, Spices, Cocoa

167 Front St., New York







Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, June 6, 1910.

No. 23.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,  
AT  
927 Arch Street, Philadelphia.

TELEPHONES:  
Bell { Filbert 3286.  
      { Filbert 3287.      Keystone, Race 746.  
Private Exchange.

NEW YORK OFFICE:  
Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:  
825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR  
To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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## Sielcken Not Man Enough to Retract or Explain His Slander on Grocers

**New York Coffee Importer Also Controls "Lion" Package Coffee, and Grocers' Resentment Likely to Take Practical Turn. Refutation of His Charges in His Own Lion Coffee. Sielcken Flayed by Various Informed Coffee Men.**

As stated in the article published last week on "Herman Sielcken Liar or Ignoramus in His Testimony as to Retailers' Coffee Profits," proofs of the article in question were mailed to Mr. Sielcken about simultaneous with publication, with an offer to publish any answer that he might care to make. No answer came, however, and practically nobody expected that any would come. Mr. Sielcken is in an uncomfortable position before the trade of the United States. He has made a charge against retail grocers which he cannot possibly substantiate, and his only possible excuse is that he didn't know what he was talking about. This is a humiliating confession, and one that it takes a broad man to make—a broader man, apparently, than Mr. Sielcken.

Considering Mr. Sielcken's connection with the Woolson Spice Co., whose "Lion" package coffee he expects grocers to distribute, one would think he would hesitate before making any statements reflecting on grocers, especially statements false from beginning to end. The financing that attended the passing of the Woolson Spice Co. from the control of the Sugar Trust a few months ago was a little obscure, but it was announced at the time, and not denied, that Mr. Sielcken had bought it. He has therefore put himself in the position of denouncing retail grocers for getting a quarter for coffee that costs 7½ cents to import—which is an easily exposed falsehood—and in the same breath asking the victims of his slander to sell his Lion coffee. Whether they grant his request depends on how much backbone they have.

For refutation of his statements as to retailers' coffee profits, Mr. Sielcken needed to look no further than his own "Lion" coffee. "Lion" coffee is one of the cheapest package coffees on the market. It is mostly composed of the same No. 7 Rio which Mr.

Sielcken must have had in mind when he talked to the Senate Committee about coffee that cost 7½ cents to import. The wholesale price of "Lion" is 14½ cents per pound in 100-pound boxes, and the retailer sells it around 18 to 19 cents. If grocers could buy roasted coffee at 10 cents and sell it for 25 cents, as Mr. Sielcken says they do, would any of them have anything to do with "Lion," which costs 14½ cents and brings 19? As a matter of fact, any retailer can, and most of them do, sell a grade of bulk coffee much better than "Lion" at the same price or less. Possibly that is what inspired Mr. Sielcken to slur them as he did.

Meanwhile men who know the truth about coffee and who are not afraid to tell it, are multiplying evidences of the very serious mistake which Mr. Sielcken made in making such charges against the retail trade. The Finley Acker Co., of Philadelphia, who are specialists in coffee, thus treated the matter in an advertisement inserted in Philadelphia newspapers last week:—

### The Latest Joke

is that of a New York coffee importer who is accredited with testifying that the American consumer is forced to pay 25 cents a pound for coffee which costs the importer only 10 cents a pound roasted!

One humorous feature of this is that everybody who reads the advertising columns of the "Evening Bulletin" knows that for years we have been retailing the Brazilian coffee which he quoted, *not at 25 cents, but at 10 cents a pound, roasted.*

### Another humorous

feature is that we advanced the price of this coffee from 10 cents to 13 cents solely because the market price of the coffee had been arbitrarily forced up by a powerful syndicate which was mainly controlled by this same importer who made the above humorous statement!

### Another Joke—

is that the same importer took such a keen interest in the welfare of the consumer that he strongly urged the Government to impose a duty upon all coffees—the direct effect of which would have been the taxation of coffee drinkers to the extent of many millions of dollars—a large portion of which would logically have flowed into his own treasury as "unearned increment!"

### Another Joke—

which this coffee humorist played was in creating the impression that "coffee was coffee" regardless of whether it was carefully cultivated in the East India Islands and in Arabia with its resulting exquisiteness, or grown in Rio where rankness is its distinguishing characteristic. Therefore, if he quoted an average price for Brazilian coffee the public would infer that that represented the price of the choicest coffees!

He probably reasoned that because some do not know the difference in value between diamonds and rhinestones that others would fail to distinguish the difference in value between Rio and Java and other rare and exquisite coffees!

Nothing has been more generally talked about among the grocery and coffee trade than Mr. Sielcken's statements and nowhere has there appeared a single defender. Everywhere it seems to be agreed that he made a bad and wholly inexcusable break which he should be man enough to explain, defend or retract.

### Nationally Sold Brands Michigan Law Found Wanting.

**Michigan Dairy and Food Department Finds Various Nationally Sold Foods in Violation of State Food Law.**

The Michigan Dairy and Food Department sends the "Grocery World and General Merchant" a list of the food products which it has found in violation of the Michigan laws. Most of the articles listed are sold only in Michigan, but the following are nationally sold:—

No. 15,535, W-404.—Sample of "Maple and Cane Syrup." Manu-

facturer, New England Maple Syrup Co., Boston, Mass. Sample is a mixed syrup; label does not state percentage of ingredients other than maple.

No. 15,592, N-709.—Sample of "Golden Tree Syrup." Manufacturer, New England Maple Syrup Co., Boston, Mass. Label does not disclose percentage of ingredients other than maple.

No. 15,428, W-395.—Sample of "Pure Louisiana Cane Syrup." Jobber, S. W. Capple, Evergreen, La. Manufacturer's name not on label.

No. 14,776, W-381.—Sample of "Jam" (Fort Henry Brand). Manufacturer, McMechen Preserving Co., Wheeling, W. Va. Imitation jam artificially colored.

No. 15,031, I-744.—Sample of "High Grade Compound Jam—Pineapple" (Cedar Valley Brand). Manufacturer, New Wooster Preserving Co., Wooster, Ohio. An imitation fruit jam, not properly labeled.

No. 15,326, S-605.—Sample of "Parker House Jam." Manufacturer, McMechen Preserving Co., Wheeling, W. Va. Imitation fruit jam, artificially colored.

No. 15,427, W-394.—Sample of "Jelly" (Fort Henry Brand). Manufacturer, McMechen Preserving Co., Wheeling, W. Va. An imitation jelly, artificially colored.

No. 13,661, I-509.—Sample of "Pure Extract Lemon" (H. Brand). Manufacturer, Horton-Cato Mfg. Co., Detroit. Not up to standard.

No. 13,711, M-3.—Sample of "Extract Lemon" (Eclipse Brand). Manufacturer, Eclipse Extract Co., Cleveland, Ohio. Not up to standard.

No. 15,055, I-749.—Sample of "Extract of anillin and Coumarin" (P. & S. Brand). Manufacturer, Frank Tea and Spice Co., Cincinnati, Ohio. Not properly labeled, besides artificially colored.

No. 15,467, W-296.—Sample of "Compound Vanilla" (Artificial). Manufacturer, The Black Drug and Chemical Co., Akron, Ohio. Not properly labeled; artificially colored.

No. 15,501, I-801.—Sample of "Maple Flavor Crystal Mapo." Manufacturer, Western Maple Syrup Co., Los Angeles, Cal. Should be labeled as an "Imitation Maple Flavor."

## Government Gets Injunction Against Freight Rate Increase

**Advance in Rates Which Both Retail and Wholesale National Conventions Attacked Is Stopped at Suit of United States Government. Twenty-five Roads Accused of Conspiracy to Destroy Competition.**

The advance in freight rates which several railroads were to put into effect last Wednesday, June 1st, and which both the National Retail Grocers' Association and the National Wholesale Grocers' Association protested against at their recent conventions, was stopped by injunction last Tuesday, at the suit of the United States Government.

The scene of the action was Hannibal, Mo., and twenty-five

railroads were made the subjects of the injunction—all roads, in fact, which carry freight throughout the West. A list of these roads is as follows:—

The Missouri Pacific, Chicago & Northwestern, Chicago, Rock Island & Pacific, Chicago, Burlington & Quincy, Wabash, Chicago, Milwaukee & St. Paul, Illinois Central, Chicago & Alton, Atchison, Topeka & Santa Fe, Chicago Great Western, Missouri, Kansas & Texas, St. Louis & San Francisco, Quincy, Omaha & Kansas City, St. Paul & Des Moines, Minneapolis & St. Paul, Iowa Central, Fort Dodge,



**If you don't sell Rennet, could  
you sell it?**

**If you do sell it, could you sell  
more of it?**

If your answer to the first question is no, and your answer to the second is yes, or uncertain, then you'll be interested in **SHINN'S LIQUID RENNET**.

**SHINN'S RENNET** pays the retailer an even hundred per cent., but that alone isn't enough to make you sell it. Before you sell it be sure for everybody's sake it's the best rennet made. Go as far as you like in that; the further you go the surer you are to come back.

One point about **SHINN'S RENNET** is its scrupulous cleanliness. Without doubt it is the cleanest rennet made. But even that isn't enough of itself. Here's the main thing—it makes junkets, curds and whey in from two to five minutes—makes them rich and even—and it is guaranteed against spoilage.

There are hundreds of grocers who won't let any other rennet inside their stores.

**Shinn & Kirk**

**1400 Spruce Street,      =      Philadelphia**



Des Moines & Southern, Chicago, St. Paul, Minneapolis & Omaha, Elgin, Joliet & Eastern, Peoria & St. Louis, Chicago, Milwaukee & Gary, Minneapolis, St. Paul & Sault Ste. Marie, Kansas City Southern, Chicago, Indiana & Southern Railroad Company, The Western Trunk Line Committee.

The Government's petition charges unlawful combination and conspiracy to raise freight rates without due cause, which is interference with competition and in violation of the anti-trust laws. The gist of the offence is thus described: "To suppress all competition between them in respect to fares and charges, and unjustly and oppressively to increase rates and charges, and to establish and maintain unreasonable and arbitrary rates, which were to be greatly in excess of the rates and charges which

would have prevailed but for the unlawful combination and conspiracy of the defendants."

It is understood that the Government will make a similar attack upon the recently announced advance in sugar and coffee freight rates from Eastern points to the West.

In spite of the injunction, however, all the railroads doing a freight business in the East and Middle West advanced their freight rates on Thursday. These roads were not included in the injunction proceedings. The advances in the Middle West range from 6 to 31 per cent., and in the East from 3 to 20 per cent. The new rates become operative in the Middle West on July 1st and in the East July 5th.

## Teeth of Itinerant Jewelry Scheme Likely To Be Drawn

**Correspondent in Heart of Scheme's Section Says Banks Are Souring on the Promissory Notes Which Jewelry Concerns Have Fraudulently Obtained From Retailers and Transferred to Banks. If Jewelry Concerns Cannot Transfer These Notes Their Scheme Is Dead.**

Readers of the "Grocery World and General Merchant" are generally familiar with the itinerant jewelry scheme which has been repeatedly warned against in these columns. There are several concerns working this scheme in various parts of the country, some of them rated very high financially. They all use about the same methods, however. Their solicitors will ask permission of grocers and general storekeepers to place a case of assorted jewelry in the store. At the end of a given time, usually a year, if any has been sold, the merchant will be expected to pay for it. If none has been sold there is no obligation to pay anything. Practically never is this agreement honestly carried out. The jewelry, when it arrives, is always cheap, poor stuff that nobody with any self respect can sell. Furthermore the merchant is always asked to sign what are spoken of as "acceptances," but which are really promissory notes. As soon as it has the notes in its hand the jewelry concern turns its back on its agreement

and transfers the "acceptances" to somebody else, often a bank. The bank goes after the merchant when the notes fall due and can collect because the notes are held by a third party, and the defence which the merchant might have against the jewelry schemer could not be used.

Naturally, if in some way the jewelry concerns could be prevented from transferring the notes, the teeth of the whole swindle would be pulled, for they would not dare sue the defrauded merchant themselves, since very often he would have a perfect defence against them. Only by using the technical rule of law above described can they get their money.

During the week the "Grocery World and General Merchant" has received from a correspondent who is thoroughly conversant with these jewelry schemes, some information which shows that the banks that have been used as cat's-paw for the jewelry concerns are likely to refuse to accept any more of the notes thus transferred. The letter comes

from Iowa City, Ia., which is a hotbed of jewelry swindles. In part it is as follows:—

You have no idea of the stir up there is in Iowa City on account of so much trade paper being turned into the banks here, which was taken by certain houses which have a great deal of trouble with the retailers throughout the country. The banks and capitalists have awakened to the fact that it is not popular to take such paper.

The skin-game jewelry houses of this country are having pretty hard sledding of late. Most of them would be compelled to go out of business if they could not sell, discount or borrow on their trade paper which they get from retailers. As soon as the banks and capitalists refuse to take this paper, they will be up against it financially; a position which is hard to overcome. Banks and financial men are just beginning to discover that the paper they have been taking is not what they had an idea it was.

Without doubt if anything happens to compel the jewelry concerns to hold the notes they fraudulently obtain from retail merchants until maturity, the entire scheme will be as dead as a door nail.

Another case based on a jewelry scheme was decided by the Pennsylvania Superior Court last week. It was brought by the Rhode Island Manufacturing Co., of Chicago, a jewelry concern, against one Herman Haupt, a Philadelphia retailer. The jury in the lower court awarded the jewelry concern \$363.20, but the higher court reversed. The Rhode Island Manufacturing Co., incidentally, also has headquarters at Iowa City.

In this case Mr. Haupt discovered soon after he signed the contract that he had been done and shipped the jewelry back. The court held that he had a right to do this. In this case the jewelry concern had to bring suit itself for there was no promissory note signed.

### Pennsylvania Jobbers Testify Before Senate Food Committee.

Officers of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware Combat Statements Made in Previous Evidence That Middlemen Are Responsible for High Cost of Living.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 3, 1910.

Several representatives of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware appeared before the

Food Investigating Committee here yesterday to present testimony regarding the high cost of living. The real object of the hearing was to answer some of the reflections made before the committee as to the profits of the middleman.

Those who appeared were Robert G. Bursk, of Philadelphia, president; R. M. Graves, of Philadelphia, secretary; Horace G. Kurtz, of Reading, Pa., vice-president; Francis B. Reeves, Jr., of Philadelphia, treasurer; J. H. Blackwell, of Trenton, N. J., and W. H. Luden, a manufacturing confectioner of Reading. The consensus of the testimony was that the jobber had nothing to do with the high cost of living, which, according to Mr. Reeves, was largely due to the demand on the part of consumers for more and better service. Mr. Bursk also emphasized the fact that his association was opposed to all combinations in restraint of trade. Samuel H. Clement, of Philadelphia, counsel for the association, also spoke, contending that the jobber's net profit did not exceed 2 per cent. on many articles.

HOLT.

### Investigating Elgin Butter Board.

Federal Grand Jury investigation of the fixing of butter and egg prices in Elgin and Chicago was begun in Chicago last Wednesday. A number of commission merchants have been subpoenaed to testify. The Grand Jury inquiry is the result of an investigation made recently by Attorney-General Wickersham.

### COFFEE FOR THE 400

"Four hundred Coffee" is the name of a Blend that will bring customers to you and keep them coming. No one can drink it without praising it. It is known to many people as "The Clean" Coffee because of the trouble and expense we go to to get out every particle of dust and dirt before we put it in air tight cans, to keep it out.

**GITHENS, REXSAMER & CO.**

15 and 17 S. Front St., Coffee Plant  
40 and 42 S. Front St., Office, Phila.

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Trade-Mark Registration  
General Practice



# THIS IS THE TIME

to tell your customers about  
**Shredded Wheat**  
 and Strawberries

a delicious, wholesome, nourishing combination for the Summer days when the palate is tired of heavy meats and soggy pastries.

You have the Biscuit and the berries. Educate your customers. They will thank you for reminding them of such a healthful, nourishing, appetizing Summer dish.

Heat a Shredded Wheat Biscuit in the oven to restore crispness, then pour the berries over it; serve with milk or cream and sweeten to suit the taste.

If your customers like Shredded Wheat and strawberries they will like Shredded Wheat with raspberries, blackberries, peaches, sliced bananas or any other fresh fruits.

The Shredded Wheat Company, Niagara Falls, N. Y.



## Your Horse Is Out of Order More Than This Car

Possibly you hesitate to buy our **Model A Delivery Car** because you think it liable to get out of order. How often is your horse out of order? Oftener by far than our car, because the **Model A** is the simplest auto delivery car made. A boy can run it, a boy can keep it running.

This all comes from the fact that it has so few parts—no parts at all, in fact, that require much attention. And it runs like a bird flies—smooth and quiet; that too comes from the absence of the gears, valves and springs that make a car both noisy and delicate.

This car is sold at a price so moderate that you *can't* afford to be without it if you deliver goods at all. Write for catalogue.

**KEARNS MOTOR CAR CO., Beavertown, Pa.**

# BURK'S MEAT LOAF

Seasonable Throughout the Year

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can also be served cold for luncheon or warmed in the oven in one piece to take the place of a roast.

**MEAT LOAF** was originated by us, now imitated by others, but none equal to Burk's, which is prepared from only the choicest materials.

# BURK'S PASTRY LARD

IN ONE-POUND PRINTS

This Lard is open kettle rendered, absolutely pure and prepared in the most careful manner from the fat of young corn-fed pork. It contains no stiffening and as none of its original properties have been extracted, it is rich in oil and especially adapted for fine pastry.

Wrapped in parchment paper, resembling in size and shape a pound print of butter, making a clean, sanitary and ever ready package.

Particularly desirable at this time as the unusually high price of lard causes many housekeepers to buy it in smaller quantities than the customary three and five-pound can.

Economical for the dealer, as it saves all draughts and possible overweight during a rush or through the indifference of clerks, and makes unnecessary the use of wooden trays and similar contrivances.

Made additionally attractive by the use of the blue and white label which makes Burk's products so distinctive wherever displayed.

**LOUIS BURK**  
 Girard Avenue and Third Street  
 PHILADELPHIA



# WITH THE EDITOR

The National Wholesale Grocers' Association realizes that the subject of weights and measures will have to be settled or adjusted in the very near future. From many standpoints it is a mooted question. Bitter competition is the cause of innumerable short weight frauds, and will be the cause of more if in some way it is not moderated. Manufacturers of package goods are renouncing all standards of weight and measure and packing their goods in "packages" which can mean anything. Recently the laws of the United States Government and of various States have shown a tendency to insist that the net weight or measure of package goods be placed upon the label, and so the subject is coming up in various ways.

The National Wholesale Grocers' Association adopted a number of resolutions on the subject of weights and measures which bear the earmarks of careful and intelligent preparation. Summarized, these resolutions were as follows:—

First.—Comprehensive statute establishing the most complete and right standard for weights and measures of all kinds and denominations and covering all known classes of commodities.

Second.—A statute providing for a State sealer and superintendents of weights and measures, with sufficient assistants, local deputies and inspectors to cover the entire State, district or territory, and to enforce with perfect thoroughness the weights and measures laws of the particular jurisdiction.

Third.—A rigid law providing severe punishment for the use of false weights or measures and false or incorrect scales with strict provisions for sealing.

Fourth.—A comprehensive statute to punish the sale or delivery of a short weight or measure of any product.

Fifth.—A statute making it a crime fraudulently to sell or to deliver a less quantity of any food or commodity whatever than the purchaser is charged for.

Sixth.—A statute forbidding the delivery or sale of gross weight or measure branding provisions different by the buyer and absolutely requiring delivery of the full weight or measure of the commodity itself ordered by the purchaser, without under any circumstances whatever, including the wrappings or container as a part of the weight or measure of the product, unless so understood by the buyer.

Seventh.—A statute requiring that if the weight or measure be branded

upon any product it must be true, correct and net.

Eighth.—Opposition to all statutes containing compulsory weight or measure branding provisions different from the weight or measure branding provision of the National Food and Drug Act, June 30, 1908, upon the ground that the weight and measures of States hereinbefore recommended will, if properly enforced, meet the evils of which the advocates of compulsory weight branding bills will complain, and for the reason that a compulsory weight branding bill is impracticable, in operation works the greatest injustice to the manufacturer and merchant, and does not protect the consumer from the evils in question, and raises the cost to the consumer.

Ninth.—Urging the prosecution under the common law and the criminal statutes of our various States of any manufacturer, wholesaler or merchant who sells short weight or measure goods, goods in false bottom packages or containers or fraudulently packed food products of any kind.

There is here outlined an ideal system, and either this or some other equally adequate plan must be adopted, in the writer's judgment, very shortly. That a purchaser is entitled to get all that he buys is a self-evident proposition. He is also entitled to get all that he is led to think that he buys. That he thinks, with some reason, when he buys certain package goods that he is buying more than he actually is, is also true. The present exceedingly loose system of controlling weights and measures does not completely satisfy any of these propositions and it is high time that one is found that will.

Here is a newspaper fragment from the week's news which is worthy of passing thought:—

## SHOOTS NEIGHBOR FOR GROCERY BILL

Lima, Ohio, May 28.—Because his neighbor, whom he had known for fifty years, refused to pay a grocery bill of \$35, Sam Ferguson, 66 years old, a Civil War veteran, shot him dead on his doorstep to-day.

Richard McGriff, the dead man, was 63 years old and a lifelong friend of Ferguson. The latter explained his act to the police by stating that he was drunk at the time.

Possibly it goes without saying that if the pistol could be introduced as a method of collection, the percentage of bad debts would fall to zero. And without

in the least justifying the use of the weapon in this case, it is easy to understand the overmastering exasperation which reddens the mind of a man who has supplied the very necessities of life to some careless dead beat who, having eaten them, laughs in his face when asked for the price. The thought that the law sanctions such outrages is calculated to inspire—or at least create the desire to commit—some act which shall take the law into one's own hands.

A well-known canned goods packer sends the "Grocery World and General Merchant" a letter in which occurs the following:—

The writer passing through Gimbel Brothers' grocery department this week noticed they had several counters filled with different kinds of canned goods, such as corn, peas, and tomatoes; offering them at very reasonable prices from 5 cents to 6 cents per can. He happened to meet their canned goods stock clerk and inquired if the low prices were moving the goods very fast. He said they were to some extent, but not as much as they should. I inquired the reason. He answered, you would be surprised at the number of people who condemn canned goods, saying they are not clean and are packed with preservatives. Others say, tomatoes cause cancer, so from the above you can see the necessity of disabusing their minds on these different objections.

Only a few days ago the writer hereof has encountered another illustration of the delusion regarding the purity of canned goods which exists in high places. Recently a lady who has long been compelled to rigidly diet visited the writer at his home. When she refused some particularly delicious canned peas and was asked why, she replied that "Dr. Shoemaker had told her not to eat them, as *canned peas contained preservatives*." The Dr. Shoemaker mentioned is Dr. John V. Shoemaker, president of the Medico-Chirurgical College of Philadelphia, a celebrated writer on medical subjects and a specialist on stomach disorders. The truth of his statement is not debatable—it was a flat falsehood, innocently told, of course, but still fatal in its effects upon whoever heard it. The fact is that

not for at least five years, if ever, have canned peas contained preservatives, yet the same old lie is to-day being uttered by how many medical ignoramuses!

The National Canned Goods Association has been almost incredibly stupid in their method of exploiting canned products. They have sought to win over consumers who are prejudiced against canned goods, many of them having been prejudiced by their own doctors. No matter where they got it, the prejudice against canned goods is wrong and can easily be exploded. Wouldn't it be logical to seek out the source of the prejudice and work to remove it if possible? The canners haven't seemed to think so. In full knowledge that doctors all over the country are advising their patients exactly as Dr. Shoemaker advised his, they have not even approached the doctors, but have stupidly kept after the consumer in a wooden-headed—and self-interested—endeavor to offset disinterested, if ignorant, medical advice!

In spite of the unquestionable fact that the food laws have stamped out the most grievous frauds of the food adulterator, there

occasionally crops out a case which indicates that the business still holds a few men who are either fools or knaves. Closely in point is the case brought by the United States Government against Bennett, Sloan & Co., very well known spice manufacturers of New York City. The matter is reported in another column as "Judgment No. 297." Bennett, Sloan & Co. shipped into Pennsylvania a consignment of goods labeled "Crown Brand Pure Pepper." The Government in some way became suspicious of it and found, upon analysis, that it was not pure as claimed. They accordingly brought criminal action against Bennett, Sloan & Co. on the charge that their pepper was a "mixture of pepper, sand and ash." The New York concern wasted not a minute in



pleading guilty and the court imposed a fine.

It seems almost inconceivable that after several years of food laws there could be found even a small rogue with sufficient hardihood to adulterate pepper with sand. That such a concern as Bennett, Sloan & Co. would plead guilty to doing it is remarkable and deplorable.

#### Pennsylvania Alum Baking Powder Decision Reversed.

Clearfield County Court That Recently Found Alum Baking Powder Illegal Now Sets Verdict Aside. Decides Alum in Baking Powder Not Sort of Alum Law Meant. Decision Not Important, as All Manufacturers Have Substituted Phosphate for Alum.

The Clearfield County (Pa.) Court, on Thursday last, reversed its judgment in the recent case brought by the Food Department to prevent the sale of alum baking powder in Pennsylvania. At a trial of the case several months ago the jury found the defendant, Meyer Gross, a Harrisburg grocer, guilty. This was equivalent to a decision that

alum baking powders were illegal under the food act of 1909.

The defendant applied to the same court that tried him for arrest of judgment and new trial, and the court has now decided in his favor. The decision was mainly on the ground that the alum used in baking powder was not the alum meant by the food law.

The decision has no bearing upon the cases pending against pickles containing alum. These are to be brought up for trial on June 14th. And as a matter of fact, it is not important even as to baking powder, because all manufacturers have long ago substituted phosphate for alum and probably will not go back no matter what the law does.

Florida tomatoes show an advance. Mississippi fruit, which should be coming along by now, are late on account of bad weather down there, and Florida tomatoes of good quality are now quoted at \$2.25. The supply of Floridas is also curtailed by the dry weather. The demand is good.

## Increase Your Trade Fourfold

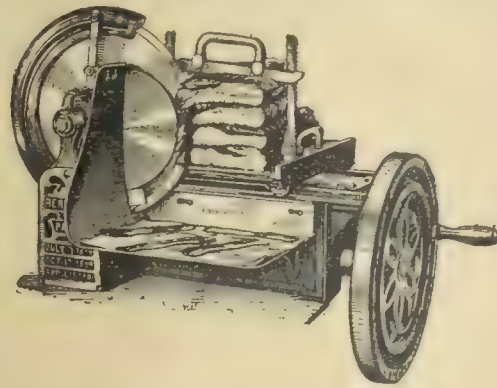
Oakmont, Pa., May 23, 1910.

American Slicing Machine Co.,

Gentlemen:—We simply could not get along without the American Slicing Machine. It has increased our bacon sales fourfold, and has doubled our boiled ham sales. Our sales on dried beef amounted to almost nothing, but now we sell from twenty to twenty-five pounds per week, and

our sales in all these meats are steadily increasing. People who did not trade with us previously, come here now for their sliced meats because we can slice it just to suit them.

(Signed) Jas. G. Foster



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American Slicing Machine—increased business, increased profits, satisfied customers.

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## The New York Letter

**Chocolate Decision Will Cause Trouble, Say Manufacturers.  
Progress of Short Weight Campaign. Fairbank Company  
Goes Back to Old Plan. Summarized Market Conditions.**

Special Correspondence of "Grocery World and General Merchant."

New York, June 2, 1910.

Chocolate manufacturers and confectioners agree that the recent decision of the Pure Food Commission in prohibiting the use of shellac or other gums on chocolate is going to cause a lot of trouble in the trade if it is enforced to the letter. When visited by your correspondent, several of the manufacturers had not heard of the new ruling and those who had heard of it were doubtful as to its meaning.

The manufacturers say that it is necessary to coat chocolates with some hard substance or they would stick to the package and people could not conveniently handle them.

When the notice of a hearing was sent the larger manufacturers who used gum benzoin considered themselves safe, as it was thought that the Government was interested only in the use of shellac on chocolates, so that the decision forbidding the use of all gums comes as a complete surprise to the trade.

One of the largest manufacturers told your correspondent that he saw no harm in the use of gum benzoin. The Government objected not to the use of the gum, but to the method of preparing it in alcohol. It is claimed that a percentage of the alcohol must cling to the gum and so be put on the chocolate and that this is against the spirit of the pure food law. The manufacturers say that the percentage of alcohol remaining in the gum when it is coated on the chocolate is so small that it cannot be harmful.

The practice of varnishing pure chocolates and chocolate coated candies with shellac and gum benzoin began years ago when the Pennsylvania pure food law was passed. This bill prohibited the use of flour which, up to that time, had been used for keeping the chocolate hard so that it could be handled without soiling the hands nor clinging to its wrappings.

Just what substitute the manufacturers will use, if any, is not yet known, but as soon as the trade has been officially notified it is probable that the manufacturers will try to find a new process with which to overcome the present difficulty.

\*\*\*

This week the crusade against short weights and measures, mentioned in prior letters, has led to the appointment by the Mayor of a new chief of the Bureau of Weights and Measures. The retail grocers' associations had a candidate in Ellwood Hanson, the Brooklyn deputy of the Bureau, who has been for several years the secretary of the United Retail Grocers' Association of Brooklyn. Other civic bodies also endorsed Mr. Hanson.

The Mayor intrusted the position, however, to a popular newspaper man and lawyer, Clement J. Driscoll, who is expected to bring the Bureau up to a high degree of efficiency.

The evidence obtained by Acting Chief McCoy and Deputy Hanson against numerous retailers accused of defrauding customers by short weights and measures, mentioned in the letter of a week ago, has been used as the basis for a large number of legal proceedings. As is customary, criminal cases are brought when the offense seems flagrant, and in the other instances civil proceedings are begun for the recovery of a penalty.

Complaints have accordingly been filed in 94 civil cases which are to be tried June 13th in the first municipal court of Brooklyn. In more than 100 other cases referred by the Bureau to the Corporation Counsel, there will be no prosecution because the evidence is not sufficient. All these cases are in Brooklyn and this led officials to say that 30 per cent. of Brooklyn's retailers have been cheating their customers, but this is regarded by some as an exaggeration.

Among the dealers who have been summoned are proprietors

of chain stores, large and small grocers, butchers, peddlers, fish, coal and fruit dealers.

Nearly a hundred cases against milk dealers for giving short measures were dropped during the week by the Corporation Counsel, as he did not think that the city could win in the courts.

The members of the Brooklyn Grocers' Association talked about the agitation over short weights at their last meeting. Several expressed the opinion that the newspapers, in recent references to the subject, exaggerated the evils.

Secretary Hanson said that in his opinion 70 per cent. of the Brooklyn grocers are thoroughly honest, but those who are not should be exposed. President Lohman said that the finest wedding present is a reliable pair of scales which would enable the young housewife to test her grocer's honesty. He said that the short weight problem would soon be solved if a first-class pair of scales were given to every housewife.

Victor Brandes argued that the wholesalers should be watched as well as the retailers. "We consider ourselves lucky when the wholesale sugar dealer gives us 100 pounds of sugar in the sack," he said. "When we weigh a bag of sugar we generally find that we are two pounds short. I have yet to buy a tub of butter that is one pound over, but many are under weight. A bag of oats is supposed to weigh 80 pounds, and while I have never yet found a bag that weighed 81 pounds, I have found many that weighed only 79. A box of prunes is usually short of weight when it gets to the retailer."

H. Bischoff, former president, said that people are getting the false idea that retail grocers make exorbitant profits. He said:—

"Over 50 per cent. of the men who are in the grocery business in this city to-day would be glad to make \$18 by working for somebody else. Why should retail grocers be treated as rascals and thieves while the plumbers and the department stores make more money than we do and escape criticism. They don't do business on a 5 or 10 per cent. basis. "Much has been said about the grocers selling butter on wooden plates; if we do not weigh them, we must give them away."

The N. K. Fairbank Co. yesterday sent a notice to the jobbers in this State and New Jersey withdrawing the quarterly cash rebates, thus returning to the policy pursued prior to July last. The jobbers are also notified that they must maintain the selling price to retailers and any violation of terms is to subject the offender to a penalty of \$50. For a second violation \$100 is to be collected.

\*\*\*

A party of retail grocers from the Pacific, who after attending the convention at Springfield are now touring the Eastern States visited this city last week. The party was entertained by the Fleischmann Co. on Wednesday night at a dinner at the Broadway Central Hotel and a theatre party at the Broadway Theatre.

Frank B. Connolly, one of the party, in speaking of conditions on the Pacific Coast, said that the reckless competition in that section has taken the profit out of the grocery business. "Many articles," he said, "we have to sell at a loss in order to keep our trade. On butter, sugar, eggs, flour and packing house products, we never make more than 10 or 12 per cent. and it costs us 17 per cent. to handle them. With bottles and canned groceries it is the same way.

"The remedy cannot come through a combination of grocers, as that would be in violation of the Sherman law. But what we want is for the manufacturer to put a retail price upon his products, a price that will allow a small, but fair profit to the retailer."

\*\*\*

A remarkably big sign advertising the "Yours Truly" brands has been installed on the top of a building close to the terminal of the Brooklyn Bridge, a most conspicuous position. The advertising campaign for this brand seems to be more energetic as yet in Brooklyn than in New York. The soaps to be put up under this label have not yet reached the retailers.

Several specialty manufacturers met in a little group to-day and talked over the report that the United States Steel Corporation is to eliminate the jobbers in the steel trade. It was suggested that if the steel corporation succeeds, the food manufacturers



No Springs



**70,000**  
NOW IN USE

105 Styles and Sizes  
for all kinds of Stores  
PRICES \$37.50 UP

AFTER NINE YEARS' TEST AND ITS ADOPTION BY THE  
WORLD'S GREATEST MERCHANTS

# THE TOLEDO SCALE

IS NOW THE RECOGNIZED STANDARD

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by Temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

J. G. McCrorey & Co. use 100 Toledo Scales in  
their various 5c. and 10c. stores, and say:

"The Toledo Computing Candy Scales in use in our various stores have proven to date  
eminently satisfactory."

"The figures given by our Mr. Shaw in his statement of November 5th would indicate that  
the scales in use in our Washington Store are saving us about 75 cents per day per scale and are  
giving to our trade correct weight on every draft.  
J. G. McCROREY & CO.

Scales of all makes taken in exchange, rebuilt and for sale cheap. Send for Catalogue, Free.

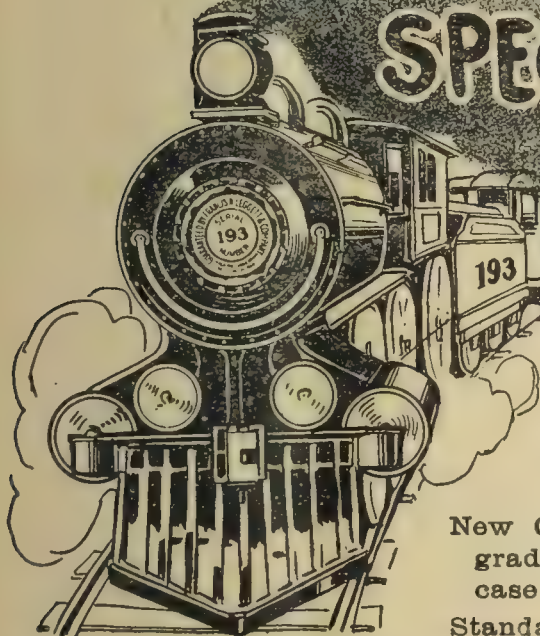
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## SPECIAL MAIL ORDER SERVICE



*We don't give you the  
Service of Boys.  
An experienced Grocer  
takes care of your  
wants, and he does it*

**Right!**

New California Asparagus. Un-  
graded. No. 2½ tins, 2 doz. to  
case . . . . . per doz., \$ .85  
Standard Early June Peas. Extra  
Maryland pack, No. 2 tins, 2 doz.  
to case . . . . . per doz. .67½  
Green Split Peas in 1 bushel bags . . 3.05  
California Prunes, Coast packed,  
80-90s, 25-lb. boxes . . . per lb. .04½  
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lb. boxes . . . . . per lb. .07½

A limited quantity of No. 4 tins (¼  
kilo gross) Penns Grove Brand  
Caviar, 5 doz. to case . . . per doz. 4.75

We bought this entire lot of the Russian Caviar Com-  
pany, and when it is sold there will be no more obtain-  
able at such a low figure.

Norwegian Fat Herring in Bouillon  
in oval tins, 14-16 fish to tin, lightly  
smoked, roll top key opener, each  
tin wrapped, 100 tins to case. . . . . per case 7.50

High-grade Portugal Sardines, small  
Dingley ¼s, 18 m-m, 8-12 fish to tin,  
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tin with roll top key opener, 100  
tins to case . . . . . per case 7.50

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# FRANCIS H. LEGGETT & CO. NEW YORK

PROPRIETORS OF PREMIER BREAKFAST COFFEE AND PREMIER AFTER DINNER COFFEE

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





will be encouraged to do likewise. But the elimination of the grocery jobbers has been suggested before and they are not worried.

#### SUMMARIZED MARKET CONDITIONS.

There is a good jobbing demand for Brazilian coffees, but Rios are still rather heavy. Santos is firm and holders refuse to make concessions, as they say that as there are still four weeks before the renewal of shipments from Brazil, the demand from the country will increase soon. Mild grades are quiet, no sales of importance being noted. Shippers hold out for higher prices on Maracaibos than dealers are willing to pay. Bogotas are dull. Mexicans are in fair demand with prices firm on account of the short crop.

Reports from the primary points give the prices on the new crop of teas as exceptionally firm and a little higher than last year. Some dealers say that this indicates a small crop, but others think that the strong competition for supplies is the real cause. The supplies of teas here are not large so that prices are firm, although there is only a routine jobbing demand for all lines.

The refiners are not buying much raw sugar, distressed lots being the only things that seem to interest them. Prices are firm, however, at previous level.

Business in the refined sugar market was a disappointment to dealers this week. It was expected that with the warmer weather and the holidays the demand would increase on account of the increased sale of ice creams and soft drinks. Not much business is being done, but the refiners are not pushing sales, as a quiet refined market helps them to buy cheap raw sugar.

There was a sharp drop in the flour market early this week in accord with the heavy decline in wheat. Millers are willing to accept almost any fair bid and even a very low one will be considered. Few sales are being made, however, as buyers think that still lower prices will prevail and so are trying to tide over with their present supplies.

Canned tomatoes are in good demand with prices firm. Packers are throwing down bids which a month ago they would

have jumped at. Jobbers are buying in fair quantities and have abandoned to some extent the practice of buying from hand to mouth, which has been prevailing so long. Corn is firm and in far demand. There is not much of a demand for peas, but prices are well maintained.

The demand for California canned peaches continues. Little interest, however, is shown in the 1910 pack, although advices from the coast are firm. Southern peaches are in good demand and the supply is barely large enough to fill orders.

Butter continues firm at 29 cents for the best grade. Jobbers are buying in pretty large quantities,

but a great deal of the arrivals is going into storage on receivers' accounts, as it cannot now be sold at a profit. The usual speculative demand is absent this year, the prices being too high to suit the New York dealers. Firsts are in good demand at 28 cents and of late second have been receiving more attention. These can be bought at 27½ cents.

There is no change in the egg market. The best grades are selling at 24 to 26 cents, but the market is rather weak. The receipts continue heavy and the demand is not very large. Western eggs are quoted at 21 to 23 cents.

FRED. A. MCGILL.

## Canned Goods Men Call Down Marion Harland

**Well-known Writer on Household Topics Accused of Misrepresenting Canned Goods Purity. Disproves Claim That Canned Goods Contain Preservatives.**

The National Canned Goods Association is watching like a hawk for any falsehoods or misrepresentations about canned goods, no matter from how high an authority they may come. The facts as to some of these have been published in the "Grocery World and General Merchant" and there will doubtless be others from time to time. The latest call-down administered by the association was to no less a personage than Marion Harland, one of the best known writers on household subjects in the United States. Secretary Frank E. Gorrell, of the National Association, sends the "Grocery World and General Merchant" a copy of the letter sent to Mrs. Harland, from which the following extracts are taken:—

The attention of the Bureau of Publicity of the National Canners' Association has been called to an article of yours which appears in a recent issue of the "Chicago Record-Herald."

The article in question indicates that you have an incorrect idea about the preservation of fruits and vegetables in tins.

Unfortunately, as your correspondent indicates, a prejudice has been allowed to grow in the last few years against the use of canned food, because of there being a possibility of preservatives. It is still more unfortunate to chronicle that many persons are willing to assume that this is true—yourself, for instance—without endeavoring to confirm such information.

You can readily understand that an article like yours is calculated to do great harm to our industry. Yet we are perfectly sure that this is unintentional on your part. We would like to put before you a few truths about canned fruits and vegetables.

In the first place, no preservatives are used in the preparation of canned foods. If you desire any information on this point, all that we ask is that you address a letter to Secretary James Wilson, Department of Agriculture, Washington, D. C., or Dr. H. W. Wiley, Chief of the Bureau of Chemistry of that department.

Even if for no other reason than economy the use of preservatives would be absurd because they are unnecessary. All the fruits and vegetables need is the necessary sterilization by intense heat only to keep them in tins indefinitely. In canning the different fruits and vegetables the methods are necessarily different with one exception, and that is sterilization. Some vegetables—corn, for instance—requires a longer application of the intense heat than peaches, apples, or tomatoes, but the principle is exactly the same.

When fruits and vegetables are canned they are always selected in the height of the season, and, therefore, the product is obtained in its most perfect condition. At the present time the market of the South is supplying "fresh" tomatoes, which have been picked green from the vines ten days or two weeks before they go into consumption. It cannot be argued that this food is as wholesome and nutritious as that gathered when it is ripened on the vine by nature and placed in cans and hermetically sealed a few hours afterwards.

Again taking the handling of the different fruits and vegetables. Think of the possibilities of germs of diseases that can be picked up from the tree, or vine, to the consumer. You may say that this is

equally true of canned foods, but medical science tells us that there is no disease germ that can live through the intense heat to which canned foods are subjected.

And again—in canning there is only one handling, while in the ordinary market shipment there may be a dozen.

Your article indicates that canning changes the taste of fruits and vegetables. This is true only so far as the cooking is concerned, and there is no way to overcome this, unless the manufacturer would resort to the preservatives which they have been accused of using. Instead of this taste being a disadvantage, it should be recognized as another favorable argument for the use of canned foods, as it is an added guarantee of their purity.

We will be glad to give you additional facts should you be interested, and hope that in the future, when your facile pen again turns to the subject of "canned fruits and vegetables," you will, at least, allow us to lay before you some preliminary truths which will make your very intelligent articles of greater real service to your readers.

Mrs. Harland's reply was in part as follows:—

I have made use of part of your letter in "The Housemothers' Exchange," copy for which went to the head of the Syndicate a week ago. It must be turned in several weeks before publication for illustrating purposes.

You will see that I have founded upon your interesting letter a talk upon canned foods. Of course, I cannot give names and addresses. I thank you for the intelligence respecting the alleged adulteration of canned foods.

### Norwegian Sardine Packers Now Going After French.

**Start to Pack Unsmoked Sardines for First Time in History. Previously All Norwegian Sardines Have Been Smoked. Price Much Below French.**

The Norwegian packers of sardines have begun to go after the French packers in a way which in this country at least is already bearing fruit. For the first time in their history some of them are now packing unsmoked sardines in the exact French style. Up to this time all Norwegian sardines have been smoked, which means that to a certain extent only have they been a competitor of French sardines.

The Norwegian brands of unsmoked sardines are packed in olive oil exactly like the French, and present just as good an appearance in every way. The fish are not quite the equal of those which the French packers use. The Norwegian price, however, is much lower. Their brands cost in this country \$6, \$8 and \$11 per case of 100 tins, according to size. French sardines of the same size tins would cost \$11, \$13 and \$18 to \$20.



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We can offer you **bigger values** in NATIONAL CASH REGISTERS **to-day** than ever before.

Fully improved and guaranteed.

**Detail Adding Registers, as low as \$20**

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You cannot **afford** to be without one of these late improved NATIONAL CASH REGISTERS. It **pays for itself** in the losses it prevents.

Over 800,000 NATIONAL CASH REGISTERS in use.

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Easy monthly payments, or a liberal discount for cash.

Write to-day for Catalogue showing **later improved** and **lower priced** registers than you have ever seen before.

PRICE

**\$20**



## No. 216. Detail Adder

Shows the amount of each sale to everyone.

Counts the money as it is received.

Enables you to balance your cash and to know whether or not a mistake has been made.

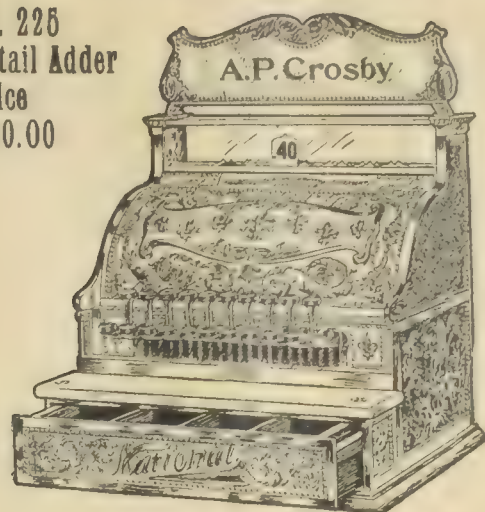
Tells the number of customers waited on.

Assists in making change.

DETAIL ADDER, with all latest improvements.

11 Keys Registering from 5c. to \$1.95,  
or from 1c. to 99c.

No. 225  
Detail Adder  
Price  
\$30.00



Detail Adder with all latest improvements. 20 keys registering from 5c. to \$1.95, or from 1c. to \$1.99.

No. 420  
Total Adder  
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\$75.00



Total Adder with all latest improvements. 27 amount keys registering from 1c. to \$9.99. 4 special keys

No. 1054  
Total Adder  
Detail Strip  
Printer  
Drawer  
Operated  
Price  
\$80.00



Total Adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c. to \$9.99, or from 5c. to \$9.95. 5 special keys

No. 416  
Total Adder  
Detail  
Strip  
Printer  
Price  
\$100.00



Total Adder with all latest improvements. 25 amount keys registering from 1c. to \$7.99. No-sale key. Prints record of all sales on detail strip.

**The National Cash Register Co.**  
**DAYTON, OHIO**





### LIII.—Other Ways of Settling an Embarrassed Business Besides Bankruptcy.

The high cost of bankruptcy proceedings is leading an increasing number of business men who find themselves in difficulties to seek other methods of settling their affairs. The same motive is animating their creditors, who agree because bankruptcy proceedings, by reason of their heavy cost, yield a smaller dividend, as a rule, than any other method of settling an embarrassed business estate.

I refer to two methods in particular—assignment for the benefit of one's creditors, and composition with creditors. All business men have some knowledge of both proceedings, yet very few have anything like an exact knowledge.

An assignment for the benefit of creditors is the transferring to a trustee of all or a part—usually all—of one's real estate or personal property, with authority to gather together it and anything else coming to the debtor and distribute it among the creditors, usually, though not always, share and share alike.

Assignments for the benefit of creditors can be made in all States. They can be made under the common law without a statute. Some States, however, have passed very comprehensive laws on assignments of this class, and where this is the case they must be followed strictly.

Now that we have a National bankruptcy law, any creditor can upset an assignment for the benefit of creditors by simply beginning involuntary bankruptcy proceedings against the debtor. Making such an assignment is in fact regarded as an act of bankruptcy. It is therefore quite important to obtain the consent of all or most of the creditors before assigning.

There are also two other ways

in which creditors can manifest objection to the making of an assignment. They can apply for a receiver, on the ground that the estate has confessed insolvency and the assignee is not properly caring for the assets. And in some States they can at once enter suit on their claims, attaching the goods in the hands of the assignee. Other States, however, regard property so assigned as in the custody of the court, and will not allow suits against it.

No creditor who accepts a dividend from the assignee, however, no matter how small or unsatisfactory it may be, can attack the assignment except on the ground of fraud.

In all States an assignment for the benefit of creditors must be in writing, and the method prescribed by the State law, if there is such a law, must be carefully followed. The best way of making the assignment is by a deed conveying everything, with a proviso that the person to whom the property is assigned holds it in trust for the creditors. The assignee then gives a bond and in some States must take an oath to properly perform his duties. As soon as possible he files a sworn inventory of all the property assigned to him, and with all speed gathers everything together and distributes it.

A peculiar feature about assignments for the benefit of creditors is that the laws which govern them do not as a rule forbid preferences; that is, giving one creditor more than another. Naturally, such a plan of distribution is not favored by creditors, and preferences are therefore unusual, particularly since they can be defeated, as stated, by forcing the debtor into bankruptcy, which allows no preferences.

There is some disagreement among the decisions of the various States as to the way in which a partnership should assign for the benefit of creditors. It is agreed that one member of an ordinary partnership cannot make an assignment which will bind the firm. This is important, because it is frequently attempted. In a special partnership, however, where there is one general partner who has sole control over the business, and one special partner who does nothing, the former can assign for the benefit of creditors. The laws widely differ as to whether, in case a partnership wishes to assign, the members should make individual assignments or should simply execute a joint assignment in which they include their individual property. It is also agreed, however, that in assigning real estate for the benefit of creditors, all members must join.

It is of course far less expensive to wind up one's affairs by an assignment than by bankruptcy proceedings. In an assignment there may be but one fee—that of the assignee—while in bankruptcy there are all sorts of fees and costs. An assignment need not get into the courts at all, while bankruptcy is a court proceeding from beginning to end.

The other plan—composition with one's creditors—is simply a plan of settling with all the creditors by paying them a share of their claims in exchange for a receipt in full. It looks very simple, but must meet certain requirements or may not be valid.

In another article I pointed out that an agreement between one creditor and one debtor to accept a part of the claim in full settlement is void for want of consideration and cannot be enforced if the creditor wishes to repudiate

it. For instance, A owes B \$100. He cannot pay in full, but offers B \$50 in full settlement. B accepts and gives receipt in full. Immediately afterward A comes into money and could easily pay the balance. B can repudiate the whole transaction and if he sues for the remaining \$50 he will win, for the agreement to accept the \$50 in full had no consideration. A was bound to pay the \$50 anyway, and it is not consideration to do what one is bound to do.

But while a composition between the debtor and one creditor would be void, a composition with more than one creditor introduces an entirely different proposition and is perfectly good and enforceable. Here not only do the debtor and his creditors agree with each other, but the creditors also agree with one another. The consideration is therefore the mutual promises of the creditors.

No form is necessary for a composition with creditors—it can be done verbally and most informally. It should be done in writing, however, and there should be a distinct provision that the percentage of the claim which the different creditors agree to take is accepted in full and discharges the debtor. This is important, for without this provision the debtor is liable for the rest of the debt.

One point about compositions with one's creditors is generally misunderstood—it is not necessary that all the creditors should join, unless there is a condition to that effect. For instance, A has fifty creditors and arranges to effect a composition with them. If even two sign the composition agreement—provided it contains no stipulation that all must join or none are bound—those two are bound to settle for the percentage agreed upon, even though the other forty-eight afterward sue and collect their entire claims. Not even a majority is necessary to bind those who did sign, and if the debtor likes he can pay any number of the creditors in full without affecting the agreement of those who agreed to settle for a part.

The effect of a composition is to wipe out the debt, and no creditor who agreed to accept and has accepted the percentage stipulated can sue for the balance.



In compositions, let it be said, where a partnership is a creditor, any member can sign a composition agreement and bind his firm.

A composition arrangement can be instantly overturned if the debtor has been guilty of fraud—for instance, if he misstates the amount of his indebtedness, or the amount of his property, or the number of creditors who have signed. Also any advantage given to one creditor, over the others and not known to the others, is ground for upsetting the whole matter.

(Copyright, June, 1910, by  
Elton J. Buckley.)

Question: "Justice," Pa.—My wife's sister, a widow, died, after burying all her children after they had passed the age of twenty-one. The husband died intestate about nineteen years ago. Neither the widow nor her children left a will. Previous to her death the widow had her husband's brothers and sisters sign a paper allowing her to sell the property which was in her husband's name. All signed but one, therefore the property could not be sold. Now that the widow is dead, who is entitled by law to the real and personal property?

Answer.—Whatever your wife's sister owned when she died, her husband and children being dead, would descend to her mother and father, if living, who would take the personal property absolutely and the real estate for life. After the death of the father and mother, the real estate would go to the brothers and sisters. If the father and mother died before your wife's sister, and if her nearest living relatives when she died were her brothers and sisters, her real estate would be divided among them, as would her personal property.

I am of course unable to even guess at the status of the real estate which her husband owned when he died, as your statement of that phase of the case is not clear.

Question: P. F. Hufnagel, 1115 Empire Building, Pittsburg, Pa.—I desire to ask the following from your Legal Department: Railroad lines running from and into Pittsburg having for years heretofore "iced" their milk cars, have arbitrarily discontinued so doing, claiming no necessity for so doing. Their discontinuance is now and will to a much greater degree as the weather grows warmer result in the spoilage of "incoming milk from farmer ship-

pers," injuring the shipper and receiver and in the hands of unscrupulous distributors injure the public.

Having established the precedent of icing their cars for years, can they not now be restrained from discontinuing the icing?

Would the Federal Pure Food Commission or the Interstate Commerce Commission take up this matter?

Answer.—This depends largely upon whether milk can be shipped to market from the points to which this ruling applies without icing. Obviously if it can, icing is unnecessary and the railroads cannot be criticised for stopping it. If it cannot, then I am clear that the Interstate Commerce Commission would exercise jurisdiction over the matter, and my advice is to appeal to them at once.

The move you describe seems to be singularly stupid on the part of the railroads. The less ice they use, the more perishable becomes the milk they ship, and the more likely are they to be sued for damages because the shipment arrives in poor condition.

Question: "G.," Pa.—I would appreciate it very much if you would give me legal advice on the following questions:—

First.—Is there a law in Pennsylvania which compels individuals, corporations and so forth to pay their employees their wages twice a month? If there is, when was the law passed and how does that law read, and what steps could an individual or an association take to enforce it?

While I am writing to you as an individual, your advisement and decision in this matter will be read by a good many people belonging to this association. This subject has been discussed at a meeting of an association and I was advised to write to you.

Second.—The Merchants' Mercantile Agency of Pittsburg has established a branch here under the name of the ——— Association, with a membership of about 500 or over, the purpose of which is to issue a "credit experience guide" every two years containing the majority of people seeking credit in this city to each and every member, and in return each member is required to pay a fee of \$16 to the Merchants' Mercantile Agency of Pittsburg for the guide. We are also paying yearly dues for the maintenance of our local branch. The credit guide classes the people as follows: In seven different classes from "prompt," to people who would be required to pay cash for

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

We guarantee this plan to sell **Skipper Sardines**. Isn't that worth investigating?

**Angus Watson & Company**

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



**CRYSTAL DOMINO SUGAR**

**2 lb AND 5 lb**

**SEALED BOXES!**

**2 lb BOXES—60 IN CASE (120 lbs)**

**5 lb BOXES—24 IN CASE (120 lbs)**

**BEST SUGAR FOR  
TEA AND COFFEE!**

## This Man Was Surprised

When we told somebody the other day how large a percentage of orders we received from the **Tea and Coffee** samples we sent out, he said he could hardly believe it could be so large.

We have never been surprised at it—why shouldn't a man buy of you when you offer him the very goods he is buying, for less money?

That is exactly our selling plan—**Teas and Coffees** with salesmen's salaries out.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT ST., NEW YORK  
ESTABLISHED 1897

## "BALTIC" Fruit Jar Rings

—FOR—

**MASON FRUIT JARS**

**WHITE RUBBER EXTRA THICK SUPERIOR QUALITY**

The "BALTIC" Jar Rings are made of a high-grade quality of white rubber, and being several times the thickness of the ordinary Jar Ring, will ensure a perfectly airtight joint where other rings will not.

The extra thickness and superior quality of these Rings provide against any unevenness of the surface of the cap, or of the shoulder of the jar, which is often the cause of fruit spoiling.

Please your customers and save their fruit by calling their attention to the fact that

**THE "BALTIC" RUBBER RINGS**  
are the best and most reliable

**FISHER, BRUCE & CO.**  
221 MARKET STREET PHILADELPHIA



their merchandise. In the "credit experience guide" of this city amongst a good many names we find that Mrs. "Jones" is classed among the class of "dead beats" or the class which would require cash. Mrs. "Jones" is threatening to bring suit against the Association (branch of the Merchants' Mercantile Agency, as ruining her credit)—claiming and challenging the Association to prove that she owes anybody a debt which she did not pay, and therefore she should not be classed among the "dead beats." We, the branch of the Merchants' Mercantile Agency, are not incorporated and we would like to know to what extent we would be responsible for the error made by the Merchants' Mercantile Agency of Pittsburg in giving a wrong rating. I brought this matter up at the last meeting of the Association, and at that time there was a representative from the Merchants' Mercantile Agency of Pittsburg, and his answer was as follows: "That the credit experience guide was issued by the Merchants' Mercantile Agency of Pittsburg, and if there are any lawsuits brought for damages it has to be brought against them, and we as a local branch are not responsible for anything." Is this right?

Answer.—First—The act of May 20, 1891, P. L. 96, provides that any individual, firm, association or corporation employing wage workers, skilled or ordinary laborers, engaged at manual or clerical work, in the business of mining or manufacturing, or any other employer, shall pay the wages of such employees twice a month, once between the 1st and the 15th of the month and again between the 15th and the 20th. Any person, firm or corporation failing to do this is guilty of a misdemeanor and can be fined not exceeding \$200.

The way to get this law enforced is to bring the matter to the attention of the district attorney of your county. If some concern within his jurisdiction is evading it, it's the district attorney's business to go after it and indict it.

Second.—If the Pittsburg concern is not incorporated, every member of your organization is liable for all mistakes of this sort which the Pittsburg concern makes. That on the principle that every member of an unincorporated body organized for commercial purposes is individually liable for its acts. I should never advise taking mem-

bership in any unincorporated organization about which I knew nothing and whose acts I could not, at least, in a measure control.

In this case, however, the blame would not seem to rest upon the Pittsburg agency at all. I assume that it knew nothing about Mrs. Jones except what

your members—the merchants of her community—told it. If any mistake was made as to her credit standing, it would seem to have been made in your own town.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Pulling Together.**—The fellows that pull together get the best results. No good comes from pig-headedness. Get on the right side. That side is easily decided. It's the side that shows the store's interest. All arguments should be settled on that basis. The bigger and broader and better natured the man the quicker he is to see that point. There is a certain grocery store in Asbury Park where the pull together spirit is beautifully and profitably exemplified. The fellows act like brothers. There's no quarelling; no jealousy. Same conditions may exist in *your* store.

Suppose you paste this paragraph on a piece of cardboard and tack it up somewhere in the rear—away from the general public eye.

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**Time For Salads.**—Make a suggestive display. Doesn't take much counter space. Vinegar, oil, salad dressing, canned chicken, shrimp, lobster, salmon, etc. Lay a few heads of lettuce among the things. In fact, a store should be one round of simple seasonable suggestions. Even sacks of ice cream salt should be in evidence just now. Not a big inartistic bulky looking show, but one-half dozen or so neatly piled up, with the price of course. Part of every article in stock ought to be in evidence. Not all on display but *in sight*.

\*\*\*

**Counter Neatness.**—Dirt and disorder get some clerks completely upset—until both are chased. That's right. Be a dirt fighter. Counter neatness to me is a joy forever. Keep your brush handy. Keep your rag at hand. Let the scales reflect (literally if possi-

ble), figuratively the man back of the counter. A shining scale should be the pride of your eyes. Have you ever seen a man pull out a couple of bags from the under counter rack, leave one on the counter and go off with the other? Such an act is wicked. Such a man is devoid of the first principle of order. If you have such a one working beside you take him in hand. If he isn't a lunkhead he'll thank you afterwards. Likely he's a good fellow that needs your kindly criticism.

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**The New Clerk.**—Remember the first day you tackled the job you have now? Did any one of the fellows come up and shake you by the hand and say, "Old man, I'm glad you came—I'll try and make it pleasant for you." No? Well, *you* do it with the first newcomer. You'll be a better man for it because you'll have put courage and hope and a kindly feeling into the heart of a clerk who is starting an untried and maybe a bewildering field of labor.

\*\*\*

**What About Your Investment?**—You know that you've thrown a big amount of capital into the business. Your whole intellect is at stake. You're master of the situation. Are you making it pay? Are you bringing out in your daily work all that that capital is capable of earning? There's something to think about. One of the biggest things any young man may do is to make the most of his talents. Doing a thing better to-day than you did that thing yesterday is "getting along." If that is your aim and action no power on earth can hold you back.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

## CORRESPONDENCE.

### The Puffed Rice Quotation Was a Mistake.

Chicago, Ill., May 28, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Owing to a typographical error, after copy had been corrected and O. K'd in this office, hence for which we were in no way at fault, our advertisements in the June issues of the "Ladies' Home Journal" and McCall's publications were made to quote puffed rice at 10 cents per package, the same as puffed wheat.

This mistake was made only in those two publications, and the thirty-two other magazines used in the advertising quoted the price on puffed rice correctly, viz., 15 cents per package.

We regret this error more than we can express in words, and are doing everything in our power to correct the same. To this end we have sent a letter to every jobber in the United States (copy enclosed) and a postal card to the retail grocers and general merchants of the United States (copy enclosed).

We are sending this letter to you so that you too may be posted, and where necessary can advise that the quotation was a mistake, for which we were in no way to blame.

Any courtesy you may extend us in explaining this error to the retail trade will be greatly appreciated.

No one can understand better than yourselves how typographical errors can occur. We regret it greatly.

Sincerely yours,

THE QUAKER OATS CO.,  
C. W. Hess, Advertising Mgr.



## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most simple and easy to seal and to open, and sure to preserve contents.

Made in Pints, Quarts and Half Gallons.

The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

### R. E. TONGUE & BROS.

Allegheny Avenue and Amber Streets, Philadelphia, Penna.



YOU CAN GET

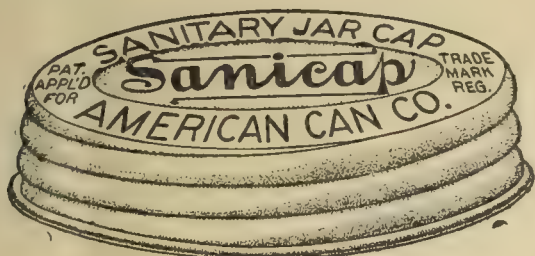
## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



Make your customers your friends by telling them about the

**Sanicap**

It is the *one cap* which even acid won't corrode. It has no rough edges. It is easy to seal and open and the threads will not slip. If you want to know what a boon the

**Sanicap**

is to your customers, tell them to break the porcelain lining of one of the old-fashioned caps, which were put away from last year—the odor will cause every one to buy the Sanicap. We are advertising them widely.

If you can't get them from your jobber, write

**AMERICAN CAN COMPANY**  
NEW YORK CITY



## Swift's Pride Cleanser

50 cans to the case  
Your cost \$3.00  
per case

Retails  
10c per can

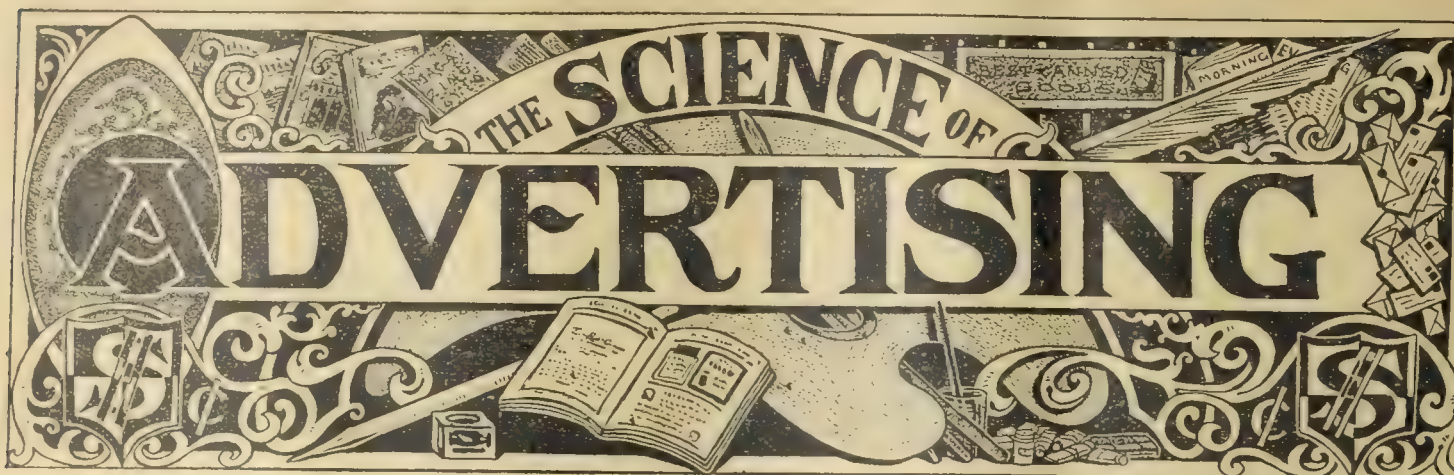
Advertised nationally and sold from coast to coast, North and South.

Quality and efficiency make it repeat permanently.

Satisfaction and a good profit every can you sell.

Order from your  
jobber





I take off the file this week a rather unusually good looking card which is evidently intended to be handed from door to door, since it is printed on both sides and has no place for an address. It is issued by "The Rittenhouse Store," West Philadelphia, and creates an excellent impression. The color is grey and the printing black. If the grocers who use cheap dodgers or mailing cards printed on cheap stock could be made to realize what an enormous improvement they could make to their advertising by using a good card and employing a printer who had something to recommend him besides cheapness, they would drop the cheap stuff like a hot potato and never go back to it. The reputation which the character of advertising gives to the store using it is also to be considered. I remonstrated once with a grocer who really had a very good store but who economized to the last penny in the quality of his advertising. His answer was that if the advertisement offered bargains, the people would buy from the advertisement if it was printed on the flimsiest toilet paper. Probably that is true, but they would do it then in spite of the unattractiveness of the advertising, and solely on account of the price. But in my judgment that is quite the wrong way to look at advertising. The sort of advertising to issue is the sort that has something to recommend it beside the low prices it may offer. Advertising that is dignified, substantial and high grade, that looks as if it had a good store behind it. Suppose you had a great bargain in something that you wanted to send out a solicitor on. Assume it was such a bargain that the mere mention of it would reveal its value. Would you send out an unshaven tramp, unkempt and filthy, to present it? Certainly not, and why? Because he would create

a bad impression. For the same reason advertising—even of obvious bargains—should not be unkempt.

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The Rittenhouse card, in the original, measured 7 x 11 inches. Here is the best side photographed and somewhat reduced:

The Rittenhouse Store		Haverford Ave. & 53d St.		The Rittenhouse Store	
<b>THE BEST</b> <b>Trading Stamp Offer Yet!</b> <b>BE SURE AND READ THEM</b>					
<small>And it's not only the Stamp Offer, but look at the prices as well; and, as to the quality, the name RITTENHOUSE stands behind every pound that goes out of this store.</small>					
<b>35 EXTRA STAMPS</b> <small>With Every</small> <b>Leg Yearling</b> <b>at 20c</b> <small>And they'll eat equally as good as the Lamb's except that they're a trifle heavier</small>			<b>30 EXTRA STAMPS</b> <small>With Every</small> <b>Shoulder Yearling</b> <b>at 16c</b> <small>If it wasn't for the size it would take a judge to tell the difference between our Yearling Lamb</small>		
<b>35 EXTRA STAMPS</b> <small>With Every</small> <b>Leg of Lamb</b> <b>at 22c</b> <small>No need to say much about the quality except that there is none better at any price</small>			<b>25 EXTRA STAMPS</b> <small>With Every</small> <b>Shoulder of Lamb</b> <b>at 18c</b> <small>Hardly believable but it's true Delays will be dangerous Only about 150 in all</small>		
<b>25 EXTRA STAMPS</b> <small>With Every</small> <b>Leg Mutton</b> <b>at 18c</b> <small>And better quality of meat than anywhere else. About 150 in the lot and they'll average from 8 to 8 1/2 lbs. each</small>			<b>20 EXTRA STAMPS</b> <small>With Every</small> <b>Shoulder Mutton</b> <b>at 14c</b> <small>Cut from that same good quality of Mutton that our stores are noted for</small>		
<b>15 EXTRA STAMPS</b> <small>With Every</small> <b>Chuck Roast</b> <b>4 lbs. or over</b> <b>at 15c</b> <small>A-1 quality, of course, or they wouldn't be here and there will be no need for disappointment</small>			<b>15 EXTRA STAMPS</b> <small>With Every Pound of</small> <b>Table Butter</b> <b>at 38c</b> <small>No need to say much about the quality except that Butter its equal is hard to find</small>		
<b>TRUCK BARGAINS ON OTHER SIDE</b>					

I do hate to see a retail store putting trading stamps ahead of its goods. It looks as if the goods offered had no special merit in themselves, and could only be sold by bribing the people to buy them. It is all right to use stamps if you believe they will do you good, but for pity's sake use them as a side issue and not as the main reason for dealing with you.

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This is good advertising, in my judgment. A little more might

have been said about the goods—I suppose the trading stamps were relied on to make up for the lack of talk about the goods—but what is said is said with fair force.

I always believe, however, that specific claims are better than general ones when advertising a

The other side of this card is devoted to several little blocks advertising fruits and vegetables—new beets, cucumbers, asparagus, strawberries, etc. This is a good idea. The advertising possibilities of new spring vegetables are very great. People are hungry for them and they are going to buy them somewhere—often of hucksters. If I were a grocer with a good live vegetable department I should push it hard by special advertising all through the spring season. The Rittenhouse method of advertising these things is short, snappy and persuasive. For instance, here is the paragraph advertising tomatoes:

All Sound

## Tomatoes

4 in box 10-12c

These are good and hard. Just the kind for slicing.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

### Decisions in Important Wisconsin Glucose Cases.

The Supreme Court of Wisconsin has decided two important cases brought by the State Dairy and Food Department to determine whether glucose could be called "corn syrup." The court decides the question in the negative. The cases were brought by the Dairy and Food Commissioner for the sale as "corn syrup" of a mixture composed of more than 75 per cent. glucose and less than 25 per cent. of cane syrup in one case and of refiners' syrup in the other case, in violation of Chapter 557 of the laws of 1907, which requires such a mixture to be labeled and sold as "glucose flavored with cane syrup" or "glucose flavored with refiners' syrup" as the case may be.

Blackberries are coming North from North Carolina and range from 10 to 12 cents. The quality is fair and the demand good.

specific article. About almost everything advertised here the Rittenhouse store has made some general claim like "No better quality can be found," or "A-1 Quality." Why not say something definite? If the meat is home-killed, say that. Or if it is particularly fat or particularly lean, or whatever notable quality it may have about it—tell it. Such things always have more weight than a simple claim of good quality.





Would you like to have a scale like this, or a good counter, or a gold watch, or a diamond pin, **ABSOLUTELY FREE**? You can get either, or all of them or anything else you may need for your store or your home, by pushing the goods which bring you **"HAMILTON BONDS."** We only sell them to manufacturers whose goods are known to you and your customers, on which you make a good profit.

Write us and we will tell you how to refurnish your house or your store without spending money to do it.

## THE HAMILTON CORPORATION

Guaranteed Resources \$1,000,000

**29-35 WEST 32D STREET  
NEW YORK CITY, N. Y.**



# THE STROLLER'S COLUMN



## Some Letters Answered.

Gee whiz, don't some of these letters in the correspondence columns of the papers get you going? They sure do me. I always read 'em—there's a lot of human nature in 'em, but a bigger lot of durned foolishness. You may not believe it, but I saw one in the Philadelphia "Evening Bulletin" the other night that went like this, for a fact: "I have been going out with a young man several times to moving picture shows and other stylish places. I am deeply in love with him and wish to marry him. He has said nothing about loving me yet, but the other evening while looking at a love scene in a moving picture show, his insides made three funny noises. Is that a sign that he loves me?"

Wouldn't that muss your hair?

The paper answered it all right. It said that three movements of the insides weren't usually a sign of love; if there had been four of 'em then she might take hope!

Between you and me, I could run a correspondence column in the "Grocery World and General Merchant" if the editor would let me. You have no idea how many letters I get. I seem to be considered a pretty wise guy, and it must be so, for I admit it. The editor won't let me print 'em all, because he's afraid my column would be the only part of the paper anybody would read.

He says, though, that I can print a few of my letters this week, because as it happened a lot of 'em have just come in on things that hit all you fellows pretty much alike. I've gone over my mail real careful and only picked out the ones that I consider important. It takes a lot of brain power to think out the answers to these. And it's a pretty heavy thought to think that some fellow's happiness is

hanging on your words. Still, I do the best I can:—

Conshohocken, Pa., May 17, 1910.

Dear "Stroller."—Please let me have your advice. I have been selling goods to a woman who keeps a boarding house here. She has run up quite a big bill, and I have not been able to collect anything on it. She is a rather sporty sort of woman, and does not seem to care whether she pays her bills or not. The other day I called at her house, but no one would come to the door, though I knew that she was at home. After waiting about twenty minutes on the step, ringing the bell repeatedly, I was just going when she came to the parlor window, put her thumb to her nose and wiggled it about twenty-three times. She then disappeared. What did she mean?

Yours truly,  
E. Z. MUTT.

You do well to come to me in your trouble, easy. Only a well-educated man could read signs like the one she used. That was a Russian sign meaning—I do not translate it literally—"I will positively pay you when chickens lay chocolate eggs." Now that you have a positive promise from her there should be no trouble in getting your money.

Richmond, Va., May 20, 1910.

Dear "Stroller":—Have read your weekly lectures for years and recognize you as a man of high culture and splendid disposition. I need advice—please help me. I have a very valuable clerk who has been with me for about eleven years and is the best salesman I have ever known. He has a great many personal customers and himself sells more goods than all the rest of my clerks put together. He is very independent and the other day, when I said something to him which he did not like, he said, "Go to —!" I was greatly shocked and grieved, and do not know exactly how to treat the incident. I do not wish to lose the young man. What should I do?

Respectfully yours,  
RUB ITIN.

Well, I'll tell you, Rub. If this fellow is a good clerk, and you want to hold him, I think I would go where he said. For a little while anyway. That is, if he seems to have his heart set on it. And by the way, if you go, I wish you would hunt up the man who

invented trading stamps—he's there all right—and see what they're doing to him. I'll feel a little more comfortable if I know he's being fed up with what he ought to get.

Cincinnati, Ohio, May 19, 1910.

To "The Stroller."

Dear Sir:—Please bring your mighty mind down to a small worry that is bothering me. But while it may seem small to you, it is big to me, because it is sapping at the foundations of my very life and happiness. I married late in life a woman somewhat younger than myself. She is a good woman, but somewhat set in her ways and has an enthusiastic temper. My wife is exceedingly jealous of me, as I am considered a very handsome man. I am 5 feet 3 inches in height, have a clean bald head of beautifully symmetrical shape, bust measure 28 and stomach measure 54. My wife will not allow me to wait on lady customers without interference, and continually comes in the store to watch me. She has even said things to lady customers when I have talked with them longer than she thought I ought to have done. I have had several embarrassing scenes through it and have lost some customers. I have remonstrated with my wife repeatedly, but she protests that she is afraid my—as she calls it—remarkable beauty will affect other women. What can I do?

Hopefully yours,  
HENRY PECK.

My dear Henry, I understand you case as well as if I had gone through it myself. In fact, I have gone through it. All handsome husbands of homely wives have gone through it. To this day, my wife, though we have been married eighteen years, objects to my kissing other women while she is around, and would object still more if she knew how often I did it when she wasn't around.

The only thing for men like you and me to do, Henry, is to spoil our beauty so that women can't possibly get stuck on us. That's my advice to you. It's a fearful thing to do, but better than scraps all the time, eh? In your case you seem to pride yourself on the fact that your head is clean and symmetrical. You might get it dented in on one side. That

would fix the shape and you can easy cure the cleanness of it. You don't say whether you have whiskers or not, but I judge you have, because they usually go with a shape like yours. Whiskers will help a lot, if you have 'em. If you will never wipe 'em after meals, and start to chew cut plug, you will soon find that the love in your lady customer's eyes will die out. I have been told that this last recipe is infallible.

Ain't it a great thing to be able to soothe other men's sorrows like this? By gravy, I'd rather have men come to me and sob out the sad secrets of their lives on my boosum than be worth a million dollars!

THE STROLLER.



THE NEW FLAVOR  
**MAPLEINE**

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

ORDER FROM YOUR JOBBER OR  
SUTTER & HARDING, PHILADELPHIA, PA.

## THEY SAY CLOTHES DON'T MAKE THE MAN

But you know they help a lot with the ladies, that's the reason we put the handsomest labels you ever saw on Victoria Canned Goods. It induces the ladies to try them once, and their unmatched quality keeps them buying them. You try them and see.

**HOWELL & BURSK**  
130-32 S. Front St., Philadelphia

These trade-mark crisscross lines on every package  
**Cresco Grits and Barley Crystals** BREAKFAST AND DESSERT CEREAL FOODS  
FOR CASES OF STOMACH, INTESTINAL, KIDNEY AND LIVER TROUBLES  
Delicious foods for sick or well.  
Unlike other goods. Ask doctors. For book of sample, write FARWELL & RHINES, WATERTOWN, N. Y., U. S. A.

## Our Picture Blotters

will please your customers and make them remember you. We reproduce them in full color from original oil paintings. The quality and prices will please you. Send us ten cents for beautiful samples by mail.

**J. Whitaker & Bro.**  
1432 S. Penn Square, Philadelphia



## IS THE LAST PACKAGE IS WHERE THE NET PROFIT IS

¶ Did you ever stop to figure out just where and when you get the clear and clean profit on a case of goods?

¶ Deducting the usual business operating expenses, isn't it always mainly in the last can or bottle?

¶ Hence, if the last package or two "goes bad" or "fails to move," your profit is gone—possibly a loss is made.

### HEINZ "57 VARIETIES"

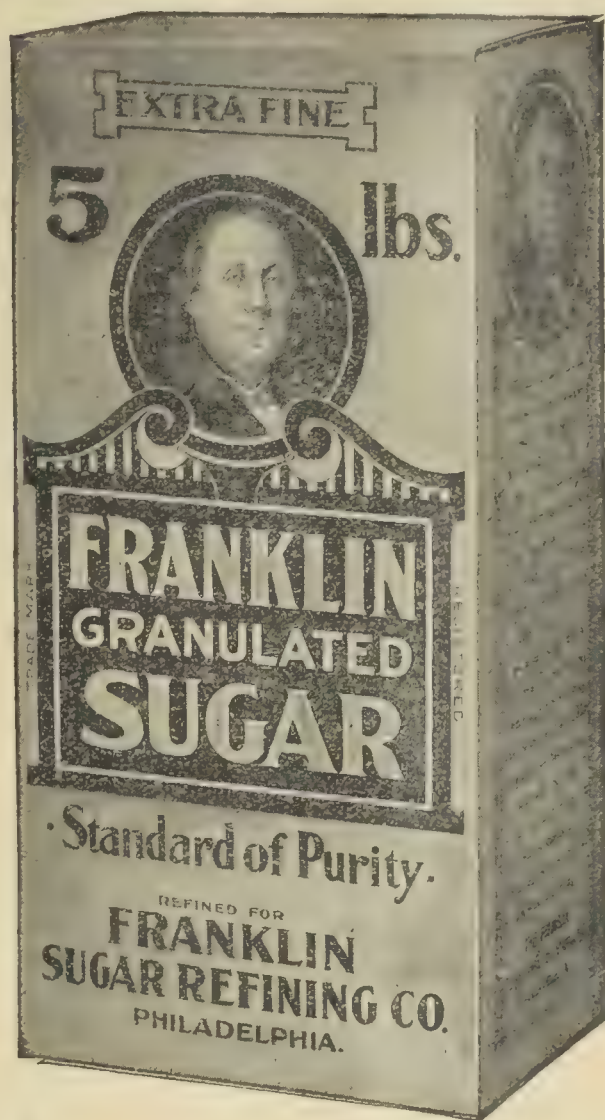
are profitable stock, because guaranteed pure, guaranteed to please, and advertised.

¶ You don't have to talk an hour to sell a can of Heinz Baked Beans, or a bottle of Heinz Pickles.

¶ Why not insure your profits by selling the kind of goods "backed to the finish" by their makers?

### H. J. HEINZ COMPANY

Members of American Association for the  
Promotion of Purity in Food Products.



PACKED ALSO IN 2-POUND CARTONS

## WHEN YOU THINK OF BULK SUGAR

¶ Every grocer who reads somewhere that retail grocers' profits are responsible for the high cost of living, involuntarily thinks of bulk sugar, on which he often makes no profit and never makes more than the merest shred.

¶ Some of the grocers who are making no profit on bulk sugar don't know that at all. They forget the overweight all bulk sugar carries.

¶ What we have said before we say again—the whole problem can be solved by selling **Franklin Carton Sugar**. No overweight—no work—all the profit—and good profit—for yourself.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

The Franklin Sugar Refining Co.  
PHILADELPHIA, PENNA.

Nickel  
or Brass Trimmed  
Delivery Harness

**\$25, \$30 and \$38**

**John Wanamaker**  
Horse Goods Store  
Philadelphia

**PATENTS**

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



# THE GROCERY MARKETS

## Tea.

The tea market shows no special change and no activity. There is a moderate every-day demand at unchanged prices, which still maintain a low level. Samples of new Japans have been received in this country and show good quality. The new tea will be here in two weeks. No change has occurred in the market for future tea. They are asking 10 cents for the lowest grade of new Congous on the other side, which is probably 1½ cents above what the same grade of old tea is selling for in this country.

## Coffee.

The coffee market is quite dull and shows no developments for the week. Rio and Santos show no change as to price, Santos being as usual in the better demand. Mild coffees are wanted to some extent at prices that show no material change for the week. Java and Mocha quiet and unchanged.

## Sugar.

Raw sugar is unchanged for the week. The European market is still exceptionally high. Refined sugar declined 10 points on Thursday and is in somewhat better demand.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull at ruling prices. Sugar syrup is active at full prices, strictly fancy grades being scarce. Molasses quiet and unchanged.

## Fish.

Mackerel is quiet and about unchanged in price. Cod, hake and haddock dull at ruling prices. Domestic sardines are nominally unchanged at \$2.75 for quarter oils f. o. b., but some sales are reported to have been made at \$2.50. This refers to the new pack. Imported sardines are unchanged and in light demand. Spot salmon is scarce, high and in fair request. No price yet on new salmon.

## Canned Goods.

Tomatoes are considerably more active and the price is a little higher. The negotiations of the week have developed the

fact that the spot supply is not large and holders are feeling stronger. In view of the reduced acreage of new tomatoes, buyers also seem a little more inclined to take hold. Future tomatoes are in fair demand at unchanged prices. Spot corn is in fair demand at unchanged prices. Future corn firm and not very active, many packers having withdrawn. Spot and future peas are unchanged and only fairly active. A few new Baltimore peas are offered at quite reasonable prices—70 cents for standard early Junes. The demand has not been keen, however. Apples show no change and light demand. Eastern peaches dull at ruling prices; no prices on new fruit named as yet. Spot California canned goods are in light demand at unchanged prices; futures have sold very fairly at the opening prices. Small Maryland canned goods show no change and light demand.

## Dried Fruits.

Spot prunes are higher and the market averages about on a 3-cent basis, which is an advance all told of about ½ cent. The demand is fair for the season. Future prunes are very high and nobody is taking any interest at the price, which is at least a 4-cent basis. Some packers whose opinions are worth consideration believe prices will be lower. Peaches, both spot and future, are unchanged and in light demand. Spot apricots are quiet and unchanged; futures continue high and show an advancing tendency. Raisins are in better demand locally, but apparently nowhere else. Prices are not improved. Currants quiet at ruling prices. Other dried fruits dull and unchanged in price.

## Beans and Peas.

Some domestic pea beans can still be bought at \$2.35 on spot, but to come forward the market has gone back to \$2.42. Imported unchanged. The demand is very fair. Domestic marrows are higher—\$3.05 to \$3.15; demand active. Imported are unchanged on a basis of \$2.85. Cali-

fornia limas show no change and a fair demand. Green peas have advanced 10 cents per bushel, and Scotch 15 cents during the week. The only explanation seems to be that they were too low. Yellow split peas are unchanged and in fair demand.

## Butter.

The butter market is firm and unchanged in price. There is a very good demand both for storing and consumption. The make is about normal for the season, but is larger than the consumptive demand alone would take. The surplus is going into storage. The quality of the current receipts is fine and the outlook is for good demand and steady market.

## Eggs.

The egg market is steady and unchanged. The quality of the receipts is showing well, and some eggs are still getting in good enough for storage. There is an excellent consumptive demand and a healthy outlook. As soon as the weather becomes so warm that the loss on eggs becomes heavy, however, prices on fancy stock will probably show a slight advance.

## Cheese.

The receipts of cheese are about normal for the season, and the quality arriving is very good. Some lots are showing full grass and the market is quite high for the season. No change in price seems in sight. Under-grades are also meeting with ready sale and the market throughout is in good condition.

## Provisions.

Everything in smoked meats is steady and unchanged. The supply of hams is still short, and owing to the persistent high cost of hogs there seems no bright chance of lower prices at this time. The consumptive demand is fair for the season. Pure lard is steady and unchanged. Compound lard is very dull, but owing to high cost of cotton oil the market holds up as to price. The outlook is steady and unchanged. Barrel pork, dried beef and canned meats are unchanged.

## INDIVIDUAL MARKET REPORTS.

### Baltimore Canned Goods.

#### No. 1.

For more than a month past the undertone to the tomato market has been gathering strength, based on the increase in the demand for the goods and the wide extent of the territory from which the buying orders came. That the buying was solely to cover actual requirements, an sense speculative, is proved by the fact that the orders for spot tomatoes ranged from one car to four or five carloads, seldom more, and every one of them was for prompt shipment. Nor was the demand confined to any one section of the country. The most gratifying feature during the last two weeks, from the canners' point of view, was the liberal buying by Western jobbers who usually draw their supply of that article from the canners located nearer to them. News travels so fast these days that the Western canners quickly learned of the rapid advance in this market, and with their customary alertness they immediately put their selling prices on a parity with the Baltimore market. It must be kept in mind that the steps now being taken by the Government authorities in Washington to improve the quality of canned goods mean two extremely important results, if they are successful, namely, the canners will be obliged to pack the cans full of tomatoes without the addition of water, and next, the elimination of the sloppy, low-priced seconds tomatoes altogether. A No. 3 can packed chock full of ripe tomatoes, without any water, would mean an added cost of about 10 cents per dozen over the present method of canning. The consumer would stand for it all right, and the consumption would be increased 25 per cent. the first year. The buying of tomatoes for future delivery was quite large during this week, larger by far than in any week since the first of the year, and the prices advanced when the cheaper sellers were loaded up with orders and withdrew their offerings. Further activity in them is anticipated, and the feeling here is that it is reasonably safe to buy futures.

The weather conditions still favor the shippers of vegetables and fruits, and they have almost monopolized the handling of the new crop of peas up to this date, to the great disappointment of the canners. Next week the re-





## “A Dozen Chances to Sell the Dozen Cans”

Every customer who buys VAN CAMP'S PORK AND BEANS one can at a time should be offered a little discount to buy a dozen. It will pay you to do this because it may prevent her going to some other store eleven times. And any customer who buys VAN CAMP'S PORK AND BEANS ONCE will be so pleased she'll want to have them always, so it's easy to

“SELL HER A DOZEN CANS”

VAN CAMP PACKING COMPANY - Indianapolis, Indiana



## Handsome Presents for Pushing Dunham's Original Shred Cocoanut

We know that if you once start pushing Dunham's Original Shred Cocoanut you will always do so, because every customer you persuade to try it will become a steady user, its quality, freshness and wholesomeness will please them. To get this volume of sales started in *your* store we will give you a useful all-steel hammer and nail lift, a four blade stag handle Congress knife, a hard rubber fountain pen or a jewelry set consisting of matched scarf pin and cuff links. You can either keep these or offer them to your clerks for selling Dunham's Cocoanut. We send you the premium *with* your order. Write for particulars of our plan.

Lots of your customers are collecting “LIBRARY SLIPS” to get their favorite magazines FREE.  
Don't forget to tell them that “LIBRARY SLIPS” are packed in DUNHAM'S COCOANUT. :: ::

DUNHAM MANUFACTURING CO., - - - - - BROOKLYN, NEW YORK



ceipts of fresh peas will be much larger and then the canner will have his innings. The quality of the new crop is fine, and for the fancy grades the Baltimore canners excel. The string bean crop closely follows peas and often comes along at the same time. The pack of that article in this market is always very large when there is a good-sized crop, and the spring pack has the preference. The demand for new string beans is very good. Both spot and future sweet potatoes are fairly active again. The spring pack of spinach is stronger and getting scarce. More demand this week for spot corn for prompt shipment, and future corn is wanted at the old quotations. The small assorted orders for other vegetables appear to be increasing in number if not in size.

The first of the new crop of pineapples for canning purposes is expected to arrive almost any day. Orders for grated pineapple have been accumulating here on account of the scarcity everywhere of last season's pack, but the canners will probably require the buyers to take some sliced pineapple along with the grated, unless at a higher price for the latter when sold alone. New strawberries are now ready for prompt shipment, the cheapest grade as well as the fancy preserved berries in very heavy syrup. The stock of pears held here is getting down to small proportions and may be entirely sold out long before the fall crop is ready for canning. Gallon apples are stronger and also getting scarcer. The jobbers have commenced to buy new berries and cherries for shipment when wanted. Cove oysters are active and strong.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

#### No. 2.

When canned tomatoes are properly packed, and in the majority of cases where the canner is located within sight of the growing tomato, there is little danger of contamination of the raw product before it reaches the factory. After being scalded, steamed and quickly rushed into the can where it is again exhausted by steam, hermetically sealed and sterilized by intense heat, without the use of any adulterant whatever, the canned product must necessarily be healthful and advantageous as a food. What other product can present as clean a bill of health as carefully packed canned goods, necessarily sterilized or they would not keep? The average product which is sold in the average city market is picked from the vine or tree, kept until a sufficient quantity is obtained to warrant shipment, probably

transported in a freight car which is by no means free from the odor of the previous contents, which may have been commercial fertilizer or otherwise, it is trucked to the market where it lays open to contamination of all the germs that may be swept by the wind over the market stall, drayed to the home, and yea, even prepared in the kitchen by a careless cook whose methods are far from sanitary. The advantages of canned goods properly packed cannot be too highly extolled, and is there any wonder that the consumer can eat canned goods without fear of illness and without the slightest degree of dread when comparing the canned product with the customary cold storage chicken or other product which has been probably soured in chemicals in addition to the effect of time which has transpired from the time of the killing to the period of serving. If jobbers and retailers would consider the advantages of canned goods there is little reason for all the discussion as to the impurity of canned goods and the reign of silence in regard to other food products which are by no means as pure or as healthful.

Another active week, with quick orders and inquiries from all sections of the country has diminished warehouse stocks and reduced the supply at the factory to an extent which is giving the market a very much steadier undertone. It is impossible to buy full standard 3s tomatoes under 65 cents f. o. b. factory. Some well known brands that were known as full standard, heretofore having been wintered at the factory, evidence the ill effects of freezing and show the effect of more or less rust on almost every can. Standards (?) of this description are still being offered at 62½ cents f. o. b. factory, but the fastidious buyer is discriminating against lots of this kind to a greater or less extent and numerous sales have been reported during the past week at the outside price. It is a difficult matter to winter canned goods in country warehouse properly and from the fact that well known brands have been offered at 62½ cents during the past week has a tendency to deceive the buyer, for few of them realize that the other fellow is only getting a standard which was a standard prior to the winter, but is no longer in first class condition. Twos tomatoes continue in good request. But few holders are in position to accept orders. Nearly all packers of 2s are sold out, and although a few spot 2s still remain unsold they are held at full prices on the basis of 50 to 55 cents, depending upon brand and reputation of same. Tens have been advanced during the past week from \$1.75 to \$1.85, and

those buyers who were not inclined to come in at the price named a week ago are anxious to obtain at the former price, but it is too late, for the holdings of 10s are within narrow bounds and it is possible for the price to advance still further in the near future.

Future tomatoes are selling very much better and orders are coming in from buyers from all sections. The possibilities of a scarcity in tomatoes and a reduced total pack for the season of 1910 is being realized by a number of jobbers who feel that it is at least worth their while to place orders for a portion of their wants. Prices remain unchanged; the undertone is strong and there is a possibility of an advance in the future price of tomatoes in the near future. To those who have not covered, we would advise immediate attention, otherwise it may be too late to secure at the old price, which is and has been named at about cost.

Spot corn continues to sell slowly. There is little inclination on the part of packers who still hold a car or two at the factory to obtain further business and the few remaining scattering lots are being absorbed rapidly.

Future corn continues in good request. Those who bought early bought heavily. There is a willingness, however, among buyers to increase their early purchases, but there seems to be a general disinclination among packers to accept further business.

The Government report on field corn can also be made to apply to can corn, and as this Government report, which is not a canner's report or a broker's report, states that the prospects of field corn for 1910 are considerably diminished owing to the continuous wet and cold weather with frost and ice in many of the Western States which produce great quantities of field corn. From present outlook there is little possibility of lower prices for canned corn during the season of 1910 and indications are that, as we approach the packing season, the prices which were early named will continue to strengthen and advance until corn reaches the same position, especially in event of continued adverse crop conditions, which is being named for spot corn at the present time.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

#### Rice.

While the market continues strong, the demand for distribution does not exhibit any large increase. Receipts are light, adding but little to spot stock, but keeping assortments in good running shape. There has been a good inquiry for Japan sorts from

the general trade at prices which compare favorably with those of producing centres. It is five months to (the Japan) harvest, and prices being reasonable, quite an active speculative movement has developed on the part of dealers. Honduras grades are steady, offerings quite liberal, except fancy styles, which are in somewhat scanty supply.

Advices from the South note increased sales on the Atlantic Coast. As the distributing demand is light, the enlarged movement suggests the anticipation of better business in the future. At New Orleans the market generally is dull, with some speculative interest in Japan sorts. Welcome rains have revived the river (Mississippi) crop.

In the interior, Southwest Louisiana and Texas, a good demand prevails, more especially for Japan sorts, the Pacific Coast buying freely. The prolonged drought has been broken and the rice crop situation decidedly improved.

Cables and correspondence from abroad note improved demand for cargoes and both "spot" and "forward" cleaned are active and higher.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

#### Spices.

The market is fairly active, with a very fair consuming demand. We note considerable inquiries for goods to arrive during June and July.

Peppers.—There has been some large trading in Singapore and Lampong. Prices are firm and a shade higher. European markets are quoting prices above our level. White peppers are somewhat higher.

Red peppers very much firmer on account of some stiff buying. All spot stock is now firmly held.

Cloves.—Market very steady at unchanged prices. The demand is on the increase.

Mace.—All prime stock is firm in price and exceedingly scarce. The general tendency is toward higher prices.

Nutmegs are firmer; good demand for grinding grades. 110s are practically unchanged, but there is little to be bought at ruling market prices.

Cassias all steady, with no special features to report. The demand, however, will increase from now on.

Gingers much firmer in price. The general tendency is upward. Higher prices are now ruling abroad. It is evident that present values are going to continue over the year.

Tapioca steady and somewhat firmer for spot goods.

Green Ginger Root. Goods that have arrived seem to be of



very fair quality. The demand is good and will improve.

Seeds very steady and in good demand, especially stock for pickling needs.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Evaporated Apples, Etc.

Trading in evaporated apples has been very satisfactory the past week. There has been some carload business, together with a very good jobbing trade, and the market has held steady. Stocks on hand are being gradually reduced to a point where there seems to be no question but what they will be entirely cleaned up before new crop is on hand.

The future market has held steady with a demand at  $6\frac{1}{4}$  to  $6\frac{1}{2}$  cents f. o. b. for prime quality in 50-pound boxes, but sellers' ideas are about  $\frac{1}{4}$  cent higher than this. Crop conditions are favorable and are estimated at about 60 per cent. of a crop.

Raspberries are about cleaned up, although there are a few lots to be had at  $21\frac{1}{2}$  to 22 cents f. o. b. in barrels. New goods are quotable at the same prices.

Cores and skins and chopped apples are very scarce and have sold at  $1\frac{1}{2}$  to  $1\frac{5}{8}$  cents f. o. b. in bags for desirable quality.

Apples for shipment in small quantities are quotable as follows: Prime, 7 to  $7\frac{1}{4}$  cents;

choice,  $7\frac{1}{2}$  to 8 cents; fancy,  $9\frac{1}{2}$  to 10 cents, all f. o. b. in 50-pound boxes; cartons,  $\frac{1}{2}$  cent per pound higher; cores and skins, \$1.40 to \$1.50; chops,  $1\frac{3}{8}$  to  $1\frac{1}{2}$  cents f. o. b. buyers' bags.

C. C. HALL.

Rochester, N. Y.

#### MARKET NOTES.

Huckleberries are coming too fast for the demand, and the market shows a surplus. Twelve cents a quart is top, and the demand is light. All the receipts are from North Carolina.

Peaches are coming mostly from Florida, with a few from Georgia. The quality is poor and the price \$1.75 to \$3 per crate.

Watermelons are coming from Florida and range from 40 to 75 cents each. The quality is fair but the demand light.

Most of the cucumbers now in market are from Virginia and average \$1 per basket. The demand is good.

New potatoes are cheap. They are coming from North Carolina

and Virginia and range from \$2 to \$2.50 per barrel. The demand is good.

Strawberries have a wide range—4 to 10 cents. Practically all the receipts are now from nearby points. The quality is good and the selling fair.

Lots of the lima beans now coming forward are poor. The price ranges from \$1.50 to \$3. Florida is the only State shipping, though North Carolina should start soon.

Pie cherries from Delaware and Maryland are in now and bring \$1.50 per basket of 20 to 25 pounds. Sweet nearby cherries range from 8 to 10 cents, and Virginias 15 cents per quart.

Jersey peas range from 50 to 60 cents and are coming freely. The quality is not very good as yet, but the demand is active.

String beans have advanced to \$1.50 to \$2 per half barrel. Receipts are coming from Norfolk and North Carolina, and the demand is good.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

Washington, D. C., May 10, 1910.  
957,390. Dough molding machine. Frank Streich, St. Louis, Mo.  
957,438. Automatic flour sifter. Geo. McEachron, Oklahoma, Okla.  
957,479. Baker's oven. Isaac Slapo, New York, N. Y.  
957,507. Bag and twine holder. Chas. E. Hedge, Beaverton, Ore.  
957,568. Twine holder. Clifford E. Layman, Keene, Ohio.  
957,663. Alarm device for culinary utensils. Paula C. Emslie, Boston, Mass.

Washington, D. C., May 17, 1910.  
958,082. Adjustable display card holder. Louis Bland, Chicago, Ill.  
958,338. Machine for scouring and cleaning candies. Walter F. Walker, Springfield, Mass.  
958,475. Display apparatus. Edward F. Cannon, Portland, Ore.  
958,616. Coffee condenser. Daniel B. Fleming, Hartford, Ark.

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 46,963. "Summer Girl Brand" for coffee, etc. The H. D. Lee Mercantile Co., Salina, Kan.

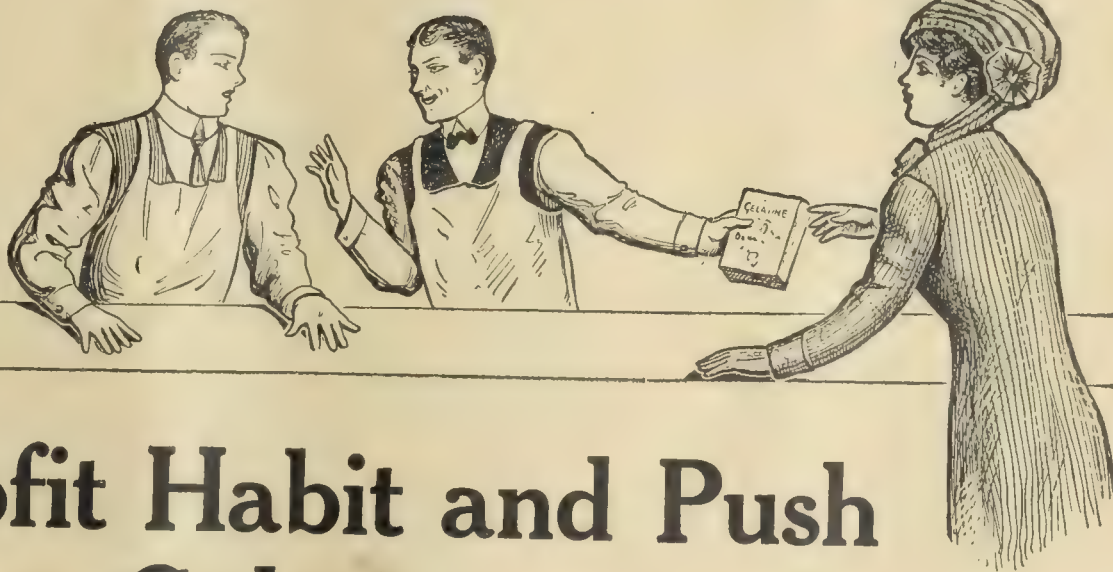
Ser. No. 47,312. "Wellco Brand" for tea, etc. The Wellington Wholesale Grocery Co., Wellington, Kan.

Ser. No. 49,100. "Peacock" for flavor-extracts. Bristol Drug Manufacturing Co., Bristol, Va.

Ser. No. 46,537. "Nomad Brand" for coffee. Reynolds, Davis & Co., Fort Smith, Ark.

Ser. No. 48,428. "Briardale" for coffee. Woolson Spice Co., Toledo, Ohio.

Ser. No. 48,210. "Climax" for egg noodles, etc. The Pfaffman Egg Noodle Co., Cleveland, Ohio.



## Get the Profit Habit and Push Knox Gelatine

Instruct your clerks to sell KNOX GELATINE whenever possible, because it sells at 15 cents a package and *pays you a good profit*. Push KNOX GELATINE because we guarantee it to please your customers. It's all profit and no risk for you, because if your customer is dissatisfied *for any reason*, we'll refund the money. Tell your customers about the Knox Acidulated package, which contains an extra envelope of concentrated lemon juice and saves them the trouble and expense of preparing the fruit. It's a seller.

CHARLES B. KNOX CO., Johnstown, N. Y.





CONDUCTED BY IVAN P. THOMPSON

#### A Vegetable Window.

Vegetables being much in demand these days a vegetable window will not come amiss. First pile a couple of soap boxes within a foot or so of the right front of your window, and behind them, only rather more towards the centre, build another pile of soap boxes three high and extending to the right side of the window. On the left put one soap box near the pane, two piled one on top of the other behind it, and behind these three boxes piled on top of each other, but reinforced by three more to make the whole protrude towards the centre. Then lay your ground cloth of light brown cheese cloth over the floor—boxes and all—and stamp it down to the ground where it does not cover the boxes. In this way you get a hilly ground. Down the centre of your window, going back a little distance and curving away to the right behind the tallest “mound” of covered boxes place—broadest side to window—a row of tin roasting dishes. Get a strip of thick brown paper the width of the dishes and long enough to cover their insides when patted down into the dishes. This will hide the sides where the dishes join each other. Now, fill this trough with water and in the front dishes you can place a 10-cent living gold fish. If you do not mind cutting up your cheese cloth use a strip of that instead of the brown paper, as the latter may break away where it is strained by the weight of the water where it presses against the edges of the dishes.

Now get some watercress and cover the edges of the dishes with it. You will then have produced the effect of a little brook, and as this particular brook will not babble, the way you have done it will not be in evidence. Also line with the same vegetable the lower edge

of the front of your window. On top of the lowest “mound” on the left place some scullions with the bulbs uppermost and the tails hanging down like a fringe. Along the top of the rest of the mound place bundles of asparagus and at the end of it that is farthest from the front place a basket of potatoes. At the base of these mounds place cabbages and cauliflowers close up to the watercress that lines the brook and stretch-

some turnips and carrots, and further back some celery.

On the immediate right of the brook place a basket of tomatoes. Back of this throw some string beans on the ground at the base of the mound and mix with the watercress some lettuce and radishes.

Back of all this place a row of soap boxes to support a row of upstanding rhubarb and to the left place a tree and to the right a



ing backward to the end of the “mounds.”

In the centre, where the “brook” turns to the right, place a scarecrow. I’ll tell you how to make him later on. In the right hand front corner at the foot of the mounds on that side place some eggplants, then further along towards the left some cucumbers and behind these some big onions. On the mounds place first, that is nearest the front,

smaller one, and on the left arm of the scarecrow place a bird.

Now, how to make your scarecrow, bird and trees. Stick a pole (broomstick if you have a broom that has outlived its usefulness) in a square piece of wood and screw it down to the floor. Fasten a cross piece within a foot of the top of this broomstick. At the waist line (?) fasten loosely a piece of wood sticking out to the left and one to the right. Pull on

the scarecrow’s pants, put on his shoes and then his coat and necktie, and let his right sleeve hang partly down at the wrist and his left sleeve be pulled short to allow of the stick protruding on which you will perch your bird. Put Mr. Scarecrow’s hat on and the world is his. Make your trees of pieces of wood nailed together to make branch-like extensions and cover them with brown cheese cloth. At the ends of the branches and here and there on the trunk fasten bunches of green crepe paper for foliage.

Try to get a toy bird, but if you do not care to go to that expense cut a piece of brown cheese cloth in the shape of two figures 88 exactly the same size and sew them together as if you were making a bag, leaving, however, the top and bottom of the bag open, because you cannot fill a bag the shape of a figure 8 on account of the waist line. Stuff the bag from both ends with crumpled paper or excelsior and sew up the ends. On each side of the head or smaller end of the 8 sew a shoe button for eyes. Thrust two pieces of wood into the end of the head for a beak. Stick a feather taken from anything with feathers—a duster or a real bird—into the end of the larger end of the 8 and into the part that will have to represent the “tummy” of the bird insert two sticks for legs, and there it is.

#### A Fruit Window.

About two feet or so from the front of the window build a segment of a circle of soap boxes, as in sketch. Cover this with light green cheese cloth and on it place a row of boxes of cherries raised at an obtuse angle by means of a small box upon which the bottom of the top end of the box rests. Parallel with the window and joining the ends of the segment to the left and right place one or two soap boxes end to end and covered with light green cheese cloth. On these place a pyramid of boxes of strawberries. At the left and right hand front corners build a pyramid of grapefruit, and around the base of the pile of soap boxes place a row of oranges with five rows radiating therefrom towards the front and another row at each end laid out in a similar manner, as in sketch. On top of the first row of oranges place another along the boxes and



# THIS TEA IS A TRADE WINNER



Gold Camel India Ceylon Packet Tea is so much superior to other teas retailing at 60c. that it will not only please your customers but it will also bring their friends to your store. We blend it from choice selections from the finest gardens and pack it in the beautiful red, blue and gold foil packet to preserve its strength—also for your convenience in handling. The cartons make a telling display and, once started, this tea never stops selling.



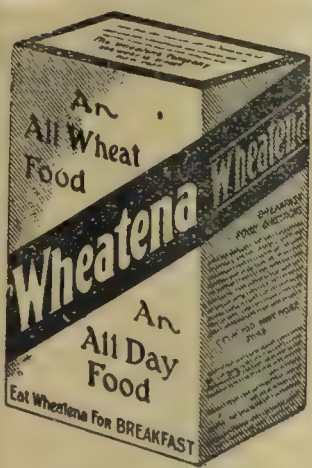
**L. H. PARKE & COMPANY, 232-234 Market St., PHILA., PA.**

## Is the Fad Over?

How long since you have heard of a new advertised cereal? The fad is over, now for the standard breakfast foods like Wheatena. The faddy cereals haven't hurt Wheatena at all; it has gone steadily on, finding new foothold everywhere and always keeping what it gained.

Undoubtedly it will gain even more in the future, however, for Wheatena is above all a family cereal—a breakfast food that suits all the family all the time.

**THE WHEATENA CO., Rahway, N. J.**



## Be Known by

### the "KNIGHTHOOD" BRAND

The fanciest line of food products ever packed bear the name "Knighthood." Every customer who buys them **once** will **keep** buying them. You can get them only from

**REEVES, PARVIN & CO., Philadelphia**  
RIVER FRONT STORES

## Use Duplicating Salesbooks

and avoid mistakes, errors and disputes with customers.

Two bills at one writing, they must correspond. The customer gets one, you keep the other.

Our prices are so low that you cannot afford to be without them.

For sample sheets, prices and description, write

**E. C. Fell Manufacturing Company**  
Duplicate and Triplicate Salesbooks

1112-1114 SANSOM STREET :: PHILADELPHIA



## There Is No Difference of Opinion

¶ All who buy Cheese from me agree that I sell them the best they ever tasted.

¶ The reason is simple enough, being Philadelphia's largest importer I receive the best that is made in Emmenthaler, Roquefort, Camembert and all kinds of fancy Cheese.

¶ With Delicatessen and Fancy Groceries I am willing to compete with anybody.

¶ Get my prices before buying.

**Carl Wilde, 357 N. Second St., Phila.**

Fels-Naptha really makes clothes cleaner, sweeter and whiter than other soaps.

But the great advantage is that it does so with less labor. And without any hot water.





### Your Customers

ask your advice on matters of food products. You want to be posted, don't you? Then study the following. It's instructive.



#### Minute Gelatine (Flavored)

is made from the highest quality of gelatine—other kinds may use a cheaper gelatine as colors and flavors can conceal its inferiority. In it the most expensive vegetable colors are used—others may be colored with cheap vegetable or coal-tar colors. True fruit flavors are used. They cost more but they are better. —Artificial, ethereal flavors are found in others. They are cheaper and easier to get. Minute Gelatine (Flavored) is made to sell on quality—not by advertising or low prices only. Don't take it that all other flavored gelatines have all the bad points mentioned. Most of them have some. None of them have all the good points of Minute Gelatine (Flavored). Decide for yourself. Let us send you a package free and try it beside any other flavored gelatine you may select. That's fair isn't it? When writing for the package please give us your jobber's name.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.

## Message to the Grocery Store From the Board of Health

The Department of Public Health has just issued a bulletin which states as follows:

- Don't tolerate flies.
- Don't allow them in your house.
- Don't allow them on your premises.
- Don't allow garbage, rubbish or manure to accumulate on your lot or near it.
- Don't allow dirt in your house. Look in the corners, behind the doors and furniture, under stairs and beds. Remove the cuspidors. In brief, keep the house clean.
- Don't allow flies near food, especially milk.
- Don't buy foodstuffs where flies are allowed.
- Don't buy milk where flies are on the cans or bottles.
- Don't eat where flies are found.
- Don't forget—No dirt—No flies.

ELECTRIC FANS ARE THE MOST EFFICIENT FLY CHASERS KNOWN.

Is your store Electrically equipped?

The Philadelphia Electric Company

10th and Chestnut Streets

## Here's One Exception

When you go on about cereals paying nothing, don't forget that they're not all that way. Our **Gluten Cereal** pays about 40%. Don't jump at the conclusion that it must be a pretty poor cereal to pay that much—we probably take more care and pains with **Gluten Cereal** than any other manufacturer in the country.

A rich, satisfactory food that stays in people's affections.

A. C. Godshall & Co.

Incorporated  
LANSDALE, PA.

## FLEISCHMANN'S COMPRESSED YEAST HAS NO EQUAL

### Here Is a Good Scheme!

Grocers sometimes demonstrate these with fine results. The demonstration shows two things—first, the ease with which beef tea, bouillon or soup is made from these capsules, one of which has simply to be dropped in a cup of hot water; then it shows the delicious, spicy flavor.

You can sell hundreds of boxes, and every one at a profit.



Anker's  
Bouillon  
Capsules

Sole Manufacturers  
• ROYAL SPECIALTY CO.  
92 Reade St. NEW YORK

not anywhere else. Back of the segment place a table or more soap boxes covered with a white cloth. On this place at each front end a plate of strawberries and cream. Back of these place a sugar bowl and cream pitcher. In the centre place a large bunch of grapes, behind which stand a glass dish with a long stem and containing strawberries upon which has alighted a large butterfly. (How to make said butterfly will be told below.)

On each side of the rear ends of this place a pot of palms or whatever you find will conveniently take its place. From the ceiling of the window on the left, right and in the centre hang a large bunch of bananas, the centre one being red if possible and the

grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

### AMONG THE TRADE.

The Philadelphia Retail Grocers' Association and the Girard Grocery Co. removed during the week from 202 South Ninth street, where they have been for several years, to the Philadelphia Bourse, on Fourth and Fifth streets. They occupy Rooms



others yellow. Between these hang by an invisible thread two butterflies. Then drape twisted colored paper strips (as in sketch) back of the bananas and butterflies.

To make a butterfly fold a piece of colored paper in two. Then cut out the wings and open them. They will be alike. Where these wings join stick a piece of tightly rolled crepe paper tied around the neck with a piece of thread. Stick a couple of pins with colored glass heads in the butterfly's head for antenna and there you are.

NOTE.—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail

272 to 286, which will be a great advance over the quarters vacated. The new offices will occupy the space formerly occupied by the old reading room, and several adjacent rooms will be used for committee quarters, etc. The association will hold its regular weekly meetings in the Assembly Room. A new feature will be introduced as soon as the organization is settled—a permanent exhibit of store appliances, fixtures, etc.

Florida cantaloupes are scarce and very poor. The range is \$3 to \$3.50 per crate. The first California cantaloupes have reached the East and bring \$5 to \$6.50 per crate. The quality is fair.





To bring the retailer and manufacturer together RIGHT needs more than an occasional call from a specialty man, and the jobber's salesmen haven't time to introduce the two properly; yet they are natural brothers and SHOULD be as well acquainted.

Mr. Manufacturer, use the GROCERY AND ALLIED TRADE PRESS OF AMERICA. Through the publications represented, you can get in continual touch with over 150,000 merchants who are prospective distributors for you and you can talk to these people, who are so necessary to your success, TEN TIMES AS OFTEN through the GROCERY AND ALLIED TRADE PRESS OF AMERICA, as you can any other way for the same sum of money. These publications now represent even a more nearly ideal vehicle to convey the manufacturer's message to the retailer than the big magazines and newspapers do to convey his message to the consumer, because they are organized, their circulations are guaranteed, their rates are standardized and they have a co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which gives their subscribers MORE than the ordinary reason for being interested.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For detailed information on this subject, address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



# WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## FOR SALE.

**FOR SALE.**—Corner grocery, meat and provision store. Established six years. Doing a large business. If sold at once will take \$1,800. West on Market St., West Philadelphia. Address L. C. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

**FOR SALE.**—In West Philadelphia, corner grocery and provision store, doing a good business. If sold at once will take \$800. Address L. G. S., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

**FOR SALE.**—Old-established meat and provision store. Fine fixtures and refrigerator. Location, West Philadelphia. Stable in rear. Will sell for \$1,100 to a quick buyer. Address V. W. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

**FOR SALE.**—An old-established grocery and provision store. Would do good with fresh meats. Rent, \$12 per month. If sold at once will accept \$350. N. W. Cor. Randolph St. and Erie Ave. 24

**FOR SALE.**—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

**FOR SALE.**—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

**FOR SALE.**—Grocery, provision and notion store, Cor. Miller and Madison Sts. Will sell at a very low price if sold at once. House contains eight rooms. Rent, \$18 per month. J. Wilson, Miller and Madison Sts., Philadelphia, Pa. 25

**FOR SALE.**—Meat and provision store. Established five years. Doing a fine business. Will sell for \$550 if sold at once. Dwelling contains nine rooms. Eugene Lux, 3051 Frankford Ave., Phila., Pa. 25

**FOR SALE.**—Country store and dwelling. Good location. Call or write E. J. Rauch, Rauchtown, Clinton Co., Pa. tf

**FOR SALE.**—An Enterprise rotary dried beef cutter. In perfect order. Will sell it very reasonable. W. M. Althouse, 2601 E. Norris St., Philadelphia, Pa. 23

**FOR SALE.**—Fruit and confectionery store, cigars and canned goods. Doing a fine business. Illness reason for selling. Best location in the city. Corner store. Established 20 years. Address G. F., 84 Remsen St., Cohoes, N. Y. 23

**FOR SALE.**—Small corner grocery store. Must sell on account of sickness. Will sacrifice for \$400 if sold at once. Address B. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

**FOR SALE.**—A small grocery store, established eight years. Doing a fair business. Will sell for \$400 if sold at once. Address 4055 Wallace St., Philadelphia, Pa. 26

**FOR SALE.**—In West Philadelphia, 4411 Aspen St., grocery and provision store, \$1,000; 4413 Aspen St., cafe, \$500. Will sell the two properties to a quick buyer at the low figure of \$10,000. Apply at the above address. 2

**A FIRST-CLASS COUNTRY STORE** property and stock; 1½ acres; nine-room dwelling and large store and furniture warehouses; barn; wagon house. Also a fine country store property, with 28 acres of ground; fine house and store, and all conveniences and all necessary outbuildings. Also a fine residence and store property in Norristown; best section; fine trade. All of them bargains. Must be sold on account of health of owners. Call at once, I. J. Gotwals, Norristown, Pa. 24

## SITUATION WANTED.

**ENGLISH CLERK AND MANAGER,** AT present employed in Philadelphia, wants position as manager of up-to-date grocery store in fair-sized town. Age, 26; unmarried; will go anywhere. Has had six years' experience as manager, and good all-round man. Now has good position as manager but would prefer town to city. Salary to start, \$17 per week. Unquestioned references. Address C 41, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

**EASTERN PENNSYLVANIA YOUNG** man of 22, wants position as head clerk or manager of grocery department. Married, no children; will go anywhere. Has had excellent experience in general groceries and also with teas and coffees. Knows something of chain store methods. Can give strong references. Wanted to start, \$15 weekly, and can soon show right to that much. Address C 40, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

**POSITION WANTED BY MAN,** MIDDLE age, as manager of grocery business or of a general merchandise business. Years of experience. Best references and bond if required. Address X Y Z, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

**PENNSYLVANIA GROCERY CLERK** wants position as manager or buyer. Will go anywhere. Age 30, married, one son. Has had about nine years' comprehensive experience, and can make good. Wants \$1,400 yearly to start, and can prove ability to earn that and more. Address C 39, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

## BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS? We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about. In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line. If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you. Write, call or telephone. **WARNER & CO.,** 927 Arch Street, Philadelphia, Pa. Phones, Bell Filbert 2500, Keystone, Race 746.

## GROCERY, MEAT AND PROVISION STORES.

### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision

and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three-quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

**WARNER & CO.,**  
927 Arch Street. Philadelphia, Pa.

## HELP WANTED.

**WANTED.**—A first-class salesman by a concern manufacturing all kinds of milk powder, to sell the goods to bakers, supply houses and grocers in the eastern and western states. Address H. M. P., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 23

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." tf

## MISCELLANEOUS.

**HERE'S YOUR CHANCE TO RETIRE** from business. Nineteen hundred and nine five-passenger touring car, 40-horse power, top and everything, extra tire, first-class condition. Only run a few months. Will exchange for well-assorted stock of groceries. Address quick, Chas. Shupp, Plymouth, Luzerne Co., Pa. 23

**DOUBLE YOUR PRETZEL PROFITS.** Genuine "Huebener's Lititz Bretzels" are business builders—aristocrat of the pretzel kingdom. In packages. Pure, clean, no lard. Delicate flavor and crispness found in no other pretzel product. Be first to introduce them in your locality—our special all-profit offer with exclusive rights makes it well worth while. Lititz Pretzel Company, Drawer G1, Lititz, Pa. 23

**WE BUY ENTIRE OR PORTION OF** stocks of general stores for cash. Highest prices paid. F. Laison & Co., 1624 S. 5th St., Philadelphia, Pa. 5

**GROCERS' PRINTING MATTER—LET-**ter heads, bill heads, postal cards, pure food stickers, counter pads, folders, all kinds of snappy, up-to-date printing for grocers and general merchants a specialty. Granzow, Ashland, Pa. 26



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—**FREE.** American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—it's free. 25

## WANTED.

**WANTED.**—A customer in Philadelphia or near who can use 25 or 50 pounds of butter a week. J. G. Plank, Roaring Branch, Pa. 23

**John Scott & Co.**  
INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

**Ceylon and Assam Teas**

These Teas are becoming more popular every day.

"Our prices are always correct"

□ We invite you to book your orders with us now for both spot and future "Idlewild" and "Winola" brands of canned goods.

□ These brands are well known for their very high quality, and are sure to please your trade. Prices named on application.

**Crocker Grocery Co., Wholesale**  
Wilkes-Barre, Pa.

**MANY GROCERS**

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



# We Know You Can Sell CLICQUOT CLUB GINGER ALE



first, because it IS "better than the imported" and, second, because we make it easy to sell by our extensive magazine and newspaper advertising. We keep up the QUALITY of CLICQUOT CLUB and we keep up the ADVERTISING and wherever it's introduced the SALES keep up.

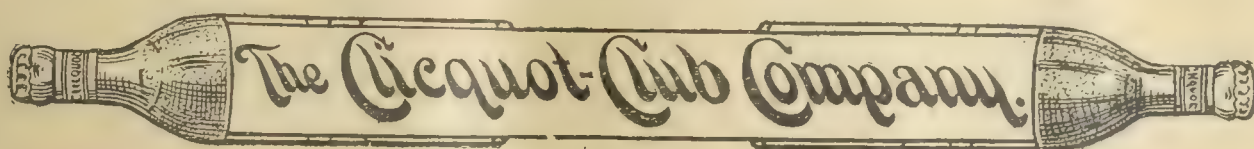
It will sell better in YOUR STORE than any other ginger ale either domestic or imported BECAUSE it sells better in *other stores*. Stock it and get your profits on the extra business it is sure to bring you.

Other CLICQUOT PRODUCTS with the Clicquot Purity and Flavor:

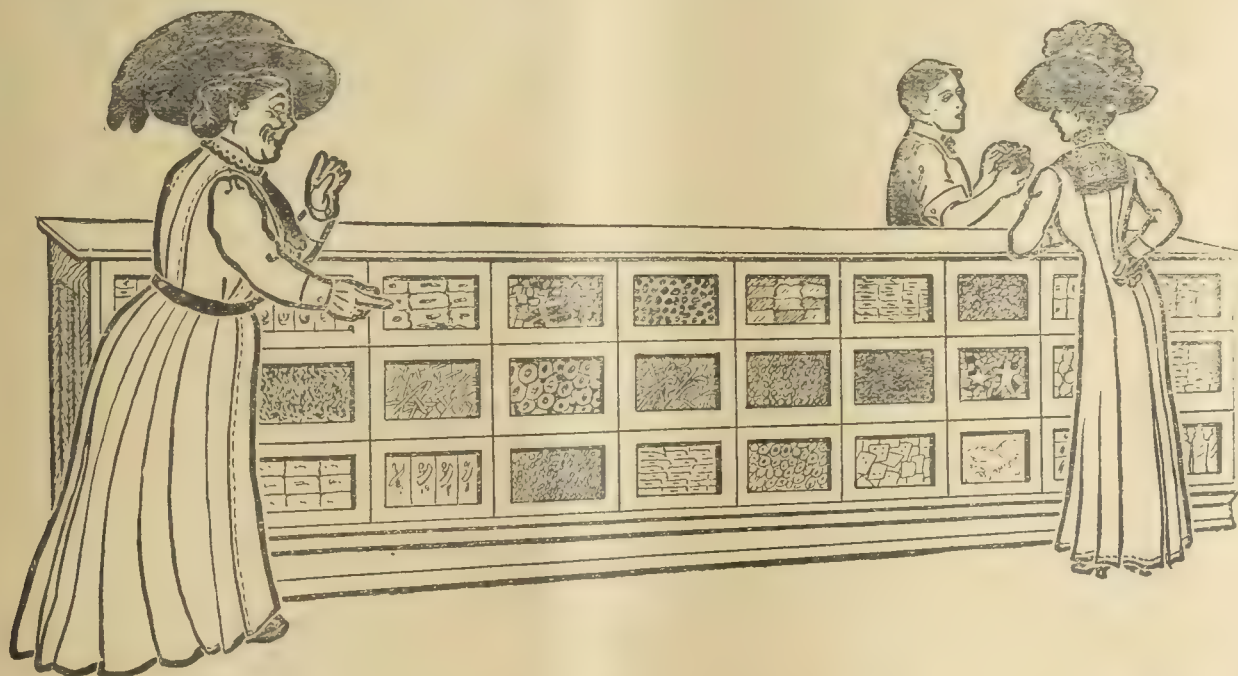
CLICQUOT CLUB SARSAPARILLA  
CLICQUOT CLUB ROOT BEER

CLICQUOT CLUB LEMON SODA  
CLICQUOT CLUB BLOOD ORANGE

CLICQUOT CLUB BIRCH BEER



Millis, Massachusetts



## They Won't Want What They Can't See

Goods displayed in a PEERLESS COUNTER sell themselves. The PEERLESS COUNTER will give you an immediate advantage over a competitor whose goods are hidden in boxes and barrels where customers cannot see them. SHOW what you have, in a PEERLESS, and you'll SELL it. You can sell ALL of it, too, because the drawers protect their contents and the last cracker, or fig or nut is as clean and salable as the first. Write for our handsomely illustrated catalogue showing styles and prices.

**PEERLESS FIXTURES CO., Dept. E, Marshall, Michigan**



# Grocery World and General Merchant Prices--Current.

**CORRECTED WEEKLY. JUNE 6, 1910.**

	COL.
Ammonia.....	1
Axle Grease.....	2
Baking Powder.....	2
Blackening-Shoe.....	2
Bluing-Dry.....	3
Bluing-Liquid.....	3
Brushes.....	28
Butchers' Sundries.....	21
Butter.....	4
Crackers and Cakes.....	10
Candles.....	4
Canned Goods.....	4
Canned Meats.....	6
Catsup.....	6
Cereal Specialties.....	14
Cheese.....	12
Chewing Gum.....	23
Chocolate and Cocoa.....	8
Cider.....	23
Clams.....	15
Corn Starch.....	26
Condensed Milk.....	9
Cottolene.....	12
Coffee Essence and Chicory.....	3
Delikatessen.....	3
Dried Fruits.....	10
Dried Meats.....	16
Dressed Meats.....	20
Dressed Poultry.....	21
Drugs.....	22
Evaporated Milk.....	9
Eggs.....	19

Fancy Groceries .....	COL.	12
Flour.....		13
Farinaceous Goods.....		13
Fresh Fish.....		16
Foreign and Domestic Green Fruits.....		17
Green Coffee.....		3
Gelatine and Prepared Desserts.....		14
Horseradish .....		17
Honey.....		27
Ink.....		27
Jars and Jar Rubbers.....		4
Ketchup.....		8
Lamp Goods.....		18
Lime.....		18
Lye and Potash.....		18
Lard and Compounds.....		70
Live Poultry.....		21
Laundry Soaps.....		25
Laundry Starch.....		26
Macaroni.....		15
Matches.....		18
Mince Meat.....		18
Maple Syrup.....		27
Oysters.....		16
Oils.....		19
Olives.....		19
Package Coffee.....		3
Pure Olive Oil.....		19
Potato Chips.....		19
Peanut Butter.....		19
Pickled Meats and Fish.....		19

Pickles.....	20.
Provisions.....	20.
Pum Pudding.....	21.
Preserves, Jellies, Jams and Marmalades.....	21.
Polishing and Cleaning Compounds.....	21.
Roasted Coffee in Bulk.....	25.
Rice.....	3.
Refined Molasses and Syrups.....	23.
Rope, Tie Yarn, etc.....	27.
Sugar.....	1.
Shoe Dressing.....	2.
Sardines.....	6.
Soups.....	8.
Smoked Fish, Codfish and Mackerel.....	15.
Sauer Kraut.....	21.
Salt.....	24.
Salad Dressing.....	24.
Sal Soda.....	24.
Sauces.....	24.
Soda—Bi Carb.....	24.
Soft Drink.....	24.
Soap Powder.....	25.
Specialties.....	26.
Stove Polish.....	26.
Sundries.....	26.
Syrup and Molasses.....	27.
Smoking Tobacco.....	27.
Tea.....	1.
Toilet Soaps.....	1.
Tobacco—Plug.....	28.
Vinegar.....	28.

Whole Spices.....	COL.	26
Wood and Willow Ware.....		27
Yeast Cakes.....		28

## ADVANCES.

Delicatessen .....	18
N w Mackerel.....	'5
Poultry.....	21

## DECLINES.

Flour.....	13
Pineapples .....	17
Dressed Meats .....	20

### ADDITIONS.

		—I—	
SUGAR.			
		Barrels.	Halves.
Cut Loaf.....		6.35	6.55
Eagle Tablets.....			6.85
Crystal Dominoes, 24 5-lb. pkgs. ....			7.50
“ 60 2-lb. pkgs. ....			8.40
Cubes.....		5.70	5.90
Lozenge.....		5.60	5.80
Powdered.....		5.55	5.75
Granulated, fine or stand., McCahan..		5.40	5.60
“ Franklin...		5.40	5.60
“ special fine.....		5.45	
“ fine, 2 lb. bags.....		5.70	
“ 2-lb. pkgs., cases....		5.60	
“ 5-lb. bags.....		5.65	
“ 10 10-lb. bags.....		5.55	
“ 25-lb. bags.....		5.45	
“ 100-lb. bags.....		5.45	
“ coarse.....		5.50	
“ extra coarse.....		5.70	
A Crystal.....		5.45	100-lb.
A Confectioners.....		5.25	Bags.
No. 2.....		5.15	5.15
No. 3.....		5.05	5.05
No. 6.....		4.95	4.95
No. 8.....		4.85	4.85
No. 10.....		4.75	4.75

	TEA.	
<b>Foochow Oolong—</b>		Per lb.
Choice.....		.34
Extra choice.....		.39
Fancy.....		.45
<b>Formosa Oolong—</b>		
Choice.....		.33
Extra choice.....		.39
Fancy.....		.45
<b>Imperial—</b>		
Choice.....		.30
Extra choice.....		.33
Fancy.....		.40
<b>Young Hyson—</b>		
Choice.....		.25
Extra choice.....		.30
Fancy.....		.35
<b>Gunpowder—</b>		
Choice.....		.38
Fancy.....		.45
<b>Japan, pan fired or basket fired—</b>		
Choice.....		.35
Extra choice.....		.40
Fancy.....		.45
<b>English Breakfast—</b>		
Choice.....		.25
Extra choice.....		.30
Fancy.....		.35
<b>Ceylon—</b>		
Tetley's, No. 1, lbs., ½s or ¼s...		.60
“ No. 2, ¾ lb.		.45
“ Troubadour, 1 lb. tins.....		
Bungaloe, 1 lb.		.25
“ ½ lb.		.28

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87½
Tibbals Dry-Monia (con. dry), 10c. size, ¼ gross case.....	9.00
Tibbals Dry-Monia (con. dry), 5c. size, ¼ gross package.....	4.00

Free goods with ¼ gross 5- or 10-cent sizes.

—2—

## AXLE GREASE.

Fraser's, 15 lb. pails.....	.85
Fraser's, boxes, $\frac{1}{4}$ gross.....	per gross 9.40
Mica, $\frac{1}{4}$ gross.....	per gross 9.00
Castor Oil, 36 1-lb. tins, $\frac{1}{4}$ gross.....	per gross 10.00
Castor Oil, 24 3-lb. pails, $\frac{1}{4}$ gross.....	per gross 26.00

## BAKING POWDER.

Sea Foam Baking Powder—	
$\frac{1}{4}$ lb., 4 doz. in case.....	.95
$\frac{1}{2}$ lb., 3 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
David's O. K., $\frac{1}{4}$ -lb., 4 doz.....per doz.	.45
David's O. K., $\frac{1}{2}$ -lb., 3 doz.....per doz.	.90
David's O. K., 1-lb., 3 doz.....per doz.	1.65
David's O. K., 5-lb., $\frac{1}{2}$ doz.....per doz.	7.20
Cleveland's, 10-c. size, 4 doz.....per doz.	.84
Cleveland's $\frac{1}{4}$ -lb., 4 doz.....per doz.	1.23
Leslie's, nickel.....4 doz. cases	.45
Leslie's, $\frac{1}{2}$ -lb. cans, 3 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder :—	
4 oz. glass, 3 doz.....	.82 $\frac{1}{2}$
6 oz. glass, 3 doz.....	1.07
6 oz. glass, 6 doz.....	1.63
6 oz., 1 gross, in bbl.....	1.08
Rumford's Baking Powder :—	
5c.-tins, 4 doz.....per doz.	.45
roc.-can, 3 doz. in box.....per doz.	.90
$\frac{1}{4}$ -lb. cans, 3 doz in case.....per doz.	1.25
1-lb. cans, 1 doz. in case.....per doz.	2.50
Royal, roc. size, 4 doz.....	.86
" $\frac{1}{4}$ lb., 4 doz.....	1.30
" " " ".....	2.40
" " " ".....	4.65

### BLACKING—Shoe.

Shinola (premiums).....	per gross	10.00
Blackola, 1 doz., 10 cent size.....		.85
Mason's No 1, 1/4 gross.....	per gross	2.70
“ “ 2, “ .....	“	3.00
“ “ 3, “ .....	“	3.30
“ “ 4, “ .....	“	5.40
“ “ 5, “ .....	“	13.80
T. M. French.....	per doz.	1.10

SHOE DRESSING.	
Mason's—	Dos.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 3, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.25
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's, Army and Navy, 1 doz.....	.80
Boyer's French Dressing.....	.05
“ Oil Polish.....	.85
Easy Bright, ladies'.....	.85
“ waterproof.....	1.25
Admiral Russet Combination.....	.90
Admiral Shoe Dressing.....	.90

GREEN COFFEE.		
	Per lb.	
Java, Private Estate.....	.25½	.27
Java, Interior.....	.21	.21
Bogatos.....	.14	.17
Washed, Caracas.....	.14	.16½
Washed, Mexican.....	.14½	.15½
Bucaramango.....	.13	.13½
Guatemala.....	.12½	.14½
Maracaibo.....	.14	.18
Washed Santos.....	.14	.18
Mocha Seed Santos.....	.12	.13½
Santos.....	.11	.12½
Rio.....		.11½

ROASTED COFFEE IN BULK.	
Private Estate.....	.33
Fancy East India.....	.28
Fancy Blend.....	.27
Logan Blend.....	.13½
Java and Mocha Blend.....	.26
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18

PACKAGE COFFEE.		
	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	13½	

**COFFEE ESSENCE AND CHICORY.**

**Pfeiffer & Diller's "Kosyr"—**

50 tins in box .....	per box	4.15
12 tins in box .....	per carton	1.00
5-lb. tins .....	per doz.	5.75

BLUING—Dry.		Per gross
Barlow's, small, a doz.....		2.75
" large, 1 doz.....		5.50
Sawyer's, No. 1, 6 doz.....		1.75
" No. 3, 3 doz.....		4.00
Colburn's, No. 1, 4 doz.....		1.65
" No. 3, 3 doz.....		2.65
" A, No. 6, 12 oz. boxes, 1 oz. free...		4.80
" Ball Blue, No. 1, 3 doz.....		2.60
" " No. 2, 3 doz.....		4.80
Rockitt's. &c. and rec. asst., 8 lbs.....	Per lb.	.30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....		1.17
" " " 6 " @ 39c. ".....		2.34

<b>BLUING—Liquid.</b>	
	<b>Per gross</b>
Boyer's Bengal, No. 8, $\frac{1}{4}$ gross.....	
Army and Navy, No. 8, 3 doz.....	<b>5.10</b>
Crystal, No. 2, 3 doz.....	<b>3.00</b>
Troy, No. 32, bbls., 6 doz. barrel.....	<b>3.50</b>
French Laundry, large, $\frac{1}{4}$ gross in barrel.....	<b>2.45</b>
Tibbals Cream Indigo, sc. size, $\frac{1}{4}$ gross case.....	<b>4.50</b>
" " " " " " " " " " " " " " " " "	<b>9.00</b>
Free goods with $\frac{1}{4}$ gross 5-cent size and $\frac{1}{4}$ gross 10-cent size.	

-4-	
<b>BUTTER.</b>	
<b>Tub Butter—</b>	<b>Per lb.</b>
Creamery, extra, 60-lb. tubs .....	.31
" first, " .....	.30
" second, " .....	.29
" third, " .....	.28
" dairy, extra, bakers' use, 30-60 lbs .....	.23-.27
" g and 10-lb. rolls, 60 and 100-lb. boxes .....	.50-.32
<b>Print Butter—</b>	
Star or S. D. brands, 1 lb., 20-50-lb. boxes .....	.35
B. B., E. D. brands, 20-50-lb. boxes .....	.24
J. J., C. V., Gilt Edge, Gold Medal, 20-50-lb. boxes .....	.33
Sheaf ("400") Elgin, 20-50-lb. boxes .....	.32
Sheaf .....	.29-.31
Milken Farm, lbs. and ¾ lbs .....	.26
Gurnee, lbs. and ¾ lbs .....	.34
Honey .....	.31
White Rock .....	.34

CANDLES.		Per lb.
P. & G., 8's, 30 lbs.		.11 1/4
" 16's, 30 lbs.		.12 1/4
Paraffine, 4's, 6's, 8's cartons, 26-lb. cases,		
per lb.		.08 3/4
Searchlight, hotel, 16's, 30 lbs.		.08 3/4
Pearless, hotel, 16's, 30 lbs.		.09 3/4
Bright Light, 16's, 30 lbs.	per box	1.75
Werk's, 8's, 30 lbs.		.12 1/4
" 16's, 30 lbs.		.12 3/4
Neverout, 8's	per box	1.75
" 16's	"	1.85

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons.....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

CANNED GOODS.	
Tomatoes—	Per doz.
Fancy Jersey.....	.87½
New Jersey, No. 10, 1 doz.....	2.20
“ standard No. 3.....	.80
“ 5½ inch.....	1.20
Maryland, No. 10, 1 doz.....	1.95
Mrs. Lippincott's, frying.....	1.15
Our Best, 50 oz.....	7.00
Fancy Maryland.....	.75
Luncheon, fancy Maryland.....	.80

String Beans—	Per doz
Fancy cut Refugee	1.05
“ “ Refugee	1.20
Small	1.35
Fancy small Refugee	1.60
Smallest Refugee	1.80
New York, No. 10	4.25

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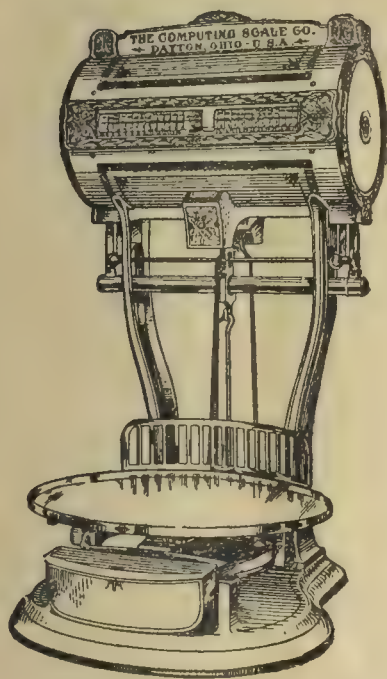
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Our scales show **AUTOMATICALLY** and **SIMULTANEOUSLY** the **PRICE PER POUND**, **WEIGHT** and **VALUE**, clearly and distinctly. No other practical counter scale is so **QUICK-ACTING**, **SENSITIVE** and **ACCURATE**. This scale **PROTECTS YOUR PROFITS**. Its **ACCURACY** is a **SAFEGUARD** over every transaction between customer and merchant. It **STIMULATES CONFIDENCE** and is the emblem of a **SQUARE DEAL**. They are equipped with our patented swivel base.

### **DAYTON AUTOMATIC SCALES**

Our **NEW FACTORY** at **DAYTON, OHIO** (just completed), is a monument to modern factory-building. The facilities for supplying the demand for the matchless **DAYTON-MONEYWEIGHT SCALES** were never so favorable as now.

**EASY PAYMENTS**—Each purchaser has the privilege of paying for his scale by easy monthly payments. If he pays in full in 30 days a liberal cash discount is granted. An old-style or unsatisfactory computing scale can be traded in as part payment on the purchase of a new one. Ask for our exchange proposition.

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Wax Beans—	
Small.....	1.35
Fancy, small.....	1.60
Cut wax.....	1.05
Baked Beans—	
Fancy Maine, No. 3, sauce.....	1.60
“ “ “ 3, plain.....	1.45
“ “ “ 2, sauce.....	1.25
“ “ “ 2, plain.....	1.15
“ “ Picnic sauce.....	.70
“ “ Individual sauce.....	.50
Maryland, No. 3, sauce.....	1.20 - 1.25
“ “ “ 3, plain.....	1.20 - 1.25
Good, No. 3, plain or sauce.....	.95
Campbell's, No. 2, sauce.....	.95
Red Kidney Bean—	
New York, fancy, No. 2.....	.95
Maryland, Standard, No. 2.....	.80

Corn—	
Fancy Maine.....	1.25
“ New York, cream crushed.....	1.00
“ “ Country Gentleman.....	1.15
Fancy Shoe Peg.....	1.00
Maryland, crushed.....	.85 - .95
Peas—	
Fancy New York, sweet.....	1.05
“ “ sifted, sweet.....	1.20
“ “ extra sifted, sweet.....	1.35
“ “ fancy sifted, sweet.....	1.65
“ “ June.....	1.05
“ “ sifted June.....	1.20
“ “ extra sifted June.....	1.35
“ “ fancy sifted June.....	1.65
Extra sifted, E. J.....	1.25
Sifted, E. J.....	1.05
Sweet Dimpled.....	1.00
Maryland, sifted E. J.....	.85
“ June.....	.80

Beets—	
New Jersey fancy, No. 3.....	1.10
“ “ “ 10.....	3.25
Succotash—	
New York, fancy, No. 2.....	1.20
“ standard, No. 2.....	1.05
Maryland Slavery, No. 2.....	.95
Spinach—	
Maryland, standard, No. 3.....	.95
New York, fancy, No. 3.....	1.50
Sweet Potatoes—	
New York, fancy, No. 3.....	1.25
New Jersey, standard, No. 3.....	.90
Pumpkin—	
New York, extra fancy, No. 3.....	1.15
“ “ “ 2.....	.90
“ “ fancy, No. 3.....	1.00
New Jersey, fancy, No. 3.....	.85
“ standard, No. 3.....	.75
Maryland, standard, No. 3.....	.65

Asparagus—	
Mammoth, 2 1/2s.....	3.00
Large, 2 1/2s.....	.75
Oak, large, 1 1/2s.....	.65
Standard, 1 1/2s.....	.45
Fancy tips, No. 1, square.....	.65
Extra standard, No. 1, square.....	2.45

## California Canned Fruit.

Apricots—	
Extra quality.....	Per doz. 2.50
Extra standard.....	2.60
Standard.....	1.40
Pears—	
Bartlett, extra quality, 1 1/2s.....	2.60
“ extra standard, 1 1/2s.....	2.15
“ standard, 2 1/2s.....	1.80
Cherries—	
Extra quality, 2 1/2s.....	2.90
“ standard, 1 1/2s.....	2.35
Standard, 2 1/2s.....	1.80
Peaches—	
Extra quality, lemon cling.....	2.50
Standard, lemon cling.....	1.90
Extra standard, No. 8.....	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.....	1.05

Plums—	
Egg, extra standard.....	1.45
Green Gage, extra standard.....	1.45
Egg, standard.....	1.10
Gage, standard.....	1.10

## Domestic Canned Fruit.

Apples—	
Extra standard, No. 3, 2 doz.....	.90
Standard, No. 3, 2 doz.....	.85
New York State, No. 10.....	2.85
Blackberries—	
New Jersey, syrup, No. 2.....	1.30
Standard, No. 2.....	1.02 1/2
Blueberries—	
Maine, Eagle No. 2.....	1.25
Loggies, No. 10.....	6.00
Cherries—	
Maryland, No. 2, white, extra.....	1.35
New York, white, No. 2.....	2.65
Flour City, red, No. 2.....	
Peaches—	
Extra standard, yellow, No. 3.....	1.25
Standard, white, No. 3.....	1.05
Standard, pie, No. 3.....	.95
Pears—	
New Jersey, No. 10.....	3.75
Delaware, standard, No. 3.....	1.00
Raspberries—	
New York, extra preserved, No. 2.....	2.45
Strawberries—	
Anchor, No. 2, water.....	.75
New Jersey, standard, No. 2.....	1.50

Pineapple—	
Hawaiian, No. 2 1/2, sliced.....	2.50
“ “ “ 2 “.....	2.20
“ “ “ 2, grated.....	1.75
“ “ “ 2, crushed.....	1.80
“ “ extra, grated in juice.....	5.75
“ “ “ crushed in juice.....	5.75
Baltimore, extra, grated, No. 2.....	1.80
“ “ “ sliced, “ 2.....	2.00
Singapore, heavy syrup, No. 1 1/2, cubes.....	1.10
“ “ “ “ 1 1/2, chunks.....	1.20
“ “ “ “ 1 1/2, sliced.....	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs—	
Deviled, No. 1, 4 doz., McMenamin's.....	Per doz. 2.17 1/2
“ No. 2, 2 doz., McMenamin's.....	3.25
Clams—	
Star, No. 1, 4 doz.....	.85
Lobster—	
B & M., No. 1, tall, 2 doz.....	4.35
“ “ “ flat, 4 doz.....	4.35
B & M., No. 1/2, flat, 4 doz.....	1.40
“ No. 1/2, flat, 4 doz.....	1.35
Star brand, No. 1/2, flat, 4 doz.....	2.25
“ No. 1/2, flat, 4 doz.....	
Shrimps—	
Dunbar, No. 1, pickle, 4 doz.....	1.30
Mackerel—	
Pickert's, soured, No. 1, 4 doz.....	
“ “ “ No. 2, 2 doz.....	
“ “ “ No. 3, 2 doz.....	
Underwood, soured, No. 1, 50 cans.....	
“ “ “ No. 1, 4 doz.....	
Oysters—	
Boyer's, No. 1, 2 doz.....	.78
“ “ “ No. 2, 2 doz.....	1.45
Stewart's, No. 2, 2 doz.....	1.35
“ “ “ No. 1, 2 doz.....	.67 1/2
Victory, No. 1, 2 doz.....	.75
Kipperd Herring—	
Maconache's, 2 doz., plain.....	1.60
Bonaccard, 6 doz.....	1.60
Salmon—	
Hapgood's, No. 1, tall.....	2.05
“ “ “ 1, flat.....	2.15
Horseshoe, No. 1.....	1.65
Alaska, red.....	1.55
White Raven, red, 1/2s.....	.90
Red, No. 1/2, flat, 4 doz.....	.80
Pink, No. 1/2, 4 doz.....	.80
Herrington's, 1/2s, in pure olive oil, key, 50 tins.....	7.65
“ “ “ 1/2s, in tomato sauce, key, 50 tins.....	7.65

## SARDINES—Imported.

Boneless and peeled, 1/2s.....	28.00
“ D. & G., 1/4s.....	26.50
“ Ispa, 1/2s.....	28.00
“ Gondolier, 1/2s.....	17.00
“ Landell, 1/2s.....	8.50
“ Martel, 1/2s.....	10.50
“ “ “ 1/2s.....	14.00
“ Loyal, 1/2s.....	9.50
Argonauts, 1/2s.....	14.00
Orion, smoked, 1/2s, key.....	100 8.00
Tomato sauce, 1/2s.....	15.00
Truffled, 1/2s, key.....	100 12.50
Spiced, 1/2s.....	100 10.00
Skipper, 1/2s.....	100 11.50
“ tomato sauce, 1/2s.....	100 11.50
Royanette, oval, 1/2s.....	100 9.50
Angus Watson & Co.—	
Skipper Sardines, 1/2s, oil.....	11.50
“ “ “ 1/2s, oil.....	10.75
“ “ “ 1/2s, tomato sauce.....	11.50
“ “ “ 1/2s, tomato sauce.....	10.75
Sea Queen Sardines, 1/2s, oil.....	9.20
Sea Pearl Sardines, 1/2s, oil.....	8.00

## Domestic.

American Oil—	
No. 2, 1/2s.....	100 3.00
1/2s, key.....	100 3.15
Irma, 1/2s.....	100 4.00
Mustard—	
Irma, 1/2s.....	100 3.85
“ “ “ 1/2s.....	100 3.15
“ “ “ 1/2s.....	50 2.75
Continental, 1/2s, key.....	48 3.00
Irma, fancy, 1/2s.....	50 3.80
Gold Label, 1/2s.....	50 4.50
“ “ “ 1/2s.....	100 7.00
Underwood's, 1/2s.....	50 4.25

## CANNED MEATS.

## Corned Beef.

Morris & Co's Supreme Brand—	
No. 1, key, 2 doz.....	1.75
No. 2, key, 1 doz.....	3.00
No. 6, key, 1 doz.....	12.00
No. 14, key, 1/2 doz.....	25.50
Libby's—	
No. 1, key, 2 doz.....	1.95
No. 2, key, 1 doz.....	3.00

## Chipped Beef.

Libby's—	
No. 1/2, 2 doz.....	1.30
No. 1, 2 doz.....	1.35
No. 1/2, glass, 2 doz.....	1.35
No. 1, glass, 2 doz.....	0.32 1/2
Bechnut—	
No. 1/2, sliced, glass jars.....	1.70
No. 1, sliced, glass jars.....	2.80

## Sliced Bacon.

Bechnut—	
Medium, glass jars.....	1.90
Large, glass jars.....	3.20

## Roast Beef.

Morris & Co's Supreme Brand—	
No. 1, 2 doz.....	1.75
No. 2, 1 doz.....	2.75
Libby's—	
No. 1, 2 doz.....	1.75
No. 2, 1 doz.....	3.00
Kingan's—	
No. 1, 2 doz.....	1.57 1/2
No. 2, 1 doz.....	2.75

## Lunch Tongue.

Morris & Co's Supreme brand, No. 1, 2 doz.....	
Libby's, No. 1, 2 doz.....	2.75
Libby's, No. 1/2, 2 doz.....	1.85

## Whole Ox Tongue.

Fairbank's, No. 2, 1 doz.....	
Libby's, No. 1/2, 1 doz.....	Per Doz. 8.00
	9.90

## Potted or Deviled Meats.

Libby's—	
No. 1/2, 4 doz.....	.50
No. 1/2, 4 doz.....	.90
R. & R.—	
No. 1/2, 4 doz.....	1.15
No. 1/2, 2 doz.....	1.95

## Potted Chicken or Turkey.

Libby's—	
No. 1/2, 4 doz.....	
No. 1/2, 2 doz.....	
R. & R., No. 1/2, 4 doz.....	
	1.75

## Boned Meats.

Curtice Brothers, "Blue Label," in tins—	
Chicken, No. 1/2.....	3.50
“ No. 1.....	6.00
Turkey, No. 1/2.....	3.50
“ No. 1.....	6.00
Whole Rolled Ox Tongue, No. 2.....	12.50
Boneless Whole Ham, No. 1 1/2.....	8.75
“ “ “ No. 2 1/2.....	12.50
All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

## Deviled Meats.

Curtice Brothers, "Blue Label"—	
Ham.....	No. 5 oz. No. 10 oz.
Tongue.....	1.50 2.50
Chicken.....	1.50 2.50
Turkey.....	2.00 3.50
No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.	

## Potted Meats.

Curtice Brothers, "Blue Label"—	
Ham.....	No. 1/2 Tin. No. 1/4 Tin.
Tongue.....	1.45 2.45
Chicken.....	1.45 2.45
Turkey.....	1.95 2.95
No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.	

## SOUPS.

Campbell's—	
Asparagus.....	Per doz. .90
Beef.....	.90
Bouillon.....	.90
Celery.....	.90
Consomme.....	.90
Chicken.....	.95
Chicken Gumbo (Okra).....	.90
Clam Bouillon.....	.90
Clam Chowder.....	.90
Julienne.....	.90
Mock Turtle.....	.90
Mulligatawny.....	.90
Mutton Broth.....	.90
Ox Tail.....	.90
Pea.....	.90
Pepper Pot.....	.90
Printanier.....	.90
Tomato.....	.90
Tomato Okra.....	.90
Vegetable.....	.90
Vermicelli-Tomato.....	.90
No. 10 cans, Tomato only.....	per doz. 6.50

Curtice Brothers, "Blue Label"—	
Consomme.....	Quarts. Pints. 1/2 Pints.
Bouillon.....	3.15 1.75 1.25
Beef.....	3.15 1.75 1.25
Julienne.....	3.15 1.75 1.25
Printanier.....	3.15 1.75 1.25
Vegetable.....	3.15 1.75 1.25
Tomato.....	3.15 1.75 1.25
Ox Tail.....	3.15 1.75 1.25
Mock Turtle.....	3.15 1.75 1.25
Pea.....	3.15 1.75 1.25
Mutton Broth.....	3.15 1.75 1.25
Clam Chowder.....	3.15 1.75 1.25
Clam Broth.....	3.15 1.75 1.25
Chicken Gumbo.....	3.15 1.75 1.25
Mulligatawny.....	3.15 1.75 1.25
Chicken.....	3.15 1.75 1.25
Chicken Broth.....	3.15 1.75 1.25
Green Turtle.....	6.50 3.50 2.00
Green Turtle, Clear.....	7.25 3.75 2.25
Terrapin.....	7.25 3.75 2.25
Schimmel's, assorted, 1 lb., 4 doz.....	
	.85

## CATSUP.

Beefsteak Catsup, medium.....	
Waldorf, medium, 12 oz., screw top, 2 doz.....	Per doz. 2.00
Campbell's—	
Tomato, 10c. size, bottles.....	.90
Tobasco, 10c. size, bottles.....	.90
Snider's—	
Pints, 2 doz.....	2.10
Half-pints, 2 doz.....	1.30
Quarts, 1 doz.....	3.25
Gallons, 6 jugs in crate.....	per jug .80

## KETCHUP.

Curtice's "Blue Label" Tomato Ketchup—	
Small, 25 bottles in case.....	Per Case 2.75
Medium, 25 bottles in case.....	4.25
Large, 12 bottles in case.....	3.25

## CHOCOLATE AND COCOA.

Walter Baker & Co's—	
Premium, 1/2s, 12 to 25 lbs.....	Per lb. .80
Premium, 1/2s, 12 lbs.....	.80
Caracas, sweet, 6 lbs.....	.35
German, sweet, 12 lbs.....	.35
Auto, sweet, 6 lbs.....	.35
Cocoa, 1/2-lb. cans, 12 lbs. in box.....	.36
Cocoa, 1/2-lb. tins, 6 lbs.....	.36
W. H. Baker's—	
Best Cocoa, 1/2-lb. also.....	per lb. .35
“ “ “ 1-lb. “.....	.35
Premium Chocolate, 1/2s, 12 lbs.....	.85
“ “ “ 1/2s, 12 lbs.....	.85
Best Sweet Chocolate, 1-50, 6 lbs.....	.19 1/2
“ “ “ 1-50, 12 lbs.....	.19 1/2
Hershey's—	
Milk, 48 5 cent.....	per box 1.60
Epp's—	
Cocoa, 1/2-lb. tins, 7 lbs.....	.45
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins.....	per tin .70
“ “ “ 12-lb. boxes, 1/2-lb. tins.....	.40
“ “ “ 6-lb. boxes, 1/2-lb. tins.....	.30
“ “ “ square tins, 48 in box.....	.15
Heaton Cocoa and Chocolate Co.—	
Cocoa, labeled, 1/2s.....	.35
Cocoa, labeled, 1/2s.....	.37
Premium Chocolate, 1/2s.....	.45
Premium Chocolate, 1/2s.....	.29





The grocer  
really  
doesn't want  
to sell bulk  
starch.

He realizes the  
trouble and loss in  
handling it—scooping  
and weighing and put-  
ting it in a paper bag,

to say nothing of the little broken pieces which settle at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big, clean package to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—if she tries it, she'll order it again. To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY  
NEW YORK

## A Pennsylvania Sausage That Stands Alone

Here's a dry smoked sausage that's like no other made. We originated it and we make it. We call it

### LEHIGH SAUSAGE

The special things about it count with sausage-eaters. First, the flavor. The seasoning is different—delightful and delectable. Then it eats just as well hot or cold, which isn't true of other sausage. And it keeps good as long as any smoked meats, which also isn't true of all other sausage.



We slaughter the meat for **Lehigh Sausage**, and from beginning to end it's ours and we're behind it. Wherever we've sold it it has had astonishing success. Very likely it would with you, too. Will you write us?

### ARBOGAST & BASTIAN COMPANY

Wholesale Slaughterers of Cattle, Hogs, Sheep and Calves  
Pork Packers and Provision Dealers

ALLENTOWN, LEHIGH COUNTY, PA.

Cost To Deliver 1 M. Dozen Eggs	
IN PAPER BAGS - \$11.84	IN PASTEBOARD BOXES - \$15.79
INSTAR EGG CARRIERS AND TRAYS - \$3.63	INSTAR EGG CARRIERS AND TRAYS - \$3.63
AMOUNT SAVED - \$5.21	AMOUNT SAVED - \$12.16

## Increase Your Profits on Eggs 1c. per Dozen

by using STAR EGG CARRIERS and TRAYS. Count up how many dozen eggs you handle in a year, figure how you'd like to have AN EXTRA CENT IN BANK FOR EACH DOZEN and then write for our booklet, "No Broken Eggs," because it shows you HOW TO GET THE CENT. You will prevent miscount, save time in handling, save breakage and damage to other goods and also please your customers by using STAR EGG CARRIERS and TRAYS. Write for our booklet.

STAR EGG CARRIER AND TRAY MANUFACTURING CO.  
102 Jay Street, Rochester, N. Y.







WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers

IN

## 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



## What's Your Shelf Room Worth?

This photograph isn't big enough to show you the real advantage this store has gained by using **Baines' Brackets**. You can see the neat, compact effect, but you can't see the saving in shelf room, which is the main point.

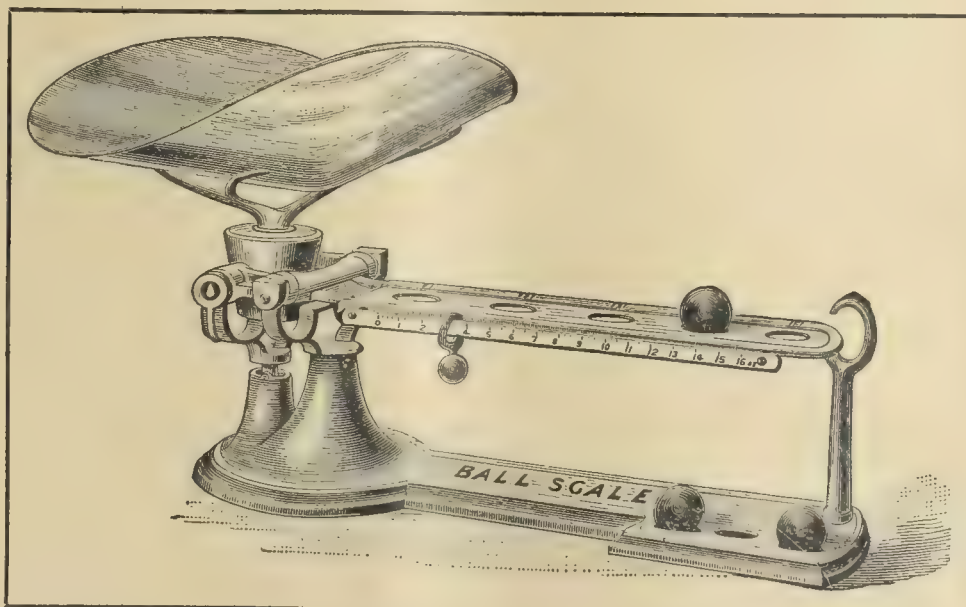
This store, whose picture appears above, actually and literally has one-fourth more goods on its shelves than it had before. Why? Because **Baines' Brackets** support the shelves without uprights. The shelves are clear for goods from end to end.

The **Brackets** are much cheaper than 25 per cent. of your shelf room.

**PIQUA BRACKET COMPANY**  
PIQUA, OHIO

# Losing Your Weights?

Get a  
Troemner  
No. 24  
Ball Scale



Greatest  
Improvement  
in Rapid  
Weighing

Does away with weights absolutely. The balls are placed in the holes, thus weighing from one to fifteen pounds, with the sixteen ounces in fractions on the side beam, giving a total weighing capacity of sixteen pounds.

**HENRY TROEMNER**
No. 911 ARCH STREET  
PHILADELPHIA, PA. \* \*

J. A. FLESCH &amp; SON, 115 ADAMS STREET, CHICAGO, ILL.; GENERAL AGENTS FOR UNITED STATES

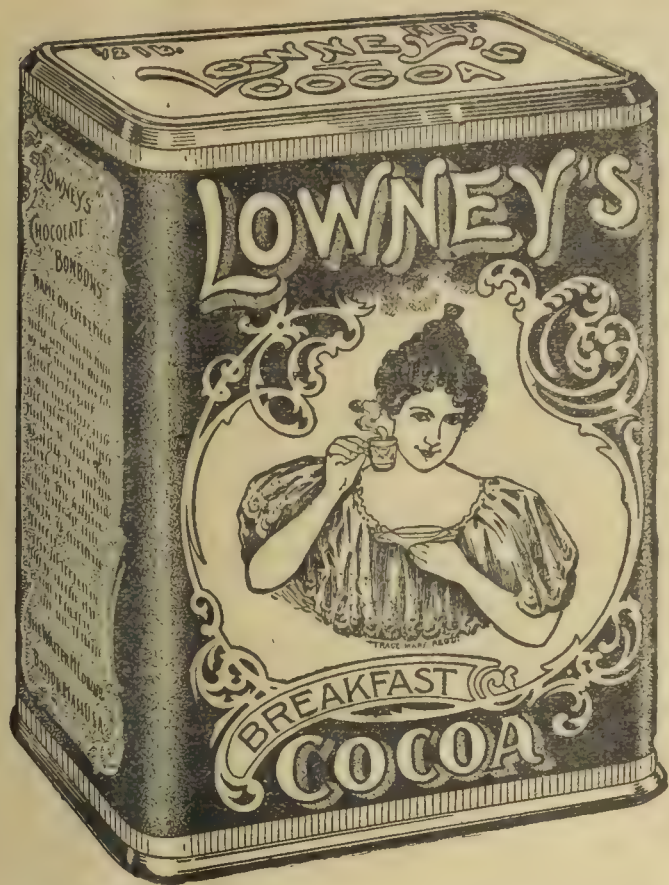


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Raisins—	Per box
Extra Dessert Clusters, 22-lb. boxes.....	2.95
Connoisseur Clusters, 22-lb. boxes.....	3.05
California Clusters, 20 No. 1 pks.....	2.25
	Per lb.
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes	
Fcy Cal. 3 cr. loose, 50 lbs.....	.05 3/4
Fancy Cal. 2 cr. loose, 50 lb. boxes.....	.04 3/4
Valencia, Rogers Fcy, 4 cr. Ondara layers	
28 lbs.....	.06 3/4
5 or 10-box lots.....	.06 3/4
Standard Brands, 28-lb. boxes.....	.06 3/4

<b>Corn Meal—</b>	
Western, granulated, yellow, 100 lbs.....	1.90
"                    white, 100 lbs.....	2.10
"    table, yellow, 100 lbs.....	1.75
"                    white, 100 lbs.....	1.95
Unbolted, white, Old Virginia, 125 lbs.....	2.25
Mother's, white, 24 packages.....	1.80
"    yellow, 24 packages.....	1.80
<b>Farina—</b>	
Hecker's, 24 lb..... per case	1.56
Hecker's Cream (silver spoon) 36 cartons ...	4.50
Schumacker's Farina.....	1.40





Reckon Up the Profit on LOWNEY'S COCOA and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.



"My boy, I'm pleased with your work. I've just been looking over the salesbook and I'm going to give you that raise. I wish every man in the place could learn to sell goods like you do."

"Well, they can learn the same as I did, I guess. You see, I've been taking the SHELDON COURSE of Scientific Salesmanship, and,—"

"Oh, you have, eh! Well, you've got the right idea, Frank. Keep it up!"

Go thou and do likewise.

*Write for our catalogue.*

**Sheldon School**

505 Republic Building  
Chicago

## RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**



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Seeded Raisins—		
Owl, extra fancy, 36 is.	07 1/2	
Fancy, 36 is.		
Blue Pennant, 36 is.	07 1/2	
Parrot, 36 is.	05 3/4	
Souvenir, 36 is.	06 1/2	
Glen Rosa, 36 is.	07 1/2	
Blue Ribbon, 36 is.	06 1/2	
California Seedless Raisins—		
Gold Cord, bleached, 36 is.	10	
Not-A-Seed, 36 is.	07 1/2	
Griffin, 50 is.	06 3/4	
Gray's, 36 is.	06 1/2	
Loose Muscatels, 3 crown, 50-lb. boxes.	05 1/2	
Sultanas, 50-lb. boxes.	04 1/2	
Thompson's, 50-lb. boxes.	05	
Prunes—		
Fancy Santa Clara, 20-30.	14	50 lb.
" " 30-40.	09 1/2	
" " 40-50.	08 1/2	
" " 50-60.	07 1/2	
" " 60-70.	06 1/2	
Ruby, 30-40.	09 1/2	
" 40-50.	09 1/2	
" 50-60.	08 1/2	
Oregon, 40-50.	07 1/2	
" 50-60.	07 1/2	
Silver.	11 1/2	
Currants—		
Fancy, cleaned, new, 40 is.	08 1/2	
Extra choice, cleaned, new, 40 is.	07 1/2	
Fancy, cleaned, 30 lbs. loose.	08	
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.	13 1/2	
Lemon Peel, fancy, 10-lb. hinge lid boxes.	12 1/2	
Orange Peel—		
Fancy 10 lb., hinge lid boxes.	12 1/2	
Dates—		
Fard, fancy, new, boxes about 14 lbs.	11 1/2	
Hallowe'en very fcy, new (Gldn) abt. 70 lb.	05	
Orient, new, pitted, 30 packs.	06	
Figs—		
Fancy, new, Cal., 10-is.	77 1/2	
Extra fancy new Smyrna layers, 5 crown,		
boxes about 12 lbs.	11 1/2	
Fancy new Smyrna layers, 5 crown, boxes		
about 12 lbs.	12 1/2	
5 or 10 box lots.	12	
Apricots—		
Blenheim, extra fancy large, very bright		
Santa Claras, 25 lb. boxes.	15 1/2	
5 or 10 box lots.	14	
Fancy Royals, new, 25 lb. boxes.	13 1/2	
Extra choice Royals, new, 25 lb. boxes.	13 1/2	
5 box lots.	13 1/2	
Choice Royals, new, 25 lb. boxes.	12 1/2	
5 or 10 box lots.	12 1/2	
Moorpark Slabs, fancy, very bright, 50 lb.	12 1/2	
Cherries—		
Extra fancy California, pitted, 25 lb. boxes.	21	
Pennsylvania, pitted, 25 lb. boxes.	19	
Nectarines—		
Fancy, white, 25 lbs.	09 1/2	
5 or 10-box lots.	09 1/2	
Peaches—		
Fancy Muir, 25 lbs.	09 1/2	
Extra choice Muir, 25 lbs.	09	
Choice Muir, 25 lbs.	07 1/2	
Good, 25 lbs.	06	
Extra choice Yellow, 50 lbs.	07 1/2	
Whole, 50 lbs.	05 1/2	
Fancy, pared, 25 lbs.	18 1/2	

## FOREIGN AND DOMESTIC GREEN FRUITS.

Jamaica Bananas—		
Selected, 10 hands, packed 1 in barrel.	2.00	
" 9 " 1 " "	1.60	
" 8 " 1 " "	1.40	
" 8 " 1 " "	1.25	
" 8 " 2 " "	1.10	
" 7 " 2 " "	1.10	
" 7 " 3 " "	.80	
Cocoanuts—		
Porto Rico, extra fancy, 80 size.	3.75	
Jamaica, extra fancy, 100 size.	3.25	
Florida Grape Fruit—		
Fancy Brights, 36-46-96.	4.00	
" 54-64-80.	4.50	
Russetts, 36-46-96.	3.50	
" 54-64-80.	4.25	
Messina Lemons—		
Extra fancy, 300 size.	3.50	
" 360 size.	3.50	
Choice, 300 size.	3.25	
" 360 size.	3.25	
California Lemons—		
Extra fancy, 300 size.	3.75	
" 360 size.	3.75	
Choice, 300 size.	3.25	
" 360 size.	3.25	
Pineapples—		
Fancy, 18-24.	1.75	
Fancy, 30 size.	2.25	
Fancy, 36-42 size.	1.50	
California Oranges—		
Extra fancy Navels, 96-112.	2.50	
Extra fancy Navels, 126-150.	3.25	
Extra fancy Navels, 176-216.	3.50	
Extra fancy Navels, 250-288-324.	3.75	

## HORSE RADISH.

Tumblers, 10-c. also, 2 doz.	45
Tumblers, 10-c. also, 2 doz.	45
Tumblers, 10-c., Lord's Prayer, 2 doz.	85
Tumblers, 10-c. out glass, 10-c., 2 doz.	85

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## INK.

Arnold's, black, 32.	per bottle	48
Continental, red, 1 doz.		30
" black, 3 doz.		25
Royal, black, 3 doz.		25
Superior, black, 3 doz.		23
Stafford, Commercial, 32.	per bottle	60

## LAMP GOODS.

Per case of 6 doz.		
Lamp Chimneys—	No. 0.	No. 1.
Macbeth, Pearl Top.	4.20	4.50
Acme, Victor Top.	3.60	4.20
Pure Flint, Lustre Top.	3.70	3.30
Crystal, Crimp Top.	3.10	3.30
No. 0, Tubular Lantern Globes.	5 doz.	3.75
Cold Blast.	5 doz.	3.75
No. 1.		
Jumbo Chimneys, plain.	per doz.	.75
dec., 107.		.85
No. 0.		
Banner Burners.	per doz.	.45
No charge for packages.		.55
No. 1.		
Oil Cans—		
1-gal., glass.	per doz.	2.25
1-gal., galvanized, Pearl.		1.90
5-gal., Lennox, spout.		5.50
5-gal., " spigot.		6.50
5-gal., Columbia.		7.00
5-gal., Banner.		6.00
5-gal., Climax, pump.		10.00
5-gal., Home Rule, pump.		12.00
Lanterns—		
No. 0, Standard.		4.50
No. 0, Dash.		6.50
Cold Blast.		8.00

## LIME.

Chloride, Acme, slitting, 25-lb. boxes, 1 lb.	1.50
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## LYE AND POTASH.

Per case.	
Banner Lye, 4 doz.	3.75
Babbitt's Lye, 4 doz.	3.25
Lewis' Lye.	3.25
Red Seal, 2 doz.	1.90
" 4 doz.	4.00

## MATCHES.

Per case	
Double Dip Brands—	
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots.	3.35
Black Diamond, Dia. 5 size, 100 bxs., 4 cs.	3.00
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.	4.25
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Crescent, Dia. 5 size, 144 bxs., 4 cs. lots.	3.75
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.	3.50
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.	.95
" " " 2 1/2 gr. cs., 8 cs. lots.	2.35
" " " 5 gr. cs., 4 cs. lots.	4.70
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs.	.85
" " " 3 gr. cs., 7 cs. lots.	2.55
" " " 5 " 4 " "	4.25
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50
Parlor Brands—	
Search Light, Dia. 5 size, 4 cs. lots.	4.25
" Dia. 1 size, 2 1/2 gr. cs., 8 cs. lots.	2.40
" " " 3 gr. cs., 7 cs. lots.	2.85
" " " 5 gr. cs., 4 cs. lots.	4.75
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.50
Chips, Dia. 5 size, 50/3 bx. pkgs., 10 cs. lots.	1.65
" " " 100/3 bx. pkgs., 5 cs. lots.	3.30
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.	.93
" " " 3 gr. cs., 7 cs. lots.	2.70
" " " 5 " 4 " "	4.50
Doric, Dia. 1 size, 1 gr. cases.	.90
" " " 5 " "	4.50
Big Buffalo, Dia. B size, 144 bxs.	3.85
Little Stars, Dia. L S. size, 10 gr. cs., 2 cs. lots.	3.80
Vulcan, Dia. 5 size, 144 bxs.	4.20
Safety Matches—	
Three Noes, Dia. 1 size, 5 gr. cs., 4 cs. lots.	4.50
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.	3.75
" " " 6 " 5 " "	2.00
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.25
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.	2.50
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs.	1.90
" " " 10 " 8 " "	3.80
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.	2.25
Vulcan, No. 2, 50 gr. to case.	25.00
" less than 50 gr.	.55

## MINCE MEAT.

Per case.	
Atmore & Son—	
Extra Family, Seedless—	
No. 5, 6 glass jars.	4.50
No. 3, 6 glass jars.	3.10
No. 18, 37 and 68, wooden pails.	1.13
Barrels, halves, quarters and kits.	1.13
Family, Seedless—	
No. 5, 6 wooden pails.	3.65
No. 10, 6 wooden pails.	6.50
Celebrated, Seedless—	
Bbbs., 1/2 and 1/4.	per lb.
Wooden pails, 18, 37 and 68 lbs.	.09 1/2
Wooden kits, Nos. 20-35.	.09
Wooden kits, Nos. 20-35.	.08
Keystone—	
Bbbs., 1/2 and 1/4.	per lb.
Wooden pails, 18, 37 and 68 lbs.	.08 1/2
Condensed cartons, 3 doz. to case.	11.00
Condensed cartons, 8 1/2 doz. to case.	11.00
Barrels, 1/2, 1/4.	per lb.
Wooden kits, Nos. 20-35.	.08
Wooden kits, Nos. 25-40.	.10 1/2

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Schimmel's—	
Bbbs., 1/2 bbls. and 30-lb. kits.	per doz.
18 and 37-lb. kanakins.	10.30
10-lb. kanakins, 6 to crate.	10.30
5-lb. " 6 to crate.	10.30
5-lb. glass jars, 6 to crate.	6.15
Campbell's, 30-lb. pails.	.08
Mrs. Wells, bbls., 1/2 bbls. and 30-lb. kits.	.05
New Year, bbls., kegs and 30-lb. kits.	.05
Crescent, bbls., 1/2 bbls. and 30-lb. kits.	.04 1/2
National, bbls., 1/2 bbls. and 30-lb. kits.	.07
Southwork, bbls., 1/2 bbls. and 30-lb. pails.	.04 1/2
Brick's Nonpareil Brand—	
Bbbs. 440 lbs., 1/2 bbls. 250 lbs. 1/2 bbls. 125 lbs., 1/2 bbls. 65 lbs.	per lb.
Tubs, 70 lbs., 35 lbs., 18 lbs.	.09
Charge for packages as follows: 70 lbs., 60c.; 35 lbs., 40c.; 18 lbs., 25c. Returnable if in good order.	.09
Tins, 5 lb., 1/2 doz. in crate.	Per crate
Brick's Old Homestead—	
Bbbs., 28 lb. pails, etc.	per lb.
35, 28 and 18 lb. tubs.	.07 1/2
35, 28 and 18 lb. tubs.	.08
Packages not returnable.	
None Such—New Eng. Cond.	
12 oz. pkgs., per 1/2 gr.	per case
12 " " " 1/2 " "	2.90
12 " " " 1/2 " "	5.75

## OILS.

Stove Gasoline.	per gal.
Headlight, 150 test.	.15 1/2
" "	.11

## OLIVES.

Per doz.	
Extra Queen—	
Imported, No. 10, 2 doz.	2.70
" " 19, 1 " "	4.50
" " 32, 1 " "	6.80
" " 16, 2 " "	2.40
" " 8, 3 " "	.90
Cyldr., imported, No. 10, 2 doz.	1.45
Fancy, No. 16, 1 doz.	2.30
" 14, 2 " "	2.20
Special, No. 14, 2 doz.	1.50
Stuffed—	
Ring, 3 doz.	.90
Fancy, No. 14, panel bottle, 2 doz.	2.25
" " " " 2 " "	1.40
Olives in bulk—	
1 gal. pails. 2 gal. pails. 5 gal. kegs	
X.	1.35 2.65 5.65
XX.	1.45 2.85 6.15
XXX.	1.75 3.35 7.00
XXXX.	2.00 3.85 8.00
XXXXX.	2.40 4.20 10.25
Mammoth.	2.70 5.15 11.60
Kegs, large, 1 gallon.	1.60

## PURE OLIVE OIL.

Special importation, large, 1 doz. case.	7.00
" " medium, 2 doz. case.	8.00
" " small, 2 doz. case.	5.00
Trois Croix, French, 8-1/2 gal. cans, case.	12.00
" " " glass, small, 2 doz. case.	
" " " med., " "	
Table and Cooking Oil—	
Cottonseed, large, 1 doz.	per doz.
" medium, 2 doz.	1.90
" small, 2 doz.	.95
Wesson's Cooking, 30—No. 2.	per case
" "	7.00

## American Oil.

Per doz.	
Stohrer's, No. 8, 2 doz.	.55
" No. 16, 2 doz.	.90
" No. 38, 1 doz.	1.85
Keystone, bottles, 2 doz.	.90

## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.	per doz.
" " quarts.	4.75
" " 10-oz. jars.	5.75
" " 10-lb. pails.	2.50
Tripe, 10-lb. pails.	per doz.
5-gal. kegs.	9.00
Pigs' Feet, 10-lb. pails.	per doz.
5-gal. kegs.	2.25
Pickled Beef Salad, in glass.	per doz.
" " " "	1.10
" " " "	1.10
" " " "	1.10
" " " "	1.10
Russian Sardines.	per doz.
5-lb. pails.	per doz.
10-lb. pails.	1.00

## POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.	per doz.
Loose, bbls., 30 lbs.	18 1/2
1/2-lb. packages, 12-lb. boxes.	20

## PEANUT BUTTER.

Per doz.	
McLaren's—	
Small, 2 doz.	.90
Medium, 2 doz.	1.50
Large, 1 doz.	2.75
Peanut, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 2 doz.	.90 1/2
Beardsley's—	
Small jars, 2 doz.	per doz.
Medium jars, 2 doz.	.90
Large jars, 1 doz.	2.25

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## PICKLES.

45 gals., 1200s.	9.25
45 gals., 2500s, Williams Bros., fancy.	
10 gals., 300s,	3.25
10 gals., 450s,	3.65
10 gals., 600s,	3.65
16 gals., 600s,	4.50
16 gals., 600s,	4.50
45 gals., 1400s,	10.25
C. & B., Chow or Gherkins, pints.	3.50
" " half-pints.	2.40
Celery Sauce, Yorkshire, 2 doz.	per doz.
Chow,	1.00
Gherkins, sour,	1.00
Mixed,	1.00
Assorted,	1.00
Gherkins, sweet,	1.25
White Onions,	1.40
Sweet Pickles, 300s to 600s, 5 gal.	per keg
" 1,000s, 5 gal.	3.40
" 2,000s, 5 gal.	3.25
Chow-Chow, No. 1, 5-gal. kegs.	1.95
" No. 2, 5 gal.	1.75
Chow and Mixed Pickles, 5 gal.	per pail
Williams Bros.—	per doz.
No. 8, Sour Gherkins, 2 doz.	.85
No. 8, Sweet Gherkins, 2 doz.	.85
No. 8, Sour Mixed, 2 doz.	.85
No. 8, Sour, assorted, 2 doz.	.85
No. 8, Chow-Chow, 2 doz.	.85
No. 8, Onions, 2 doz.	.87 1/2



## No Friends Among the Wheelwrights



Wheelwrights don't think much of the "J. M." delivery wagon; it doesn't make enough money for them. No wagon pays fewer visits to the repair shop, or makes its visits shorter.

The most celebrated delivery wagon made—the best wagon ever built for the grocery trade. Strong as iron, yet easy-running; finest steel tires, and wheels from second-growth hickory. Send for catalogue.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

Nothing can compare with the satisfaction of knowing that you are being treated fairly; this is particularly true when applied to Coffee, because there are so many grades and varieties.

We guarantee to give you exactly what you buy, every time you buy, and back our guarantee up with our reputation gained during the past hundred years.

Samuel Wilde's Sons Co., Eleven  
Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## Your Trade in Crackers

May not be as important as your trade in Coffee; but it can be largely and profitably increased if you will make a little more effort in favor of

## EXTON'S CRACKERS

Hand them out in a judicious manner to the extent of a pound or so occasionally



**To Taste them is to Buy**

Always the same EXTON flavor and a satisfactory profit for the dealer.

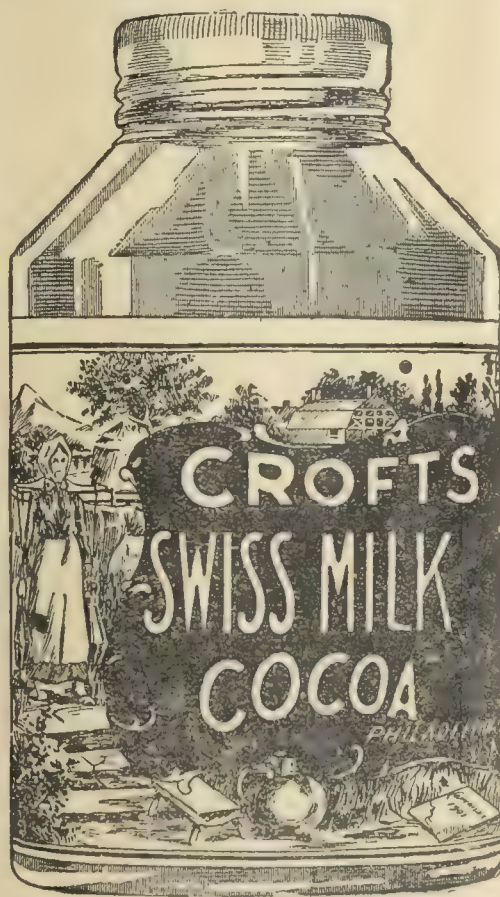
**A. EXTON & CO., = Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton-made Oyster and Butter Crackers stamped "EXTON"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## How to Make Other Cocos as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

**40 cents a pound**

Packed in ½-lb. jars, 6 and 12-lb. boxes

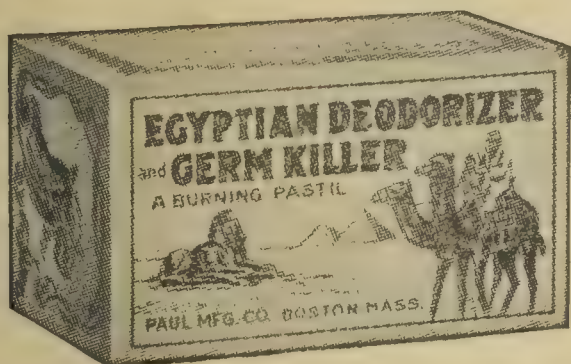
**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA







Want to make your  
Customers grateful to you?

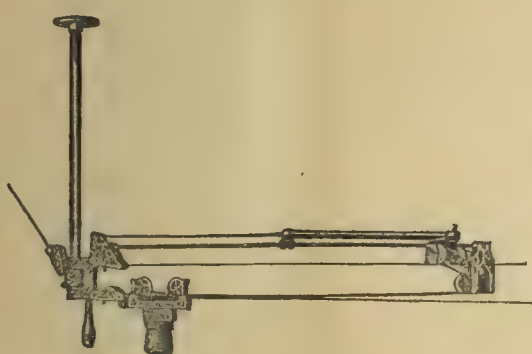


Most of them will be bothered with mosquitoes and most of them don't know how to drive them away. Tell them **Egyptian Deodorizer** will not only do that but it will drive away all kinds of insects and at the same time purify the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your customers about it and you will soon want more. A splendid profit which you might just as well have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**

**LAMSON**



*Air Line*

**CASH  
CARRIERS**

Keep a check on your sales

Fix responsibility—lessen labor—reduce selling expenses—give quick service—please your customers.

*Bulletin E explains all.*

**Lamson Consolidated Store Service Company**

**BOSTON**

Philadelphia Office, No. 929 Chestnut Street

**SERVICE**

**CASH is the Thing**

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

**AND FOR CREDITS**

this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

**SOAPS**

Young's Scouring  
Soap  
Cygnet Soap

**CHAS. W. YOUNG & CO.**

ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

You Ought to  
See **SOME** Butter

A retail grocer isn't supposed to be very squeamish, but if he could see some butter made and printed up he would go out of the business before he would offer it to his customers.

If we could take everybody through our **Gurnse** dairies, our business in **Gurnse** butter would quadruple in a week. It's a pet butter, made by pet methods—from thoroughbred milk, under the most fastidiously clean conditions. Such a butter as the most particular grocer can offer to his trade with absolute certainty that it is incomparable in quality.

Why risk your butter reputation on ordinary print butter when you can *insure* it with **Gurnse**?

Packed in 20, 30, and 50-pound boxes—pounds and half pounds—34 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.





—26—

## SPECIALTIES.

## LAUNDRY SOAPS.

## WHOLE SPICES.

**ROPE, TIE YARN, ETC.**

## SYRUP AND MOLASSES.

## Glucose.

## HONEY.

## REFINED MOLASSES AND SYRUPS.

## MAPLE SYRUP.

**WOOD AND WILLOW WARE.**

### Brooms.

## Washboards.

—28—

### Buckets.

### Butter Dishes.

### Clothes Pins.

## BRUSHES.

### Scrub Brushes.

### Stove Brushes.

### Shoe Brushes.

## Wall Brushes.

### Dusting Brushes.

TOBACCOS—PLUG.

## SMOKING TOBACCO.

## YEAST CAKES.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, June 13, 1910.

No. 24.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE

GROCERY WORLD PUBLICATION CO.,  
AT

927 Arch Street, Philadelphia.

TELEPHONES:

Bell { Filbert 3286.  
Filbert 3287. Keystone, Race 746.  
Private Exchange.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.

P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

ELTON J. BUCKLEY,  
Editor.

DAVID EZEKIEL,  
Advertising Manager.

WILLIAM H. NAYLOR  
Circulation Manager

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Contributed.

## "If Yez Don't Haul Me Up I'll Cut th' Rope"

**Advertising Manager "Everybody's Magazine" Likens Grocer Who Cuts Advertised Goods to the Irishman Who Said Above. Says Grocer Can't Be Forced and Manufacturers Should Work With Him.**

The retail grocer has always been a human being. Some salesmen frequently overlook this fact. The last few years have also demonstrated that a large proportion of retail grocers have good sound merchandising ideas.

Manufacturers' salesmen who call upon the retail grocer may be roughly divided into two great classes—one class selling advertised goods, the other selling unadvertised goods.

The salesman for unadvertised goods calls upon a retail grocer and explains their merits, states that there is 30 per cent. profit in their sale, warrants the goods to be of excellent quality and offers to back up any complaints with return of the money. A salesman who controls thirty-five salesmen under these circumstances states that the average answer made to his salesmen was:—

"What you say is doubtless quite right—your goods may be fine, but I have six other brands on my shelves. There is no demand for your goods, and if you wish me to stock them, my customers have got to be asking for them. Go create the demand and then I will talk to you, but I can't afford to waste my time trying to sell your goods for you."

"As far as your extra profit is concerned, it doesn't amount to a rap, because every retailer who found that the goods dragged on his hands would cut the price, and finally I might have to give them away to get rid of them. Go create the demand and then come and see me again."

On the other hand, the salesman for advertised goods, having overcome the objection against non-advertised goods, sometimes hears:—

"Sure, I sell a lot of your goods, but, instead of giving me 20 per cent. profit, why don't you cut out advertising and give me 30 per cent.? Then I could show you what could be done in pushing your goods."

You can't eat your cake and have it, too. Without the advertising investment there would have been no sale for the goods.

The manufacturer of advertised goods—for which enormous demand has been created—some-

times hears the complaint that he is trying to force the dealer into handling them. This is in a way a great compliment to the power of the press, but it is absolutely erroneous.

The retailer cannot be forced to do anything he does not want to do. We all admit that no one is in business for his health. He makes money by the increased sales coming over his counter.

No one can force a man to accept this increased business. He can refuse it either courteously or discourteously, as the case may be. In some instances he can persuade the consumer to try another line of goods.

This takes his time, and he probably makes no more profit, but it is a demonstration that he cannot be forced to do anything he does not want to do.

The retailer is entitled to a fair profit on every article he sells. If he does not get a fair profit (being a human being) he will naturally do his best to sell some article in its place on which he will make a profit.

This does not mean that he is so unreasonable as to expect to make as much per package on a breakfast food of which he may sell thousands each week as he would expect to make on an unadvertised food of which he might sell three or four packages a week.

A retail grocer is not unreasonable. He is merely human. He wants to make a living and have something over.

The manufacturer should make a friend of him instead of antagonizing him; he should make clear to him that the advertising is to create a volume of business on which he will make his fair profit. Keep him posted as to just what quantity and quality of advertising is being done and in what magazines. "Show him," in other words. Do not take it out in platitudes, but produce the facts.

Advertise your advertising to him, keep him posted, make him your friend, get him into the current and swing of big things.

Do not make him feel that the money you are spending in advertising represents profits taken from him, but—as it is—an investment on your part just the same as the building of a new factory, the employment of expert operators, or the purchase of some new machinery.

Enter the field with a mind open and free from prejudice. The retail grocer is a man to be catered to and helped. The day of bulk goods is past. The whole sub-distributing plan of the country is reorganizing itself along lines which recognize this fact.

The price-cutter on advertised goods always reminds me of the man cleaning out a well who, becoming impatient at delay, called up the shaft, "If yez don't haul me up I'll cut th' rope."

Every factor in the distribution of food products from manufacturer to consumer has learned or is learning the advantage of the Trade-mark.

They are learning that only good goods are worth advertising. That the only chance for poor goods is to remain unidentified, depending upon cut-price, substitution and credulous consumers to make their market.

It rests with the manufacturer to inform the retail grocer what his claims are, how much of a guarantee there is behind his goods, and what he can and will do in the way of co-operation.

Here is an instance of a manufacturer who sent out a complete

display of his advertising campaign (two months before it started) to 90,000 retailers, explaining to them in detail the profits back of it and what magazines his advertising was to appear in, together with full-size reproductions of this advertising.

Inside of ten days orders for over four-and-a-half carloads of his goods had been received.

This was followed up by continuing the campaign of information to the retailers through their trade papers. From being a practically unknown quantity concerned—in two months—

lished itself on a friendly basis with practically the entire trade. The magazines then did their full share in creating an enormous consumer demand (together with other media), and within five months another great national business success was an accomplished fact—running neck and neck with the former leader in its class.

Don't get the idea into your own head, Mr. Manufacturer, and don't let the retail grocer get it into his that the object of national advertising is to force his hand. Make him understand and appreciate that your advertising has for its object the prompt removal of your goods from his counters into the hands of the consumer. It's a clear case of team work between you and him, and for his share of the help he certainly is entitled to his share of the profits.

ROBERT FROTHINGHAM,  
Advertising Manager "Everybody's Magazine."  
New York, N. Y., June 9, 1910.

## Back Comes Schemer Eaton With Another Food Scheme

**Now Offering "Eighteen Hour Eggs" in Cartons. Question of Misbranding Under Food Laws Directly Applies. Some Past History as to Seymour Eaton.**

And now comes Seymour Eaton into the arena again, this time, as before, with another food product much superior to that which ordinary grocers usually sell. It consists of eggs packed in cartons and sold by him as "Eighteen-Hour Eggs."

Seymour Eaton may or may not be remembered by the readers of this journal. Some of them

will recall him without a doubt. He is a born schemer, and some of his schemes have reached important proportions. None of the large ones, however, have proven permanent. He came first into the public eye about ten years ago with his Booklovers' Library and Tabard Inn schemes. These were library propositions involving the supplying of so



# Mr. Retailer, Do You Want a Clerk?

There are clerks, managers and bookkeepers advertising through the **Grocery World and General Merchant Free Employment Bureau** to-day whose registration certificates indicate that to the right employer they will be of inestimable value.

Some of them got their training in the old country—trainers of the best grocery clerks in the world.

It will pay every employing grocer who takes this paper to regularly read the "Situations Wanted." There is gold in them—comfort for the man who has sought long and earnestly for the sort of clerk who puts the same heart in your business that he puts in his own.

Meanwhile, Mr. Retailer, register your name and your needs with the **Employment Bureau**. Free at every point, even the specifications of promising clerks that we mail you as fast as they come in.

No need to tell the clerks and managers to register for better positions; they're doing it already.

## The Grocery World and General Merchant Employment Bureau

927 Arch Street, Philadelphia, Pa.



many books a month for a certain yearly fee. This waxed and grew fat, but reached its zenith and began to wane. To-day neither of these enterprises amounts to anything.

Then he published a magazine in connection with his libraries. This at no time got very far and was afterward sold to Appleton's Magazine.

Seymour Eaton made his greatest splurge, however, as a purveyor of food products. He started on the proposition, which he expressed in sensational but very persuasive advertising, that the average grocer was a fraud or an ignoramus and sold nothing good anyway. He proposed to come to the public rescue by marketing a number of products of the most exquisite type. So he had various packers put up tea, coffee, olives, maple syrup, tooth powder, soap, etc., for him, under the most ornate labels and in costly packages. Outrageous prices were asked for everything, and at the time the "Grocery World and General Merchant" examined the goods and proved conclusively that the prices asked were so exorbitant as to be absolutely without justification.

The scheme was the most notorious failure the American annals of grocerydom have ever known. Grocers became incensed at the lying reflections made upon them by Eaton in his advertising, and refused to stock the goods. The few that did stock them couldn't sell them at the price, and by-and-by the price on everything slumped. After a few short weeks of life, the food business became defunct, after sinking many thousands of dollars.

Had it succeeded—though it could not possibly succeed by the methods Eaton used—he had even larger schemes which would have revolutionized the world. Eaton's motto was that all sorts of merchandise could be sold by better methods and on a higher basis than they had ever been sold before, and he proposed to do it. This dream even included the building of battleships!

And now returns Eaton with another scheme—"Eighteen-Hour Eggs" packed in cartons and fresh from the hen. He is endeavoring to establish agencies in various cities, always picking out a dealer of high standing and reputation. The readers hereof,

however, are advised to consider quite carefully their position under the food law if they sell as "Eighteen-Hour Eggs," eggs that are not eighteen-hour eggs. "Eighteen-Hour Eggs" mean only one thing—eggs that are only eighteen hours old when they reach the consumer. It is very doubtful whether such eggs can be gotten together and sold; certainly not except within an extremely contracted territory. The further afield Eaton goes, the surer his representation as to "Eighteen Hours" is to be untrue.

Practically all food laws now in force, both State and Federal, provide that a product shall be considered misbranded if the package or label bear any statement concerning the contents which shall be false or misleading in any respect. The vital feature of eggs is their freshness, and a statement on the label that an egg was only eighteen hours old when it was twice that, as it would surely be if it were shipped any distance, would without doubt constitute a misbranding and render the seller liable to arrest and fine or imprisonment.

## Green Says Sugar-selling Methods Are Wrong

Uses Statements Made at Jobbers' Convention as Text. Tennessee's Stringent Trading Stamp Law. Net Weight System Wanted.

Special Correspondence of "Grocery World and General Merchant."

Cleveland, Ohio, June 9, 1910.

At the convention of the National Wholesale Grocers' Association in Louisville, Ky., last week, a very valuable paper was read by a gentleman from New York, who made this astounding statement: "That two hundred and seventy-five million dollars' worth of sugar had been sold by the wholesale grocers of the United States last year and that it had been done at a loss of ten million dollars."

F. W. Hannahs, of New Jersey, in speaking on this question, said that it was a blot on the system of merchandising; that it was not expected that in any line of business the merchant would do business without profit. That the fact that the loss was so enormous and that the consumer had received the benefit was not appreciated by the consumer. That they had gotten away from Webster's definition of a wholesale grocer, which definition is that the wholesalers are men who sell goods to retailers at profit. Mr. Hannahs' remarks were well received, but there is no doubt that both wholesaler and retailer are to-day selling sugar in the same way and will record at the end of another year an increased loss over that of last year.

\*\*\*

Mr. F. Rees Woolford, Chattanooga, Tenn., sends me the fol-

lowing copy of the stringent trading stamp law now in force in Tennessee:—

Each trading stamp company or agency doing business by the sale or giving away of trading stamps or like devices in any county of this State shall pay, per annum, in each county in which such company or agency does business, a privilege tax of \$500.

All persons, firms, corporations, agents or merchants engaged in business of dealing in merchandise through the method known as trading stamps or like device shall pay, per annum, a privilege tax of \$250.

Provided, that this tax shall not apply to any merchant or manufacturer who shall issue and place his own tickets, coupons or other vouchers, in or with packages of goods sold or manufactured by him, such tickets or coupons to be redeemed by such merchant or manufacturer; nor to any merchant who shall sell or give out with such packages, tickets, coupons or vouchers issued and redeemable only by the manufacturer of the sold goods.

\*\*\*

The discussion brought out at the jobbers' convention by the paper of W. F. Bode, of Chicago, on "Uniform Tares," will be long remembered by any retailers in attendance. It was freely admitted that the custom of sending cheese to the retailer at the weight marked on the box had long prevailed, bags containing supposedly one hundred pounds of rice only contained 100 pounds gross, and in fact nearly all bulk goods were shipped to the retailer in gross and not net weight packages. One of the delegates said that possibly they were to blame for so many failures in the retail trade, because the retailer based

his selling price on his buying price, but that from henceforth he would use his influence in buying and selling bulk goods net.

The retailer should heed the warning of his trade papers, which advise him to weigh, gauge and count everything he buys, and in making his purchase in the future he should specify net weights.

The following is a synopsis of the paper read by Mr. Bode:—

There can be no question but what we should have a stable standard basis to work from, viz., that of a recognized system of weights and measures that would at least cover all substances that are dealt in by weight or measure. The retail dealer in selling bulk goods to his customers by the ounce, pound or volume, is bound to deliver on a net weight basis or suffer penalty of law for cheating, and if the retail dealer purchases goods at a price per pound and sells them on that basis, fixing his cost accordingly, he is put in a false position where a delivery is made to him on gross weight basis, for he does not get what he pays for. It is equally important that the jobber be enabled to purchase his goods on a net weight basis from those engaged in manufacturing or assembling goods. The practice of selling gross for net leaves a margin for fraud and deception and is illogical, unscientific and unsound. The only defense known that has been put forward by advocates of gross for net system is that it compensates the seller of the package containing the goods for the cost of the package in which the goods are packed. All must recognize that such an argument is a fallacy pure and simple.

Much has been said about the wholesaler's position and that sooner or later he would be eliminated. This is a false position to assume. Had there been a possibility of the wholesaler losing his position in the commercial world he would not be in existence to-day. So that it is fair to assume that he is here to stay. His necessity is greater to-day than ever before in the history of the trade. Had there been any cheaper way of marketing goods, American ingenuity would have brought it to the front years ago. So that it is just as fair to assume that the retailer will be wiped out of existence because some firm or firms have succeeded in building up a business with the consumer direct.

Both wholesaler and retailer are going to exist. It is only a question as to whether by working in harmony each business will be successful and lucrative or whether by working in estrangement each shall share in disaster.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.



Written for the "Grocery World and General Merchant."

## National Secretary Green on Sielcken's Coffee Profit Testimony

John J. Green Speaks From Twenty-five Years' Experience in Refutation of False Charge That Retailers Charge 25 Cents for Coffee Costing 7½ Cents to Import.

Some very important testimony was given to the Food Committee in Washington on Wednesday, May 1 of May, by Mr. Herman Sielcken, one of the largest coffee operators in the United States, whose office is situated in New York. Mr. Sielcken testified to the committee that the retailers of the United States are responsible for the high cost of living as far as the price of coffee was concerned, and that the profit realized by the middleman was exceedingly high and was approximately 15 cents a pound.

This same Sielcken, it was reported not long since, was the person who, with the Brazilian Government, was holding up the price of Santos coffee through a valorization plan.

Should the retailer of the United States read that testimony and not resent it they would be held up, and rightly, to condemnation by the consuming public.

We will concede to Mr. Sielcken his ability to make money and manipulate his business affairs so as to control in a large measure all coffee reaching the United States from Brazil, as well as controlling the Woolson Spice Co., the packers and distributors of Lion package coffee, but we do not only question his veracity, but denounce his attitude as unjustifiable when he says the retailers of the United States get 15 cents per pound profit against Germany's 7 cents per pound.

The writer's practical experience for twenty-five years in the retail grocery business tells him that package or bulk coffee, especially Lion brand, has not given to the retailer more than from 1 to 3 cents per pound profit, and in many instances has been made a leader and sold for cost and less than cost, and I do not hesitate to say that the statement made is absolutely false, and that no straight, legitimate grocer is today, or has ever, made approximately 15 cents per pound profit on his coffee, and no one better

than Mr. Sielcken should know that to be a fact.

I can hardly understand why the disposition is so strong among the men of larger interests to throw the responsibility on the shoulders of a lot of men who, I consider, are the poorest paid men engaged in any business enterprise.

Through the efforts of a number of us, public sentiment is slowly sympathizing with the retailer, but it is only by keeping on the defensive and boldly recognizing the attacks of such men as Sielcken. His position is false, and I do not hesitate to say that he knows it is false. His attack on the retailer is a cloak to cover his own methods.

It is a well-known fact that "Lion" coffee is sold in a great many instances at less than cost. In fact, I know of no instance where the profit on "Lion" coffee is enough to pay the cost of doing business, and you may depend upon it, I shall lose no opportunity to call to the attention of the retail grocers the fact that this Sielcken is at the head of the firm which is parceling out to the retailers this same "Lion" brand of coffee.

Let every retailer who reads this article take time enough to write Mr. Herman Sielcken, coffee importer, New York, a letter stating whether or not they are making the amount of profit charged to them by this gentleman in his testimony before the Food Committee in Washington.

JOHN A. GREEN,  
Secretary National Retail Grocers' Association.  
Cleveland, Ohio, June 7, 1910.

**ELTON J. BUCKLEY**

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

642-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell. Spruce 2608-2609  
Keystone, Race 746

Corporation Practice, Cases Under Food Laws  
Trade-Mark Registration  
General Practice

# 25c. Goods

The best advertising within reach of any retailer just now is to get in on the 25 cent "wave" which is spreading over the country.

It is in your power to make 25 cents just as popular a price in your store as 5 and 10 cents are to-day.

All you need to do is to apply 5 and 10 cent methods.

Gather 25 cent goods together—make them stand out—use them as window advertisers—and the business will come.

We are specialists in 25 cent goods. For instance, our June catalogue contains the following:

Over 3,500 items to retail at 25c.

Over 1,500 items to retail at "2 for 25c."

And an endless variety of 25c. "combinations."

If you haven't a copy, ask for catalogue No. H 797.

## Butler Brothers

Exclusive Wholesalers of General Merchandise

New York, Chicago,  
St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee, Seattle, San Francisco, Omaha



# WITH THE EDITOR

In the first reference made in this journal to the testimony of Herman Sielcken before the Senate Food Committee, to the effect that retail grocers charged a quarter for coffee that cost  $7\frac{1}{2}$  cents to import, a part of an article published in the Johnstown (Pa.) "Tribune" was reproduced to show the biased way in which newspapers were using Mr. Sielcken's testimony against the retail grocer. The "Tribune" makes the following rejoinder to the "Grocery World and General Merchant's" article:—

## THE PRICE OF COFFEE.

"Tribune" readers will recall that a few days ago we commented pointedly on the testimony given before a Senate committee in Washington as to the price of coffee. The testimony was that of Herman Sielcken, a coffee expert of New York City, and was to the effect that the average cost of coffee laid down in New York for a number of years past has been  $7\frac{1}{2}$  cents a pound; that the cost of roasting and preparing for market in the same period has not averaged over  $2\frac{1}{2}$  cents a pound, making a total cost of 10 cents, and that the average retail selling price of coffee during the period in question has been 25 cents. The "Tribune's" comment was to the effect that this was too much of a tribute to be levied on the workingman's table between producer and consumer, and further, that the tariff could not possibly be to blame, because coffee comes into the country duty free and has for many years.

A copy of the "Tribune" has reached the "Grocery World and General Merchant," published in Philadelphia, and it undertakes to counteract the effect of Mr. Sielcken's testimony and answer our comment. We cannot see that it has succeeded, or that it helps the case. It starts out by calling the New York expert "a liar or ignoramus," which certainly is no argument. It then proceeds to say that the only coffees which it is possible to buy laid down in New York for as low as  $7\frac{1}{2}$  cents are certain low grades, which are never sold straight, but mixed with better coffees. These, it admits, may be bought even below 7 cents. It carefully avoids giving the price of the higher grades which are mixed with them, and there is nothing in the articles to show that a mixture of these could not be made at the price quoted by the New York expert. It says, moreover, that plenty of coffee of the lower grades is sold for less than 25 cents—and again it fails to detract from Mr. Sielcken's testimony. He probably is aware that coffee is sold for less than a quarter a pound. He also knows that coffee is sold for more than that, and he asserts that the average is 25 cents, which the "Grocery World and General Merchant" does not undertake to deny.

Another phase of the "Grocery World and General Merchant's" at-

tack on the New Yorker's testimony is that the difference between the cost of coffee in New York and the price paid by the customer frequently represents more than one profit. Well, what if it does? Possibly that's where the main fault is. It certainly represents too much profit, whether it all goes into one pocketbook or into two or three. Let some of the middlemen be cut out, if there are too many. They are the ones who toil not, neither do they spin, yet they grow rich off the producer and consumer. If the latter two were nearer together, both would be better off. The producer might get more, and the consumer buy for less.

As a whole, the attack of the "Grocery World and General Merchant" on Mr. Sielcken is a very lame affair, and the defense of the coffee profits is still lamer. The discerning reader will see in them more of a confession than anything else. The "Grocery World and General Merchant" would be doing a greater public service if it were to suggest some means by which the retail grocer, in whose interest it purports to be published were to be brought in closer touch with his source of supply, to the end that the consumer might not be made to pay two and one-half times the producing cost of what he buys.

In a nutshell, this is a distortion of the "Grocery World and General Merchant's" utterances so gross that it becomes dishonest. The "Grocery World and General Merchant" did not say most of what the "Tribune" says it said, and when that is known the false conclusions drawn from it fall to the ground. Everybody who knows anything about the subject knows where the truth lies, and all that the "Tribune" and other papers say will there-

fore be regarded—by such informed persons—as foolish vaporizings on a subject not understood. The trouble is that consumers don't know how ignorant these papers are; they are certain to take their statements as truth, particularly when they feed their own idea that they should buy everything cheaper than they do.

Can't the retail grocers of Johnstown get after this sheet?

Some reference has been made in recent issues to the growing tendency of the

law to exercise "Don't Go With Me." close and very drastic super-

vision over the way retail grocers conduct their stores. The opinion has been expressed that no fair-minded retail grocer would object for a minute to being required to maintain a store as clean and sanitary as the nature of his business will allow. He can and does rightly object, however, to being committed to the unintelligent mercy of the cheap political appointees usually provided to enforce sanitary laws.

In the city of Minneapolis, Minn., an ordinance has just been passed which belongs to this category of sanitary inspection ordinances. Under it all meat dealers must pay \$5 for a license to sell meats. This goes against the

grain, but is possibly not seriously objectionable; if the tax didn't come in one way it would in another. The worst feature of the act is a provision giving the city meat inspector and his deputies authority to visit all meat stores periodically and give them a public rating based on appearance, general cleanliness, sanitary equipment and quality of meats. The perfect rating is 100 per cent., and if a meat dealer sinks below 75 per cent. he loses his license.

So far as this ordinance seeks to improve the quality, cleanliness and order of meat stores, it is legislation to which no careful man can reasonably object. How outrageous, however, to put a merchant's reputation at the mercy of the political appointees who, if Minneapolis is run like other cities, will surely enforce this law. To allow such men to ruin merchants on their inexperienced opinions as to sanitary adequacy, and technical quality of meats! Not only is this a gross imposition upon the merchant, but it is farcical as regards the interest of the public, for the average politician appointed to small office doesn't know cleanliness when he sees it.

The "Grocery World and General Merchant" presents below an extract from a verbatim conversation which transpired between a Minneapolis meat dealer and one of the deputy inspectors. This to show the power which the ordinance lodges with the inspector, and how that power, in the hands of the wrong man, could be abused:—

"Glad to see you have hardwood floors, because I couldn't stand for pine," said the inspector. "Floors must either be hardwood, cement or tile."

"Walls and ceilings look good," he continued. "What about your basement?"

"That's all right," replied the dealer.

"Well, I'll see for myself, anyway," and the inspector climbed down through a trap door. "Cement floor, all right," continued the inspector, "good sewerage and your basement is adapted to cleanliness. But you must clean out that pile of wood and shavings in the corner. Also you must never keep chickens in the basement. Keep that sink scoured, too, because if you don't I'll have to mark you down. Your basement is in first-class shape, except for that pile of wood. Get that out."

## The Limit of a Clerk's Salary

PENNSYLVANIA GROCERY CLERK wants position as manager or buyer. Will go anywhere. Age 35, married—one son. Has had about nine years' comprehensive experience; and can make good. Wants \$1,400 yearly to start, and can prove ability to earn that and more. Address C 39, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa.

CATESSSEN.

Ashland, Pa.,

1910

*Not one of us don't know whether you noticed this or if it's a printer's error, but out of Gro. World*  
*If your readers would certainly like you to dissent on this salary ad I did not think there was another clerk except myself in the whole state would think he was worth that to start. I know I don't think that an impossible salary, but I yearn to give him his own store at that price.*  
 RESPECTFULLY YOURS  
 H. P. CRANZON

This correspondent seems surprised that a grocery clerk should aspire to \$1,400 yearly salary, and suggests that if he is worth that much he should have had his own store after nine years' experience. Not necessarily. There is no limit to a clerk's value except his own ability. He may be such a salesman—such a magnet for business—that he could earn \$1,400, or even more, and at the same time at the head of his own business he might not be worth two cents.



And he went to the meat box. "Box in good shape," said he. "The top doesn't leak and you seem to have tried to keep everything as clean as possible."

The inspector picked up a hunk of sausage meat and smelled it. "Can't stand for poor sausage now," said he. "Your sausage is good. Keep it up."

Going into the front part of the market the inspector quickly examined cleavers, knives and other utensils, blocks and showcases.

"You are all right except for one thing," said the inspector.

"What's that?" exclaimed the dealer, who imagined he was perfect.

"You and your man don't wear white suits."

"We've got them."

"That doesn't make any difference. You haven't got them on, and I'll have to mark you down for it."

In another store the inspector said to the dealer, "Your back room and basement are disgraceful. You must clean them up and in a hurry. This finery in front and filth behind won't go with me." And this store may have been filthy, for all the writer knows. The statement is simply reproduced to show the harm that could be worked if the inspector had an elastic idea of what was filth. Also to show the familiar bombastic expression "don't go with me," as revealing the spirit that always moves pusillanimous politicians given a little brief authority.

## Make a Barrel Mean Something

Readers of the "Grocery World and General Merchant" have been interested in the correspondence and comment over the plan to put upon the label the net weight of all package goods sold in the District of Columbia. Standing alone, the District of Columbia doesn't amount to so much, but as the port of entry through which the net weight movement would pass over the entire country it amounts to a great deal.

If all the evidence that could be produced has been submitted to the committee, and the members thereof have listened to it, they should be convinced that to label package goods with net weight is in many cases impracticable.

There are several reasons why: Modern methods require the filling of cans, bottles and cartons by machines; these machines are not and cannot be perfectly accurate. More, many substances packed in packages shrink, and

the net weight at the date of packing is not the net weight even one month after.

Yet the motive behind the net weight idea is a good one, and it ought to lead to something. The motive is to inform consumers exactly what they are buying and to prevent the deception, or perhaps I should say the misconception, which now very often exists.

This motive can lead to something, as I shall show. It can lead to something much more logical and satisfactory to everybody than any plan of printing net weights on labels.

Why is the consumer under deception or misconception as to what he buys? Because there is absolutely no fixed standard for packages. Competition has led packers to go their competitors one better by cutting the package just a trifle. The competitor, not being asleep as it was hoped he would be, at once detected the

ruse and countered in the same way. In some cases this has resulted in the complete disappearance of the original package.

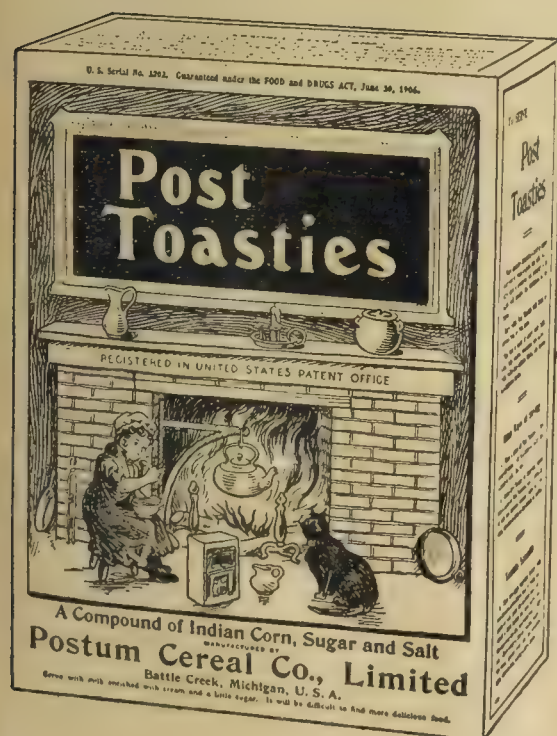
In the Philadelphia produce markets there are just now being sold new potatoes from two sections—Florida and North Carolina. The Floridas bring \$2.75 per barrel, the others about \$2. Quite a variance, at first glance, though really none at all. In the Florida barrel there are five truck baskets, in the North Carolina four.

Yet both are permitted to be sold as "barrels." And both are barrels, though they shouldn't be under the law. "Barrel" should mean so much contents, invariably.

I needn't touch on the four or five different sizes of No. 3 tomatoes. In the old days all were sold as 3 pounds, and to-day are sold with the same lack of distinction as No. 3s. The difference between the largest and the smallest "No. 3" is remarkable.

There are "full quarts" and "short quarts"—an indefensible absurdity. A quart means one thing, or should mean one thing.

**Sells Quick  
Tastes Good  
and Folks Want More**



# Post Toasties—

This means steady profits to the grocer. Persistent, heavy advertising, and the distinctive, delicious flavour of Post Toasties keeps them moving.

The sale of every package is guaranteed.

We will send prepaid, a splendid Window Display to any retail grocer, upon request.

Postum Cereal Company, Ltd., Battle Creek, Mich.



As a matter of fact, under present laws it means anything.

It isn't necessary to multiply instances. In probably a score of cases the package has been contracted—never expanded!—from its original standard. Of course this confuses the consumer and more than anything else it is inspiring the demand for laws that will make package goods show their weight on their face.

My remedy is not to print net

weights, but to standardize packages.

Make "barrel" mean so much net contents; quart so much net contents; No. 3 tomato can so much net contents, and every other package so much contents. And if it is legal to do so, let no package be sold at all that is not a pound, a number of pounds, or an aliquot part of a pound.

Do that, and the short weight scare is about over. E. J. B.

## The New York Letter

**Gossip Over New Tea Standards. Meat Packers Must Look Sharp on Weights. More Short Weight Cases. Various Trade News and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York,

June 10, 1910.

The new tea standards are now causing considerable discussion, as the new crop of Foo Chow will soon be on the market. In some circles it has been claimed, of late, that the Tea Board in establishing the standards for this year favored the Foo Chow trade at the expense of the Formosa dealers, while in other circles it is said that the changes will cause no trouble for importers of Formosas and that the story of unfair treatment is the result of jealousy.

One of the dealers said that while the standards for 1910 on Formosas are a little higher than those of last year, he did not think that there would be any difficulty in bringing in the usual lines of low grade Formosa teas, out of the second and third crops, as no distinctly inferior qualities are obtained from these crops. It will be necessary, however, he said for firms shipping teas from the third and fourth crops to be a little more careful than last year to insure their being fully up to the standard. The regulations, however, are not affecting prices. One dealer said that the prices of low grade Formosa teas are much lower this year than they were last year.

The demand for Formosa teas is much greater than that for Foo Chow, which, it is said, has benefited by the new regulations. From July 1, 1909, to April 30, 1910, a total of 15,817,814 pounds of Formosa tea was admitted to

this country, according to figures of the Tea Exchange, while only 3,319,382 pounds of Foo Chow were imported between June 30, 1909, and May 1, 1910.

\*\*\*

Clement J. Driscoll, the new Chief of the Bureau of Weights and Measures, surprised the large meat packing houses this week by summoning their representatives before him and giving them notice that he proposes to enforce the law to the letter and that, to begin with, they will have to stop weighing the wooden spreaders they stick into carcasses of sheep, lamb and veal, charging them in as meat to the retailer, who in turn charges the consumer for the wood. Chief Driscoll has figured that these wooden spreaders, used to keep the sides of carcasses apart, have cost the consumers in the last year about \$117,000.

The packers summoned by Mr. Driscoll were Swift & Co., Schwarzschild & Sulzberger, Adams Bros. & Co., and Nelson, Morris & Co. The figures gathered by Chief Driscoll show that 1,567,000 carcasses of sheep and lamb and 399,480 head of veal were brought into this city last year, each having a pair of wooden spreaders weighing about six ounces.

Chief Driscoll received a letter from Mayor Gaynor during the week congratulating him on the splendid work he has already done. So many dealers are buying new scales, writes the Mayor, that the manufacturers are having a hard job in filling all orders. He urges the Chief to re-examine

all scales so that dealers will not again become careless.

An application was sent to the Board of Estimate during the week by Chief Driscoll asking for the appointment of fourteen new inspectors, two of which are to be women. The Mayor, it is said, is in favor of appointing the new inspectors, as he thinks that it is impossible to properly inspect the scales throughout the city with the present limited force.

It was also announced during the week that after this offenders will be prosecuted criminally instead of by a civil action, as has been the practice in the past.

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Among those who fell into the toils of the inspectors this week was Jerry Cippolaro, a pushcart peddler, who is said to be worth \$70,000. The peddler was arrested in front of a tenement house at 2171 First avenue. He is said to own the building. The inspector who made the arrest claims that the peddler's scales were  $1\frac{3}{4}$  ounces short. Cippolaro was arraigned in the Harlem police court and held in \$100 for Special Sessions.

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Lorton Horton, president of the Sheffield Farm; Slawson-Decker Co. and Benjamin S. Halsey, vice-president of the company, were summoned to court Wednesday on warrants issued by Magistrate Tighe charging them with selling short weight butter. A summons was issued for the corporation on the same charge. Horton and Halsey did not appear in court, but were represented by counsel, who entered a plea of not guilty and asked that the hearing be put over until June 22d, which was done.

The officers of the butter company claim that they have not violated the law. They say that the cartons in which their butter was packed cost more money than butter and so they could not afford to give them away.

The District Attorney claims that the butter contained in their packages did not weigh a pound and that the question whether or not the cartons cost more than butter does not enter into the case, as the public did not want to buy paper nor cardboard when they asked for butter.

\*\*\*

The city's Board of Health has been sending notices of an ordi-

nance which went into effect on June 1st to egg dealers and manufacturers of desiccated and frozen eggs. The new ordinance forbids the manufacture of dried or frozen eggs in this city without a permit from the Board and then the processes used must be sanctioned. No dealer is allowed to receive, hold, sell or offer for sale any eggs out of the shell unless records of such eggs are kept for the inspection of the Board. "Spot" eggs must be labeled as such in letters at least two inches high. These are eggs which are cracked or partially hatched and are used, as a rule, for tanning purposes.

The recent seizures of frozen and desiccated eggs from Chicago have led the Board to take strenuous measures to prevent bad eggs from being sent here to be used by bakers, manufacturers of food products and hotelkeepers.

\*\*\*

The reports received this week from the Associated Warehouses show that there are now 1,795,000 cases of eggs in storage in this city. A year ago there were only 1,352,000 cases. Although the receipts here are large, the prices are higher than they have been for many years. The best Eastern eggs are now selling at 24 to 26 cents a dozen, which is about  $2\frac{1}{2}$  cents higher than last year's prices.

The reports received here from Chicago say that the warehouses there are full and estimate that there are about 2,000,000 cases of eggs in storage in that city. It is said that the production is almost 25 per cent. larger than last year.

The cause for the high prices is said to be the speculating in the West and the high prices paid to the farmers. Representatives of Chicago meat packing houses, it is explained, went to the points of production early in the year and offered high prices so as to get control of the market and keep prices up, expecting to get top-notch prices for the goods this winter and also to stop the consumers from using eggs as a cheap substitute for meat. Now, the farmers have an exaggerated idea as to the value of their eggs, it is said, and are refusing to part with them unless they get the prices that prevailed early in the season.

When the eggs are brought to this city many of them must either be sold at a loss or put in storage



## What Next?

And now there has been another Court decision, this time that alum baking powder is not illegal. What will the next Court decide?

Honestly, which would you rather do, sell

a baking powder that is mixed up with law and criminal prosecutions all the time, or Rumford Baking Powder or Yeast Powder, whose purity, wholesomeness and legality have never and could never be questioned?

The finest baking powder made, both from yours and your customer's standpoint, is Rumford Powder. Compare the profit

it pays with the profit paid by other high-grade powders.

**Rumford Chemical Works**  
PROVIDENCE, R. I.



Ask Your Jobber For

## Supreme Brand Corned Beef

(formerly Fairbanks Lion Brand)

*All Supreme Brand Canned Meats are 1910 pack. Attractive labels. Choicest quality.*

**W. A. MILLAR & CO., AGENTS**

427-31 NORTH SECOND STREET, PHILADELPHIA

## SPECIAL MAIL ORDER SERVICE



**Do It Now! Your Brother Grocers Do It!**  
**Investigate With a Mail Order To-Day!**

You will get service!

You will get satisfaction!

You will NOT get Auction goods  
or old stock taken over for bad  
debts.

"VALUES" not "BARGAINS" is  
our Slogan!

Bartlett Pears, Standard New York  
State packing, No. 2 tins, 2 doz.  
to case . . . . . per doz., \$ 1.12½

Sauer Kraut, Standard Balto. pack-  
ing, No. 3 tins, 2 doz to case,  
. . . . . per doz., .72½

Glucose Jelly in Mason Jars, 2 doz.  
to case . . . . . per doz., .82½

Yellow Farina, in 98 lb. bags per bag, 2.57½

Chipped Beef, large glass jars, 2  
doz. to case. . . . . per doz., 1.87½

Choice California Prunes, Coast  
packed, 70-8's, in 25 lb. boxes,  
. . . . . per lb., .04½

Smyrna Layer Figs, 2 inch in 12 lb.  
boxes. . . . . per lb., .08½

Standard Domestic Sardines, in  
Mustard Sauce, ¼s, 48 tins to  
case . . . . . per case, 2.25

Imported Scotch Kipperd Herring,  
M. W. Brand, high grade, regular  
full size tins, 6 doz to case per doz., 1.37½

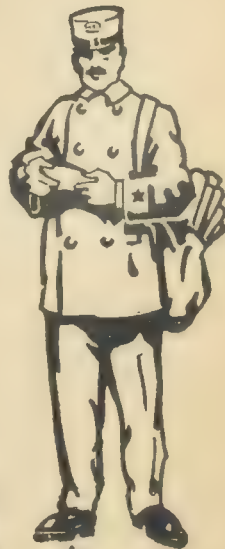
*All Quotations F. O. B. New York.*

SEND FOR SPECIAL MAIL ORDER BLANKS AND ENVELOPES.

# FRANCIS H. LEGGETT & CO. NEW YORK

PROPRIETORS OF PREMIER BREAKFAST COFFEE AND PREMIER AFTER DINNER COFFEE

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





for a while, at least, and most of the receivers prefer to store the goods.

\*\*\*

Charles Werner, fifty years old, at one time a packer of canned goods, committed suicide Wednesday by cutting his throat with a razor while accompanied by a detective, who was arresting him for forgery. A year ago Werner was indicted for swindling on the complaint of Henry Zucker, who charged that Werner and a partner sold him a canning factory which proved to be worthless. The trial of this case is still pending. The later indictment was for forgery in connection with two small notes.

\*\*\*

Several large jobbers, it is reported on Hudson street, have been fined recently by manufacturers for violating their selling rules. The soap companies which imposed the fines discontinued the cash rebates and insist that jobbers must live strictly up to contracts. Some jobbers say, however, that the soap business is getting more satisfactory for them than it was formerly.

\*\*\*

Mr. Fred. R. Drake, of Easton, Pa., president-elect of the National Wholesale Grocers' Association, has sent out his inaugural address to the members. It is an incitement to taking keen interest in the work of the organization, on the following grounds:—

Our association is in no sense dictatorial, but educational, advisory, recommendatory. "It does not preach to you; it does not attempt to regulate your specific actions; it does not assail you with the hysterical scream of the reformer; it does not vex and carp and meddle," but suggests to you the better things to be gained by following the precepts of our Constitution and inspires you with ideals of business morals, business ethics, business practice that make business life the better worth the living, business thoughts the better worth the thinking, business methods better worth the doing.

#### SUMMARIZED MARKET CONDITIONS.

The coffee market continues quiet, but prices are well maintained. Some improvement is noted in Rios, which have been neglected of late. Santos is steady, with a fair jobbing demand. More interest is shown in Maracaibos and brokers are hopeful of a good business in this grade developing in a few days. The country shows considerable interest in

Bogotas, which have been rather dull. Mexicans have a fair jobbing demand, with prices firm at previous level.

The country is buying in fairly large quantities all lines of teas and although local jobbers are not taking much interest in the market, dealers have had more business in the last few days than they had before in months. Japans are scarce and in good demand. The first carload of new teas from Japan arrived this week.

The sugar market is steady, although refiners are indifferent on account of the high price asked by holders. They are willing to buy if anyone offers concessions, but refuse to give full prices.

Distributors are withdrawing large quantities of sugar on old contracts this week, but little new business is being booked. Refiners are looking for good hot weather to stimulate the consumption of sugar throughout the country.

There is good demand for rice, with prices steady. Japan grades attract the most attention, although Honduras grades are selling well. Mills are firm in their views and have turned down many local bids, as they say they can make sales at higher figures. Reports from the South indicate a good crop.

Flour is still dull, buyers seeming to expect another drop in prices. The quotations are now the same as they were at the opening of the season and are also as

low as they have been at any time in the last two years. Flour interests say that at the present low prices it is a safe proposition for buyers to put in supplies, but buyers do not agree with them and are holding off.

Canned tomatoes are in good demand, with prices firm. Corn is not in much demand, but prices are firm, as the supply is almost cleaned up. There is little demand for peas.

California fruits are still in demand, with prices firm. Southern fruits are quiet. Gallon apples are steady, but there is not much of a demand for them.

There was a slight fall in butter prices this week, specials now selling at 28 $\frac{3}{4}$  cents, extras at 28 $\frac{1}{4}$  and firsts at 27 $\frac{3}{4}$  to 28 cents. The receipts continue heavy, and although local jobbers are buying to the full extent of their requirements, the demand is not large enough to absorb the receipts, so considerable butter is going into storage. There is little speculation, as the abnormally high prices make it a rather dangerous proposition.

The arrivals of eggs continue liberal, but prices on Eastern goods of choice quality went up to 26 cents this week. Western eggs are steady at 23 cents. The large storage holdings of the receivers keep away the speculative element. There is a pretty good demand for choice qualities.

FRED. A. MCGILL.

## The Anti-Climax of the "Run-a-Pod" Pea Campaign

**Gimbel Brothers Offer at Ten Cents a Can Much Advertised Brand of Wisconsin Peas That Retailers Have Been Buying and Selling at Greatly Extortionate Price. Concern Fails and Receivers Dump Its Stock on Market Without Regard to Harm Done Retailers With Stock.**

An incident which has transpired in connection with the recent campaign to introduce "Run-a-Pod" peas in the East justifies the suggestion that retail grocers before stocking up with a new and high-priced article should get some sort of a guarantee from the manufacturer that he will not fail, throw his surplus stock on the market and break the price.

The brand of peas known as "Run-a-Pod" is, or was packed by the Waukesha Canning Co., of Waukesha, Wis. This concern was one of the largest canning establishments in the West, but has been on the ragged financial edge for a considerable period. Various schemes were attempted to rehabilitate it, the latest of which was to market a special brand of peas at a high price.

This was "Run-a-Pod," and the concern hoped by extensive advertising to sell enough to help pull up its finances. "Run-a-Pod" peas were ordinary Western peas, their only unusual point being that they were not sifted or separated into sizes. The wholesale price was \$1.75 per dozen, which was far too much, and the retail price 20 cents, which was likewise excessive. The wholesale price should not have been over \$1.10 to \$1.20 and the retail price not over 15 cents at the outside.

The advertising was placed in the hands of N. W. Ayer & Son, of Philadelphia, who did some conspicuous work in Philadelphia, Baltimore and Washington. The peas sold fairly well in Baltimore and Washington, but not very well in Philadelphia. Everywhere the sales were curtailed by the excessive price, and the packers at last saw this, for this year they started out to sell for future delivery at a considerable reduction.

Two or three weeks ago the "Grocery World and General Merchant" announced the failure of the Waukesha Canning Co. Had they put a reasonable price on the "Run-a-Pod" brand it might have developed sufficient strength to have staved off the failure, but as it was, it had no effect whatever.

The climax came last Sunday, when Gimbel Bros., the Philadelphia department store grocery, conspicuously advertised "Run-a-Pod" peas at 10 cents a can, 55 cents a dozen less than they had sold at *wholesale* for a few weeks ago! Of course this was cheering news for the trade that had any on hand at the regular price.

An effort has been made to learn where Gimbel Bros. got "Run-a-Pod" peas to sell at this price, and while there is no direct information on the subject, there is reason to believe that their supply came from the receivers of the Waukesha Co., who are working out the old stock as fast as they can, regardless of the interests of retailers who might have stock on hand. An effort has been made by the Philadelphia representatives of the canning company to have the receivers unload the goods in markets where retailers are not stocked, but they seem not to be impressed with the necessity of doing that.



# Judge a Tree By the Fruit It Bears

WILSON ARBOGAST - PRESIDENT

MORRIS C. BASTIAN - VICE-PRES.



ALLENTOWN, PA., May 24th, 1910

Mr. David Ezekiel  
Grocery World,  
Philadelphia, Pa.

Dear Sir:-

Relative to our advertisement in the Grocery World, you stated that you would have electrotypes made and suggested sending these to us for Post cards, etc. If you have any of these electros and are finished with them kindly send them along. We intend sending our copies of the advertisement with our letters, invoices, etc.

We are receiving several inquiries a day.

With our best wishes, we remain,

Yours truly,

ARBOGAST &amp; BASTIAN CO.

The point of this letter is the line I have underlined. I believe the "Grocery World and General Merchant" can sell anything that can be sold to the retail merchant if it circulates among.

Ezekiel  
Adj. Mgr.





#### LIV.—Putting One's Property in Another's Name.

The practice of putting one's property—both real estate and personal property—in the name of some one else is more or less common, though nowhere near as much so as before the bankruptcy act was passed, with its facilities for searching such a practice to the bottom. Nevertheless, it is still done quite often, and it will therefore not be amiss to explain something of the law governing such transactions. It may be laid down as a general proposition that any man owning real estate or personal property, and owing no more than he can pay at the time, has the legal right to give it to whoever he pleases, or to put it in the name of such other person as he may choose. But it is also fundamental that he may not *seem* to transfer it by putting it in some other person's name, for the purpose of putting it beyond his creditor's reach.

Real estate is often put in the name of another—of one's own wife, for instance—for various reasons which are perfectly legitimate. Creating another person trustee for one's self, and allowing such trustee to hold real estate which actually belongs to one's self, is a familiar illustration. The law does not quarrel with a thing like that, because both the object and result are righteous.

It is well to observe in passing, however, that even where real estate is placed in another's name under such circumstances as these, care should be taken to accompany the deed with a trust agreement, or by something in writing to show that the conveyance was not absolute. In hundreds of cases where this precaution was omitted, the trustee has proven unfaithful and has claimed the property as his own. The contrary is often extremely dif-

ficult to prove, especially where the real owner has meanwhile died.

And there are many other reasons why real estate is put in the name of another. Men buy property and put it in their wife's name with various motives—to safeguard the home to her if anything should befall them; to avoid the chance of being called on to go bail, or on the bond of a friend, and for other similar reasons, all of which are perfectly legitimate and cannot be questioned. A solvent buyer of real estate has the unimpeachable right to select the person who shall hold it, and the fact that if he should subsequently become involved, the property would then be beyond his creditors' reach, has nothing to do with it.

Sometimes—and perhaps this is the reason in more cases than all the others combined—the real reason is to keep the property out of creditors' reach, so that the real owner may have all the advantages of its ownership with none of the liabilities. This trick may be worked on any reader hereof, or the temptation to work it for one's own benefit may sometimes occur. Let us examine the law on the subject for the benefit of whoever may be concerned.

Sometimes it is legal to do this and sometimes it is not. Take the case of a man heavily involved in debt, but who at the moment is fully able to pay everything if all his assets were turned into cash. He buys a piece of real estate in his wife's name with full knowledge that disaster may and probably will overtake him in the near future and that if it does the real estate will be safe anyway.

Subsequently he fails. If his creditors go after that piece of

real estate they will be defeated, because it was placed in the wife's name legally. Otherwise, however, by the laws of all States, if the man was not solvent when he took money from his estate and bought the property.

Take another case. A owes many debts which he declines to pay, on the ground of owning nothing, though there is much property in his wife's name which it is suspected is really his. There are judgments of record against him, which of course are worth nothing because there is nothing they can attach. In some way he raises money and buys real estate which he puts in his wife's name. All of the charges on it, taxes, water rent, interest, he pays, and all the rents he collects and apparently uses.

A suit to charge that real estate with A's debts would almost surely be successful, on the ground that it was really his property, and putting it in his wife's name was a mere subterfuge. Many a man who schemed to evade his creditors by such ruses has overreached himself by forgetting that to merely have some one else hold the real estate was not enough; in order to be immune from his debts it must really be that other person's.

The law always allows the fullest investigation into conditions of this sort when a man gets into business difficulties, and where his assets, by any of the various methods, come under the scrutiny of his creditors.

The putting of personal property in another's name is much more frequent, even to-day, than taking a similar course with real estate. Probably more often than not, in the case of personal property, the motive is to defraud creditors, but by far the great majority of these schemers are

defeated, at least if the creditors get after them, by reason of a fundamental rule that the transfer of personal property is not good as against creditors, if not accompanied by a corresponding transfer in possession.

For instance, A is a business man with a stock of valuable goods and fixtures. He gets badly in debt and one day "sells" out to his wife, whose name is substituted on the sign for his, or the word "agent" is added to his own name. In some States the creditors would have two remedies; in all States they have one remedy. The extra remedy existing in some States is the bulk sales law, which compels every man to give his creditors notice before selling out his business. The universal remedy, however, would be to invoke the rule above stated. Any creditor could get judgment against A and attach the goods he claimed to have sold to his wife, on the ground that since they were not transferred to another place, but remain exactly where they were before, and in the same custody, the sale, even if it actually occurred, is not good as against A's creditors.

The same trick is often worked in a little different way. A is conducting a business under his own name, and there is nothing to show that the stock and fixtures are not his property. He contracts certain debts, and obtains credit through the belief of his creditors that since the stock and fixtures are substantial, he is amply good for all he buys. He fails to pay and some creditor sues and gets judgment. When he issues execution, A's wife or somebody else, files a claim that the goods are her's or his. This, too, will be defeated on either or both of two grounds: First, that since the person claiming to own the goods allowed A to represent them, by implication if not expressly, as his own in order to obtain credit, which credit was thus obtained, he or she will be prevented from claiming them now and thus defeating the plan to which he or she was a silent party. Second, if the goods really belonged to the wife or other person, it follows that the business did also, and A is then in the position of the claimant's agent, and the principal—and his goods—



become responsible on that ground.

Secretly putting one's personal property in another's name is a dangerous thing under the present system of laws. If it is to be done it is safer to do it from the beginning, though of course that would defeat the usual object of doing it. Or if this is not done, then one's creditors should be first advised. This, too, might defeat the main object, but that object won't hold water very well in these days.

(Copyright, June, 1910, by  
Elton J. Buckley.)

Question: L. C. S., Pottsville, Pa.—Mrs. Jones is the owner of real estate and obtains credit at my store to the amount of we will say \$50. Not having any ready money to pay same or any immediate prospect of getting any money to pay for what she has already gotten and which she intends to get, she gives me a judgment exemption note for, say, \$100, intending to take the balance out in groceries as she needs them. If she refuses to take the balance out in goods as intended for either real or fancied neglect on my part to promptly fill her orders, what standing would she have in a case at law on the note?

At the expiration of the time when the note comes due what is my standing and what steps must I take to realize money on the note and how much time have I to do it in?

Must the note be pushed for settlement at once, or is it good for any time after, and if so, for how long?

I have had the note properly recorded in the court house.

Answer.—If you have already had the note recorded it is a lien against the real estate of the debtor. Apparently, however, it is for twice the amount of the debt, or at least for more than the debt. Of course you cannot collect any part of the note which has had no consideration; in other words, if you have delivered \$50 worth of goods you can only collect that much. So that before any attempt is made to collect you should go to the Prothonotary's office and enter satisfaction on the record for everything above what you can actually claim. For instance, if you have delivered \$60 worth of goods enter satisfaction as to \$40. The execution will then be for the \$60 only. Execution cannot be issued until the note is due. When it is due order the sheriff to make a levy on Mrs. Jones' personal or

real property, as necessity may require.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

#### Now After Meat Packers in Missouri.

Attorney-General Elliott W. Major, of Missouri, said during the week that he will file a quo warranto suit against certain meat packers as soon as he can prepare the petition, charging them with violation of the anti-trust laws of Missouri. The evidence on which the suit will be based has already been taken. In January the Attorney-General applied to the Supreme Court for the appointment of a special examiner to conduct an inquiry into the methods employed by the packers in Missouri. The evidence developed that the National Packing Co., incorporated under the laws of New Jersey and controlled by the large packers, own and control the entire stock of that corporation, which in turn controls twenty-six so-called independent packing companies, including the St. Louis Dressed Beef and Provision Co.

#### Important Legal Decision.

The Liebig's Extract of Meat Company of London, makers of the celebrated Liebig's Extract of Meat, has gained an important victory in its suit against the Liebig Extract Company of Hudson and Thomas streets, New York City, by the decision recently handed down of the United States Circuit Court of Appeals for the Second Circuit.

The principal issue was as to the right of the Liebig Company of London to exclusive ownership in the name "LIEBIG," and the Appellate Court has now given a decision, with heavy costs against the Liebig Extract Company of New York, and enjoins that company from using the word "LIEBIG" in connection with the sale of extract of meat. Since this decision is final and not subject to further appeal, it should mark the end of infringements on the original and genuine Liebig's Extract of Meat made by Liebig's Extract of Meat Company of London, under rights acquired from the eminent Baron Justus von Liebig, whose facsimile signature, "J. v. Liebig," in blue, is a prominent feature of the package.

## Be Known by the "KNIGHTHOOD" BRAND

The fanciest line of food products ever packed bear the name "Knighthood." Every customer who buys them **once** will **keep** buying them. You can get them only from

**REEVES, PARVIN & CO., Philadelphia**  
RIVER FRONT STORES

**CRYSTAL DOMINO SUGAR**

**2 lb AND 5 lb  
SEALED BOXES!**

**2 lb BOXES—60 IN CASE (120 lbs)**  
**5 lb BOXES—24 IN CASE (120 lbs)**

**BEST SUGAR FOR  
TEA AND COFFEE!**

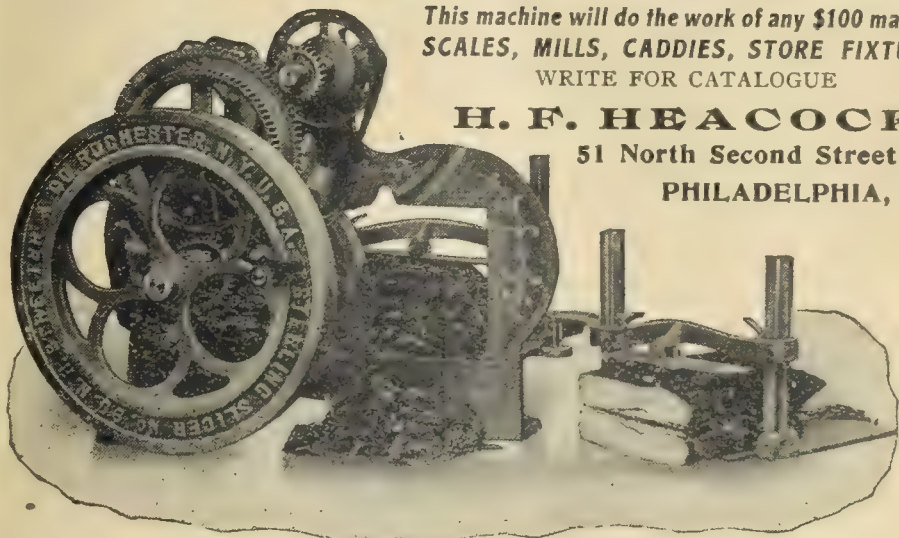


## Dried Beef and Bacon Slicer

This machine will do the work of any \$100 machine  
SCALES, MILLS, CADDIES, STORE FIXTURES  
WRITE FOR CATALOGUE

**H. F. HEACOCK**

51 North Second Street  
PHILADELPHIA, PA.



## "BALTIC" Fruit Jar Rings

—FOR—

**MASON FRUIT JARS**

**WHITE RUBBER EXTRA THICK SUPERIOR QUALITY**

The "BALTIC" Jar Rings are made of a high-grade quality of white rubber, and being several times the thickness of the ordinary Jar Ring, will ensure a perfectly airtight joint where other rings will not.

The extra thickness and superior quality of these Rings provide against any unevenness of the surface of the cap, or of the shoulder of the jar, which is often the cause of fruit spoiling.

Please your customers and save their fruit by calling their attention to the fact that

**THE "BALTIC" RUBBER RINGS**  
are the best and most reliable

**FISHER, BRUCE & CO.**  
221 MARKET STREET PHILADELPHIA



## More Food Products Bite Dust Under Government's Attack

Large Number of Successful Prosecutions For Various Frauds and Shortcomings. California Raisins Unfit For Food Still Some Short Weights About.

The following large batch of additional cases brought under the Federal food law by the United States Government has been certified to the "Grocery World and General Merchant" during the week. In every case simply the kernel of the matter is given.—

### JUDGMENT No. 286.—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about December 29, 1908, the O. L. Gregory Vinegar Company, Paducah, Ky., shipped from the State of Kentucky to the State of Tennessee a consignment of a food product labeled "Wine Sap Brand Pure Apple Cider Vinegar, O. L. Gregory Company, Paducah, Ky." Samples from this shipment were procured and analyzed, finding that the product was adulterated and misbranded in that dilute acetic acid and some other substance containing reducing sugars, had been mixed and packed with it so as to injuriously affect its quality, and had been substituted in part for the genuine food product; and was misbranded, in that it was labeled "Pure Apple Cider Vinegar," which statement was false and misleading, as it was not pure apple cider vinegar but contained a dilute solution of acetic acid, and some foreign material containing reducing sugars. The defendant plead guilty and was fined \$25.

### JUDGMENT No. 288.—ADULTERATION AND MISBRANDING OF BLACK PEPPER.

On or about March 4, 1907, and May 17, 1907, respectively, the Calumet Tea and Coffee Company, Chicago, Ill., shipped from the State of Illinois to the State of Montana, consignments of a food product known as "Black Pepper." Samples from these shipments were procured and analyzed, finding that the product was adulterated and misbranded in that there had been mixed and packed with it, in a manner to reduce, lower, and injuriously affect its quality and strength, a wheat product, capsicum, and fruit shells, and said substances had been substituted in part for the genuine food product; and was misbranded, in that it was labeled, "Spices, Pepper, Calumet Tea and Coffee Company, Chicago," which statement was false and misleading, in that the product was not pepper, but was, in fact, a mixture of ground black pepper and wheat, capsicum and fruit shells.

To this information the defendant entered a plea of guilty and the court imposed upon it a fine of \$50.

### JUDGMENT No. 289.—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about October 3, 1908, and November 13, 1908, Barrett & Barrett, of Chicago, Ill., shipped from the State of Illinois to the State of Indiana and the State of Wisconsin, respectively, consignments of a food product known as "Vinegar." Samples from these shipments were procured and analyzed, finding that the

product was adulterated and misbranded in that in each shipment there had been mixed and packed with it, in a manner to reduce, lower, and injuriously affect its quality and strength, dilute acetic acid and a foreign material high in reducing sugars, and that it had been artificially colored in a manner to conceal its inferiority, and was further adulterated, in that said substances had been substituted wholly or in part for the genuine food product; and was misbranded, in that the product contained in the first shipment was labeled "Allegan Co., Mich., Cider Vinegar, 48 gallons, 40 Gr.," and that contained in the second shipment was labeled "A. Kichbusch Grocery Co., 48 gallons Apple Vinegar, 4 per cent. acetic acid, 2 per cent apple solids, Wausau, Wis.," which statements were false, misleading and deceptive and would tend to deceive and mislead the purchasers into the belief that they were procuring, in one case, a cider vinegar, and, in the other case, a cider vinegar containing 2 per cent. apple solids, whereas, in fact, the product was not a cider vinegar in either case, but a mixture of a foreign material high in reducing sugars, a dilute acetic acid and cider vinegar, and was artificially colored in a manner to conceal its inferiority; also the product in the second shipment did not contain 2 per cent of apple solids.

On December 31, 1909, the defendant entered a plea of guilty to each information and on January 3, 1910, the court imposed a fine of \$25 for each offense.

### JUDGMENT No. 290.—ADULTERATION AND MISBRANDING OF MAPLE SYRUP.

On or about January 29, 1907, the D. B. Scully Syrup Company, Chicago, Ill., shipped from the State of Illinois to the State of Washington, a consignment of a food product labeled "Westmoreland New Hampshire Maple Syrup." Samples from this shipment were procured and analyzed, finding that the product was adulterated and misbranded in that there had been mixed and packed with it, in a manner to reduce, lower and injuriously affect its quality and strength, cane syrup, and, further in that cane syrup had been substituted in part for the genuine food product; and was misbranded, in that it was labeled "Maple Syrup," which statement was false, misleading and deceptive, and would tend to deceive and mislead the purchaser into the belief that he was getting pure maple syrup, whereas, in fact, the product was a mixture of maple syrup and cane syrup.

On December 1, 1909, the defendant entered a plea of guilty and the court imposed upon it a fine of \$10.

### JUDGMENT No. 291.—ADULTERATION AND MISBRANDING OF NEUFCHATEL CHEESE.

On or about April 3, and May 25, 1909, J. L. Kraft & Bros., Chicago, Ill., shipped from the State of Illinois to the State of New York, and the State of Missouri, respectively, consignments of a food product la-

beled: "Blue Ribbon Brand Neufchâtel Style Cheese, J. L. Kraft & Bros., Chicago, Ill." Samples from these shipments were procured and analyzed, finding the product was adulterated and misbranded in that the said cheeses were made out of skimmed milk, whereas they should have been made from whole milk, and that the fatty substances of whole milk had been abstracted; and was misbranded, in that it was labeled: "Blue Ribbon Brand Neufchâtel Style Cheese," which statement was false, misleading and deceptive and calculated to deceive and mislead the purchaser into the belief that the said product was of the kind and quality of genuine Neufchâtel cheese, which should be made of whole milk, when, in fact, the said product was made of skimmed milk from which the fatty substances had been abstracted; and was further misbranded, in that the label bore the words: "Neufchâtel Cheese," in large type and the word "style" in small, inconspicuous type, whereby the said product was so labeled and branded as to purport it to be and to deceive and mislead the purchaser into believing it to be a foreign product of well-known superior quality, when, in fact, said article was wholly a domestic product, and a product greatly inferior to genuine Neufchâtel cheese.

On January 25, 1910, the defendants entered a plea of guilty to each of these informations, and the court imposed upon them a fine of \$10 on each information.

### JUDGMENT No. 293.—ADULTERATION AND MISBRANDING OF ESSENCE OF WINTERGREEN.

On or about April 17, 1909, Dallemand & Company, Chicago, Ill., shipped from the State of Illinois to the State of Michigan, a consignment of product labeled: "Essence of Wintergreen, Guaranteed under the Food and Drugs Act, June 30, 1906." Samples from this shipment were procured and analyzed, finding that the product was adulterated and misbranded in that a dilute preparation of wintergreen containing less than one-half the necessary amount of wintergreen had been substituted for essence of wintergreen of full strength, and was artificially colored in a manner to conceal its inferiority; and was misbranded, in that it was labeled "Essence of Wintergreen," which statement was false and misleading, in that it gave the impression that the product was a pure essence of wintergreen of full strength, whereas, it was, in fact, a dilute preparation of wintergreen containing less than one-half the necessary amount of wintergreen, and was artificially colored in imitation of essence of wintergreen of full strength.

On December 31, 1909, the defendant entered a plea of guilty and the court imposed upon it a fine of \$10.

### JUDGMENT No. 295.—ADULTERATION AND MISBRANDING OF EGGS.

On or about December 28, 1909, the Buffalo Cold Storage Company, Buffalo, N. Y., shipped from the State of New York into the State of Pennsylvania, 70 cases of eggs, each case marked "AN0933." Analysis of samples showed it to be adulterated and misbranded in that it was in whole or in part filthy, decomposed, and in a moldy condition and unfit for food. The court ordered the whole shipment destroyed.

### JUDGMENT No. 297.—ADULTERATION AND MISBRANDING OF PEPPER.

On or about September 22, 1908, Bennett, Sloan & Co., New York, N. Y., shipped from the State of New York to the State of North Carolina, a consignment of a food

product labeled: "Six Pounds Crown Brand Pure Pepper, Packed Expressly for Wilson Produce Company, Wilson, N. C." Samples from this shipment were procured and analyzed, finding that the product was adulterated and misbranded in that ash and sand had been mixed and packed with it so as to reduce, lower, and injuriously affect its quality and strength, and that it was misbranded, in that it was labeled "Pure Pepper," which statement was false and misleading, in that said package did not contain pure pepper but a mixture of pepper and sand and ash.

On December 8, 1909, the defendant entered a plea of guilty and the court imposed a fine of \$10.

### JUDGMENT No. 301.—ADULTERATION AND MISBRANDING OF VANILLA FLAVOR.

On or about October 26, 1907, the St. Louis Coffee and Spice Mills, St. Louis, Mo., shipped from the State of Missouri to the State of Kansas, a consignment of a product labeled: "Nectar Choice Flavor of Vanilla, Sugar Colored; for Flavoring Ice Creams, Cakes and Pastry, etc. St. Louis Coffee and Spice Mills, Manufacturers, St. Louis, Mo." Samples from this shipment were procured and analyzed, finding that the product was adulterated and misbranded in that it consisted of a liquid which did not contain any extract of vanilla, as described by Circular 19, Department of Agriculture, and by usages of trade and commerce, and was sold as and for vanilla flavor or vanilla extract, as these terms are understood in trade and commerce, but was in fact an imitation thereof and a substitute therefor, and was artificially colored to make it resemble vanilla extract of the standard established by the Secretary of Agriculture and the usages of trade and commerce and the science of food chemistry whereby its inferiority was concealed; and was misbranded, in that it was labeled: "Nectar Flavor of Vanilla," which statement tended to deceive and mislead the purchaser, inasmuch as the said liquid contained no extract of vanilla, as defined by Circular 19 of the Department of Agriculture, and by the usages of trade and commerce, and was sold as and for vanilla flavor or vanilla extract as these terms are understood in trade and commerce, but was in fact an imitation thereof and a substitute therefor and had been artificially colored to make it resemble vanilla extract of the standard established by the Secretary of Agriculture and the usages of trade and commerce and the science of food chemistry whereby its inferiority was concealed.

On May 20, 1909, the defendant entered a plea of not guilty and demanded a jury trial, and, on May 21, 1909, after testimony had been submitted by both sides, the defendant filed a demurrer to the testimony, which was decided in favor of the extract company on the ground that the label was not deceptive.

### JUDGMENT No. 302.—MISBRANDING OF SYRUP.

On or about December 27, 1908, Farrell & Company, Omaha, Neb., shipped from the State of Nebraska to the Territory of New Mexico, forty-six cases of syrup, each case being labeled: "16½ Gallons Queen Bee Brand Syrup," and fifty-eight cases, each case being labeled "10 Gallons Queen Bee Brand Syrup." Examination of samples showed it to be misbranded in that each of the forty-six cases were labeled: "16½

(Continued on page 28.)

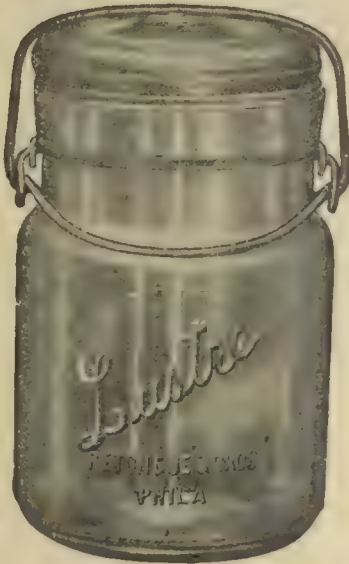


## "Lustre" Wide Mouth Fruit Jar

WIDE MOUTH—Inside diameter  $2\frac{1}{4}$  inches. The demand is now for wide mouth jars.

MACHINE MADE—Insuring uniform thickness and smooth edges.

LIGHTNING TRIMMINGS — Most easy and easy to seal and to open, and to preserve contents.



Made in Pints, Quarts and Half Gallons.

The "LUSTRE" RED JAR RING made from the finest rubber, extra thick and sure to seal. All our "LUSTRE" Jars are equipped with the "LUSTRE" Ring.

CAUTION.—Don't be deceived by looks and cheapness as it is very easy for a manufacturer to cheapen them so that the buying public cannot discern it. They can only find it out after they have spent their money, time and patience and put the jars away filled with fruit to find in a short time that the cheap jar has been a deception and a very costly jar, as it does not keep the fruit.

REMEDY.—Buy nothing but the "LUSTRE" trade mark Jar and your customers will be satisfied.

Write for prices on the "LUSTRE" Jar, and the thick red "LUSTRE" Jar Ring. Also Boyd's Porcelain Lined Jar Caps and the "SANICAP" Jar Top.

### R. E. TONGUE & BROS.

Allegheny Avenue and Amber Streets, Philadelphia, Penna.

YOU CAN GET

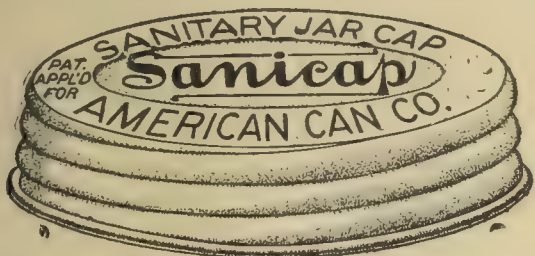
## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
Philadelphia, Pa.



## The One Sanitary Jar Cap

☞ You wouldn't allow your wife to put up fruit or vegetables in zinc or iron cans, so don't let your customers use the old-fashioned Mason Jar Cap.

☞ We are advertising the

**Sanicap**

everywhere; tell your trade you *have it*. The

**Sanicap**

is the one cap made for Mason Jars which *will not* corrode, neither is it affected by acids; the threads will not slip; it has no sharp edges and is very easy to seal or open.

☞ Retailed at 15c per dozen; you get a splendid profit. If you can't get the **Sanicap** from your jobber, write

### THE AMERICAN CAN COMPANY

NEW YORK :: CHICAGO :: SAN FRANCISCO

LOCAL OFFICES IN ALL LARGE CITIES



## Swift's Pride Cleanser

50 cans to the case  
Your cost \$3.00  
per case

Retails  
10c per can

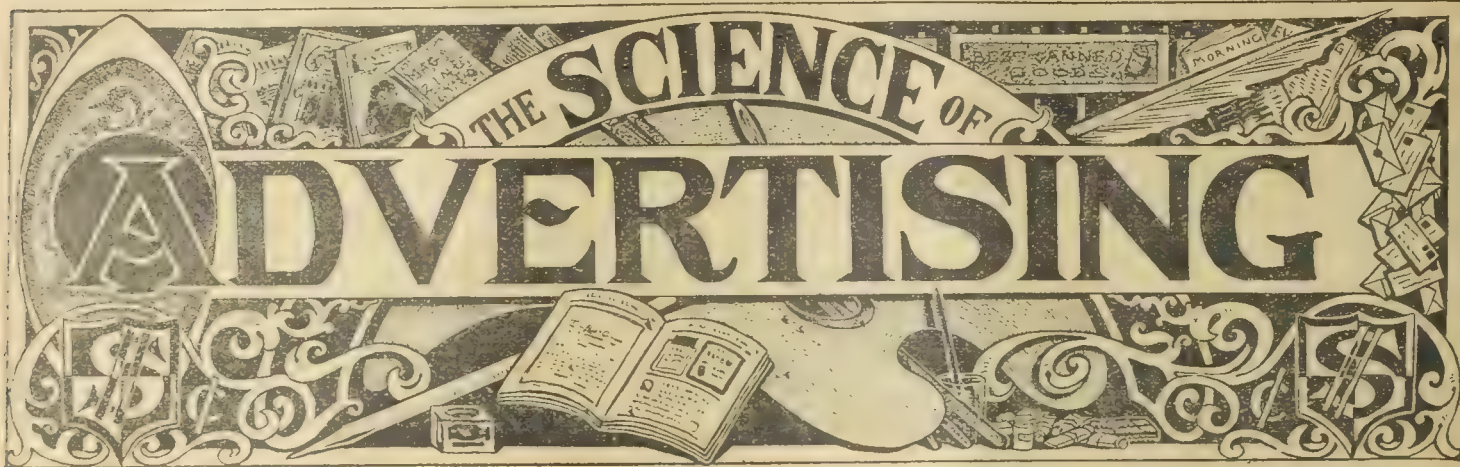
Advertised nationally and sold from coast to coast, North and South.

Quality and efficiency make it repeat permanently.

Satisfaction and a good profit every can you sell.

Order from your  
jobber





I take off the file this week a newspaper advertisement that so completely carries out my ideas for the advertising of food products that have many widely different grades, that I shall use it as a text for a little talk on this phase of advertising. This advertisement is sent in for criticism by a Trenton, N. J., grocer and in the original measured eight inches double column. Here is the reduced reproduction:—

are offering at 30 cents is a strong, full-bodied coffee, he understands what you mean. If you tell him it is a Mexican coffee he has no idea, and no matter how you boast about its delicious and soul-satisfying qualities it will be necessary for him to buy the coffee before he can know whether it is mild, if he likes mild, or strong, if he likes strong.

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I have always maintained that

coffee that may not suit him. I often wonder how many merchants realize what poor advertising it is to tempt people to buy what doesn't suit them. Not many weeks ago I was asked to criticize an advertisement that had been written by a retail grocer really far above the average business man in intelligence and attainments. "This statement about the tea is in my judgment far too general," I said. "What is it, heavy and full-flavored, or mild? Why don't you tell? This tea can't possibly suit everybody; why don't you describe it so the people that won't like it will avoid buying it?" "Why should I do that?" he asked. "I want to sell tea to as many people as will buy it. If they find they don't like it they don't have to buy any more. I'm here for business." "Not for that sort of business," I said. "It's a mistake to deliberately sell an article to a person whom you think may not like it. If you have fully described a tea as strong, and somebody who likes mild tea buys it and doesn't like it, of course you can't be blamed. You have done all you can. But when you advertise tea in general terms, and some con-

sumer, not knowing what kind it really is, buys it and is dissatisfied, you have given yourself a black mark. You have sold a customer something that he is dissatisfied with, and that is not a good thing to do even if you weren't to blame. Then the customer has the rest of a package of unsatisfactory goods on hand, and that isn't good either."

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I consider it fundamentally good merchandising and good advertising to sell customers only what you have reason to think—and have done everything in your power to assure—will suit him. Speaking of the usual advertising of tea, it is lacking in proper detail even more, if anything, the coffee. The usual way to advertise tea is to call it "our 50-cent blend" or "our 60-cent black," or green, leaving new customers who might buy it to pick it out for themselves. I regard this as exceedingly bad policy. The merchant who deals with the utmost frankness with his trade is the one who always wins, other things being equal. A statement like "this tea won't suit the tea drinker who likes heavy bodied tea" does more to inspire confidence than anything else that can be written.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

## No One Can Say That Lehman Hasn't His or Her Kind of COFFEE

The whole thing in coffee is Flavor. People are partial to a certain flavor in apples, in grapes, in candy. The substance of these things may be the same, but the Taste of the thing counts.

So it is with Coffee. One man may say "I don't like that State House of Lehman's. It isn't strong enough." But the person next to him at the table is simply brimming over with enthusiasm with the delicacy of State House.

### The Three Grand Divisions of Coffee Tastes Represent Mild, Medium and Strong

Some one of these three will suit YOU. And to settle this you ought to decide on your favorite and STICK to it.

**STATE HOUSE**—State House Coffee is decidedly in the mild division. It possesses that peculiar delicacy, that smoothness and that satisfying effect that it appeals to the majority.

25c. a pound and 20 Free S. & H. Stamps.

**NEW CONGRESS**—Being of a medium strength it is gaining rapidly. It is a class of Coffee that many Trentonians wanted for years but could not find and we were not thoughtful enough to place on the market. It is very select. It has what is known among the trade as a "winey" flavor. It is exactly the Coffee suited to those who enjoy neither a mild nor strong drink.

Price 30c. a pound and 30 S. & H. Stamps.

**MARA-MEXICAN**—Here is your Strong Coffee. In this Mara-Mexican you get the complete stimulating effect of this wonderful berry. It's a brace-up Coffee. It's a mental clarifier—it's the Coffee of the man who works and the man who thinks. There is no other Coffee like it sold. Most sincerely do we recommend it to you who like strength and purity and perfect quality.

Price 25c. a pound and 20 S. & H. Stamps.

**DISSATISFACTION**—Should you at any time buy Coffee at any of the Lehman Stores and find it unsuitable on account of the very features or lack of features that we have just spoken of, write your return. It won't do to condemn it because that wouldn't be fair. Return it and tell us where the dissatisfaction lies. That very act will be both right.

This is far ahead of the usual way of advertising coffee. The average grocer advertises coffee as "coffee." He may state the grade, as "Maracaibo" or "Mocha and Java," but the names of grades mean comparatively little to consumers. The only thing that means much to an ordinary coffee drinker is strength and body. If you tell him in an advertisement that the coffee you

the only way to advertise coffee or anything else that shows many grades, is exactly the way this Trenton advertisement has done it. That is, by giving consumers the information necessary to a choice. The advertisement I reproduce is in my judgment an exceptionally good advertisement. It is suggestive. It is persuasive. And particularly it enables the consumer to avoid purchasing a

## A Plan to Use Alfalfa for Human Food

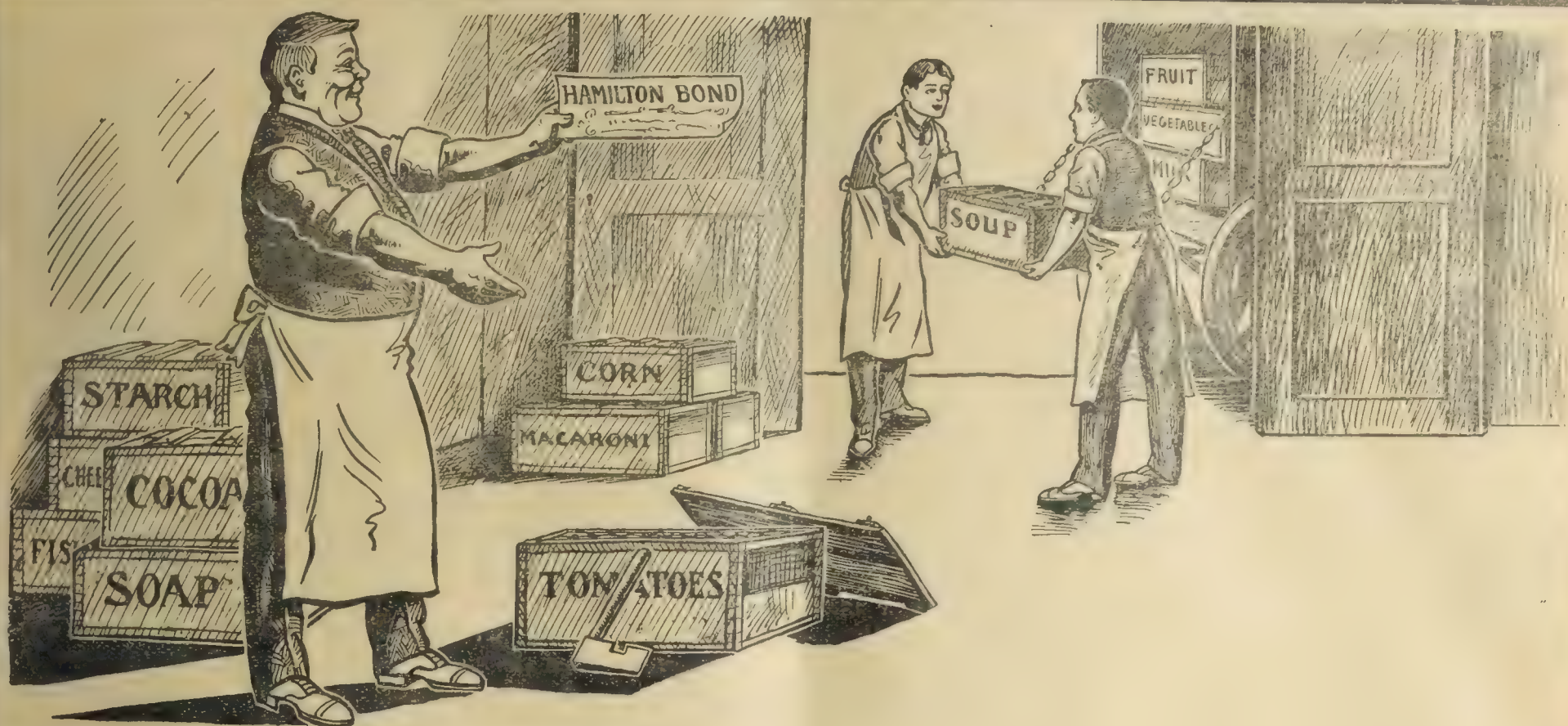
Western Milling Company Has Some Cookies Made of It to Show That It Can Be Used in Lieu of Wheat Flour to Reduce Cost of Living. Subject Exceedingly Important, as Alfalfa is Cheaper Than Any Similar Product and Grows Three Crops a Year.

An interesting field for speculation was opened during the week when it became known that a large Western milling concern is feeling out the market in order to see whether alfalfa meal can be used for human food. If it finds that it can—and there is much

evidence that it can—the prospect becomes of enormous importance.

Alfalfa is a grain now used exclusively for cattle feed. Those familiar with it have always had an idea that its possibilities were large, partly because of its relative cheapness as compared with





In every case of many different products—the best on the market—you will find **“Hamilton Bonds.”** You can exchange these bonds for a gold watch, a counter scale, a diamond ring, or almost anything you may need for your store or your home. The money invested in **“Hamilton Bonds”** *is not added to the cost of the goods*, but represents a *new way* for manufacturers to spend part of their advertising appropriations. They have decided that *you* should have some of it.

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## THE HAMILTON CORPORATION

GUARANTEED RESOURCES, \$1,000,000

29-35 West 32d Street

NEW YORK CITY, N. Y.



other similar products, and also because three crops of it a year can be grown. Up to recently, however, no use has been made of alfalfa except as a feed for cattle. Only a few days ago some concern started to advertise a medicine made of it, and now that an investigation has been undertaken as to its fitness for human food, some interesting developments may be expected.

The milling concern referred to is the M. C. Peters Mill Co., of Omaha, Neb., who are large producers of alfalfa meal. They have sent to various persons whose opinions were considered desirable a small package of cakes and the following accompanying circular:—

#### A SUGGESTION.

The inclosed cakes are made of meal from the alfalfa plant, mixed with wheat flour, and are both palatable and healthful.

We do not make these cakes to sell, but to illustrate it is possible that substitutes may be found for the high-priced foods.

We make animal foods from alfalfa ground into a meal and mixed with molasses and grain, and our success has been so marked, we are seriously considering the manufacture of alfalfa into human foods. Before entering this field, we are sending out a few samples to gather the consensus of public opinion.

Yours truly,

M. C. PETERS MILL CO.,  
Omaha, Neb.

The writer had the interesting experience of sampling one of these cakes, and has no hesitancy in pronouncing them, so far as flavor is concerned, the equal of any cakes made from ordinary materials. They smelt wholesomely good and had precisely the same pleasant flavor that similar little cookies made from wheat flour would have. The color, however, was a bright green, which would probably constitute more or less of an objection. If it proved to be an insuperable objection, the usefulness of alfalfa would be ended before it was begun, because the color of alfalfa meal is green and anything made from it would be green also, unless it was very largely mixed with wheat flour.

The present market price of alfalfa meal is \$24 per ton, which is cheap. It follows that it could be sold in the shape of flour much cheaper than flour of any sort is sold at present.

Blackberries seem to be wanted at 9 to 12 cents per quart. North Carolina is supplying most of the fruit so far.

## THE STROLLER'S COLUMN



### Here's My Say About Bulk Sales Laws.

So the National Retail Grocers' Association think bulk sales laws are on the bum, do they? Well, they don't know what they're talking about. I'll bet I know more about bulk sales laws in a minute than they do in a year.

No, I ain't ever tried to sell my business without telling my creditors first; I didn't find out about 'em that way. As a matter of fact I never had any to sell out.

The editor talked real sensible when he said there was nothing in a bulk sales law to pinch anybody but a fellow getting ready to go crooked. Honest, I believe the editor's getting better; if he could only go around with me more I'd make his mammy proud of him before I got through.

But howsomever, I was saying that bulk sales laws were all right. They may not be all right for the fellow that wants his creditors to get the dinky-dink, but have we got to work nights to please him? I say a merchant who has a business worth say a couple of thousands and who owes twenty-five hundred, ain't got any more right to sell out unbeknown to his creditors than I have to pinch a chair off my neighbor's porch. What he's got, and all he's got, belongs to his creditors. But before the bulk sales laws were passed he could sell it or give it away, and the fellows that had trusted him could go hang.

Think that was right, Mr. National Association?

I remember once about five years ago I sold a big bill of goods to a couple of fellows down in Richmond, Va. It may have been more than five years ago; anyway it was before they had a bulk sales law down there. I had sold 'em before and they always took their discounts. I never felt exactly like I'd leave my diamond stud around where either of 'em

was, but I couldn't lay my finger on a thing. They bought like they knew their business and the check was always there in ten days.

I had been selling 'em about nine months, when I went in there one day and got a peach of an order. I sent it on, and the goods came through. But the check didn't, the house wrote me. I waited a few days more and then the house wired me to jump back there and see what was doing.

When I got there I found they had sold out and gone away. We weren't the only people they had stung—they got in on a lot of us about \$3,000. Sold the store, with our goods in it, and skipped.

Nobody could do a blamed thing. You couldn't go after the fellow who had bought, because there wasn't any bulk sales law then to let you. If we could have proved the deal was crooked it would have been different, but how are you going to prove something that nobody sees but the crooks that do it?

And maybe it wasn't crooked at all, so far as the fellow who bought the store was concerned. But it was crooked of the fellows that sold our goods and stole our money.

If they worked a scheme like that to-day you could go after the fellow that bought. Where's any kick coming against that?

Another time the same thing happened to me in Pittsburg. I guess that was ten years ago. A fellow got all loaded up with debts and then sold his store to his wife. I was in that about \$200. My people did try to raise a time in that case, but they proved the wife had actually paid him the money for the place. When we asked him why he hadn't paid his debts out of that he said he had to spend it for

something else. Cl gave it to her to pay.

Meanwhile the store went along in the wife's name and he ran it. Simply a cold steal.

Couldn't do that now because they've got a bulk sales law in the State, and you can't go behind the door and sell your business. You've got to let your creditors know first.

How anybody can think that ain't a good thing—except a crook—is too deep for me.

There's a whole lot of fellows that think the man who sells 'em goods on credit is simply good game. They'll pay him if they have to, but if they can sneak out of it, all right. That ain't dishonesty—it's only being a little sharper than the other fellow. In my time I've seen people like this work all sorts of raw deals to put their stores where the creditors couldn't touch 'em. They'd sell to some faker who was in the deal with 'em, or have themselves sold out by the sheriff on some fake judgment and buy the stuff in or work some dodge that meant that when the creditors got wise and flew down prepared to get busy, they'd find nothing but a few picked bones. If they got hot in the collar and started to sputter, they'd be shown a bill of sale and it was all off.

You could still be handed those, mind you, if it wasn't for the bulk sales law that the National Association wants to knock out.

I wonder what's eatin' 'em now.

THE STROLLER.



No. 1 Cuspidor  
6½ Inch

### THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO



### Your Customers

ask your advice on matters of food products. You want to be posted, don't you? Then study the following. It's instructive.



#### Minute Gelatine (Flavored)

is made from the highest quality of gelatine—other kinds may use a cheaper gelatine as colors and flavors can conceal its inferiority. In it the most expensive vegetable colors are used—others may be colored with cheap vegetable or coal-tar colors. True fruit flavors are used. They cost more but they are better. —Artificial, etheral flavors are found in others. They are cheaper and easier to get. Minute Gelatine (Flavored) is made to sell on quality—not by advertising or low prices only. Don't take it that all other flavored gelatines have all the bad points mentioned. Most of them have some. None of them have all the good points of Minute Gelatine (Flavored). Decide for yourself. Let us send you a package free and try it beside any other flavored gelatine you may select. That's fair isn't it? When writing for the package please give us your jobber's name.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.

## How to Make a Postal Pay Dividends

¶ A postal card sent by you to us may save you a considerable sum of money during the year. Just turn that over in your mind for a minute.

¶ Send the postal to us with a request for samples of Teas and Coffees, specifying particularly what you want. If those samples come to you with prices cents below what you have been paying, wouldn't the little postal have been worth while?

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897



### Of Course They're Different

We've heard grocers say: "Oh, all wheat breakfast foods are about the same; if you sell one you don't need to sell others." They were wrong. There is the greatest imaginable difference between **Wheatena** and other wheat breakfast foods, and it comes from two things—difference in the grade and the part of the wheat used, and difference in the process.

If **Wheatena** wasn't different, why do people throw out other wheat foods every day and choose it instead? We have positive knowledge that they are doing this every day.

**THE WHEATENA CO., Rahway, N. J.**

## Summer Comfort

¶ The recent cold weather will serve, by comparison, to make the heated term seem even more oppressive than is usually the case. During the summer months Portable Electric Fans will make your place of business or home livable—at your residence they make the eating of one's meals a pleasure and sleep refreshing.

¶ Make your installation now.

**The Philadelphia Electric Company**

TENTH AND CHESTNUT STS.

**MR. GROCER:**

**We want you to sell**

## PEERLESS BRAND EVAPORATED MILK

**FIRST:** Because you are sure of giving your buyers a pure article and one that will satisfy your most particular customers.

**SECOND:** Because you make a larger profit on **PEERLESS BRAND EVAPORATED MILK** than on any other well-known brand.

**BORDEN'S CONDENSED MILK CO.**

"Leaders of Quality."

Established 1857.

**NEW YORK**



## Pure, Powerful, Popular, Profitable

Our spices are absolutely clean and *pure*; being also scientifically ground, they have the greatest flavoring power. They will please your customers best and pay you best to sell because they *always give satisfaction*. We guarantee them as fully as the teas and coffees that have made the name of "**Parke**" the hall mark of "**Quality**."

**L. H. PARKE & CO., 232-234 Market Street, Philadelphia, Pa.**



# THE GROCERY MARKETS

## Tea.

The demand for spot tea is fair, but not active. Prices show no change anywhere. The undertone, however, is strong in certain lines because of actual scarcity. Japans on spot, for example, are exceedingly short, speaking of good grades. English Breakfasts of grades from 15 cents up are low and the cheapest desirable Ceylon is quoted around 15 cents in a large way, whereas there should be Ceylon tea as low as 10 cents. No change has occurred in new teas, which have been bought with fair freedom at the opening quotation.

## Coffee.

The spot coffee market has shown very little activity. There has been some demand for Santos, but not an active one, and prices show no change. Mild coffees are about steady and show an every-day demand. There is a rumor of some slight weakening in some quarters on Maracaibo. Java and Mocha unchanged and quiet.

## Sugar.

The sugar market has shown some flurry during the last ten days. As reported last week, all refiners declined to 5.15 cents for granulated, and some later sold several points below that. The raw market has strengthened during the week, however, and the cut-priced sugar has largely disappeared. The minimum quotation is now 5.15 cents. Refined sugar is in fair demand only.

## Syrup and Molasses.

Glucose is steady at the recent 10-point advance, and compound syrup at its own 1 cent advance. The demand for the latter product is seasonably fair. Sugar syrup is active and steady, not, however, for straight consumption. Molasses is quiet and unchanged.

## Fish.

Mackerel remains quite dull and prices inclined to be easy. Cod, hake and haddock are dull and unchanged in price. Spot salmon is scarce and high, with as much movement as could be expected. Some packers have named prices of \$1.75 for talls and \$1.90 for flats of new Columbia

River salmon, but nothing has been announced by the association as yet. Domestic sardines are still nominally quoted on the basis of \$2.75 f. o. b. for quarter oils, but some of the packers are selling at \$2.50. So far as the sardine business is concerned, there is nothing unusual in this. Imported sardines quiet at unchanged prices.

## Canned Goods.

Tomatoes are doing somewhat better. Prices show no actual advance, but are harder, and the under-priced offerings have mostly disappeared. Spot stocks in packers' hands are small and the outlook is a little stronger. Future tomatoes are selling to some extent at steady to firm prices. Spot corn is strong and in fair demand. Future corn steady to firm and offerings not large. Spot peas are wanted to some extent. New pack are being offered around 70 cents for Maryland standard early Junes, but the trade seem disinclined to pay more than 65 cents. The future pea situation doesn't look strong at this writing. The seed in most sections has been poor, and some packers claim to have less than half a pack. Eastern peaches are dull and unchanged, no new prices having been named as yet. Apples unchanged and very dull. California canned goods for future delivery have sold well, but already some cutting from the opening is being done by the largest packers. These cuts have averaged around 5 per cent. from the list price. Spot canned goods are quiet. Small Maryland canned goods show no change and but small activity. New string beans are offered, around present spot prices, but above the prices ruling a few months ago.

## Dried Fruits.

Spot prunes are firm and some sizes are in fair demand. On the coast, however, the situation is dull. Future prunes are still ruling on a very high basis, and practically no sales have been made. Peaches are dull both spot and future, and prices show no change. Apricots dull on spot and for future delivery. Prices of

future show no change. Raisins are dull at unchanged prices. Sultanas, however, are a little stronger. Currants quiet and unchanged. Other dried fruits are quiet and unchanged.

## Beans and Peas.

Domestic pea beans are a little stronger on spot, but unchanged to come forward. The spot quotation averages \$2.40 in a large way. Imported unchanged. Domestic marrows are unchanged on about a \$3 basis, imported quite poor and quoted at \$2.80. California limas are unchanged and in fair demand. Dried peas of all grades are in moderate demand at unchanged prices.

## Butter.

The receipts of butter are about normal for the season. A large percentage of the receipts are going into storage. The consumptive demand is about normal, and prices are ruling about 10 per cent. above a year ago. The market is barely steady at present quotations, and may or may not change within the next few days. The quality arriving is very good.

## Eggs.

The egg market is steady and unchanged. The consumptive demand is very good, and the supply continues large. A considerable quantity of eggs is going into storage, as the quality is running fine owing to the favorable weather. There will probably be a falling off in the production of eggs in the near future, but possibly no important change in price at once.

## Cheese.

The cheese market is fairly steady at 1/2 cent decline. The make is increasing and prices are therefore softening, though quotations are still 10 per cent. above a year ago. The consumptive demand is not as good as usual owing to the cool weather; it will improve as the season advances. The quality of the present receipts of cheese is running very fancy.

## Provisions.

Everything in the smoked line remains firm at unchanged prices. The demand is not as good as

usual for the season, partly due to the weather and partly to high prices. Pure lard is barely steady at present prices, but will improve in demand as soon as the weather becomes warmer. Compound lard is about in the same condition as pure. Stocks are firmly held, the consumptive demand is slow. Owing to the high cost of raw materials, there will probably be no lower prices for compound lard. Barrel pork, canned meats and dried beef are in moderate demand at unchanged prices.

## INDIVIDUAL MARKET REPORTS.

### Rice.

At no time during the season of 1909-10 has the rice conditions shown as much strength as the present market has developed. Stocks are materially reduced throughout the belt and instead of a large surplus which has been looked for by the rice interests, we will enter the new crop with barely 300,000 bags, most of which will comprise inferior grades of Honduras and only a very limited supply of Japans.

A glance of the movements in the past ninety days has demonstrated the fact that the low prices which have prevailed this season has increased the consumption beyond our expectations. The shipments out of New Orleans alone have exceeded anything compared to previous years.

We urged you in our last circular to get your trade to buy freely. To-day the position is more favorable for a continued advance and a large active trade, as you must bear in mind the stocks among jobbers throughout the United States is exceedingly light, therefore we predict 3 3/4 cents a cheap price for fancy Japans and in all probability you may have to pay 4 cents before August.

BENEDICT COMMISSION CO., LTD.  
New Orleans, La.

### Rice.

Increased activity prevails in rice circles. The principal call has been for Japan sorts, which are quotably higher. Honduras styles are in larger request; prices thereon steady with hardening tendency. Buyers are beginning to realize the firmer conditions, being forcibly impressed by the fact that when they let opportunities pass, succeeding parcels are priced an item higher. Holders



are influenced by the taut conditions in primary markets, and also by the fact that the higher prices of to-day are still reasonable (lower compared with previous seasons) and less than intrinsic value.

Advices from the South note improved inquiry on the Atlantic Coast. At New Orleans a fair movement is in progress; offerings are not large and prices on Japan sorts are held firmly. Some speculation is reported, and the market has been successfully "pegged up" to present range, holders predicting still higher prices in the near future. Honors is steady, the better styles not plentiful, and lower grades in more request, as the sharp advance in Japan brings them into play. The recent plentiful showers have revived the drooping crops on the river.

In the interior, Southwest Louisiana and Texas, the movement has been active with a gradual hardening tone. Morning telegrams note orders based on list prices turned down on large lines; goods sold and further offerings similar quality priced  $\frac{1}{4}$  cent higher. Careful estimates of supply ahead, June 1st, shows reduced amount on hand. This confirms opinion expressed in our circular letter, 17th ult. The growing crop has been much benefited by the abundant rainfall, and planters are greatly encouraged thereby.

Cables and correspondence from abroad note markets advance on all deliveries.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### Baltimore Canned Goods.

##### No. 1.

Continued cold weather in this section is causing uneasiness in the canning trade. The fields where the fruit and vegetable crops are grown for canning purpose show evidence of the harm that has been done by the cool nights and the wintry winds that have been blowing from the Northwest for a week or ten days. The warm weather in March and an almost total absence of the high winds that usually mark that month encouraged the truckers to plant early. Consequently many crops were well above ground when this cold spell set in and stunted them more or less. The temperature has been below the frost line in some sections nearly every night, with a few small snow storms in the Western part of the State. The setting out of the tomato plants has been very much interfered with and unless we have warm weather very soon and plenty of sunshine the tomato growers may be seriously handicapped by the prevailing conditions. The Western farmers are having trouble with their tomato plants, and they are buying plants

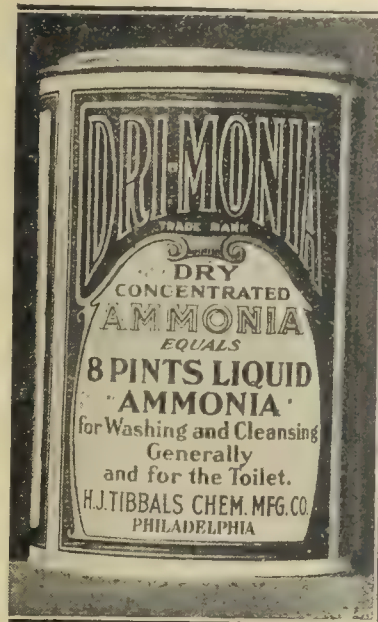
in this section to help them out. Several large orders for them this week have not been entirely filled at an advanced price. These facts added to the increased demand from nearly all sections for the canned article during the last two weeks for both spot and future deliveries form the basis of the stronger undertone to the tomato market. Altogether the outlook for a further improvement in the prices of tomatoes is encouraging to the holders of that article and conservative purchases of spot goods at this time seems advisable. The buying of tomatoes for future delivery was again active this week, and the orders for them came from all sections, not for any very large single lots, but for quantities ranging from one to four or five carloads, the significant feature being purchases made by jobbers located in those markets that usually draw their supplies from the Western canners. It looks like we have seen the lowest prices for the year 1910 on canned tomatoes.

The shippers of fresh vegetables and fruits have been highly favored this season by the cool weather, which has enabled them to reach markets usually beyond their reach when the weather is warm. They can afford to pay prices which the canner could not think of, and they have been a veritable thorn in the side. Up to this date they have handled two-thirds or more of the pea crop and the canning season for that article is about half over. The quality of the peas packed in Baltimore this season, however, will in some measure be a recompense for the large shortage in the output. The buying of the new pack of string beans for shipment when ready was large this week at the attractive prices made for them and they are worth attention. Sweet potatoes and spinach are stronger and fairly active on account of light stocks. Spot corn is again wanted and for future delivery is a bit firmer. It is a long time yet before the next canning season for those last three articles rolls around, with heavy consumptive months in between. The small every-day assorted orders for other vegetables are increasing and gradually wearing away the stocks here.

The first new pineapples of the season were packed this week and shipments can be made promptly, both grated and sliced, of all grades and sizes. New strawberries have found friends and a good business in them is expected, the cheapest as well as the extras in heavy syrup. Spot pears are active and getting scarce and apples are firmer. The next canning season for those two articles is several months off. For the first time in several seasons we are canning very fine quality white cherries, worth

## Something Different in Ammonia Tibbals Dri-Monia

Costs you \$ 9.00 Per Gross  
Brings you \$14.40 Per Gross  
Your Profit \$ 5.40 Per Gross



This is a Concentrated Dry Ammonia in powdered form, packed in cans with perforated tops to sell for 10 cents. Each package equal to one gallon of High-grade Ammonia. Why buy water?

H. J. Tibbals Chemical Mfg. Co.  
Philadelphia

## Spend \$1.95 and Make \$1.65

¶ You can't always make quite this much on Sunshine Blue, but you can on your first order, so as to get acquainted.

¶ Sunshine Blue is the blue guaranteed soluble—that dissolves in water quickly and evenly. Ask any housewife what this means to her. It is packed in an unusual and very handy box, too, and contains a Hamilton Bond. This last is going to be the most important thing in the country in a little while.

¶ With your first order for Sunshine Blue one dozen comes free. You pay \$1.95 for what you can at once resell for \$3.60. Is that tempting? Send for sample.

Zonol Products Co.  
116 JOHN STREET  
NEW YORK CITY

## Read the Point In Large Type

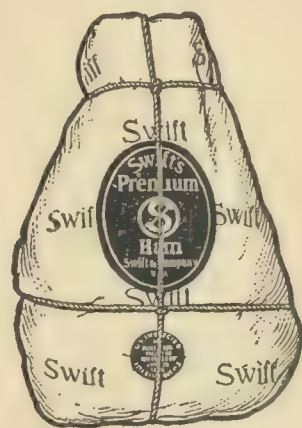
Here's the proposition of  
James T. Shinn's Liquid  
Rennet in a nutshell:—

1. It is the cleanest rennet made.
2. It coagulates milk in 2 to 5 minutes.
3. It will not spoil.
4. Every bottle is guaranteed.
5. Jobbers everywhere indorse it.

And last, but not least—this is in large type because it's a large point—it pays 100 per cent. profit. Costs \$1.50, sells for \$3.00.

Shinn & Kirk  
1400 SPRUCE ST., PHILA., PA.

## VALUE OF MAGAZINE Advertising



Magazine advertising makes people familiar with the name and quality of Swift's Premium Ham and persuades them to try it.

When they see a display, a show card or sign in your store the advertisement is recalled. The result is a sale.

Therefore it will pay you to display Swift's Premium Ham constantly. Keep a sign in plain sight all the time.

"WE SELL  
SWIFT'S PREMIUM HAMS"

The increase in sales will be large and steady for Swift's Premium Ham holds trade by its uniform quality.

Swift & Company, U. S. A.



having, especially in heavy syrup. All kinds of other fruits, berries, cherries, etc., will be ready for shipment this month, and the jobbers have commenced to buy them. The stocks of cove oysters here are light and the market for them may be higher this summer because of it.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

No. 2.

For the last two weeks down in the packers' section it has been impossible to buy full standard 3s tomatoes in good condition and bright tins at 60 cents, and but few at 62½ cents, and during the past week 62½ cents has been almost impossible for this grade. Notwithstanding all this, one of the New York trade dailies under date of June 1st advised spot tomatoes firmer and then they continue to say that many orders for 3s standard tomatoes at 60 cents have been turned down, that the West and Southwest who seem to be short on spot stocks were reported to be buying freely at 62½ cents. Under date of June 2d, the same authority advises that "the demand for spot tomatoes continues slow and on the hand-to-mouth order, but holders are stiff in their views and decline to entertain bids of less than 62½ cents f. o. b. for full standard No. 3 Marylands, and that for packer's label only." Another trade daily of New York under the same date, June 2d, advises that spot tomatoes are higher; buyers are now paying the advance for full standard grade; that several cars of Southern packed 3s full standard tomatoes were sold on the New York market yesterday on the basis of 65 cents, regular, f. o. b. factory.

Is there any wonder, under these conditions and reports that the buyer in the distant city who subscribes for the New York daily and also receives advices from the various brokers and commission houses of Maryland is mystified and wonders why he cannot buy goods in line with the lowest quotation? Since it seems to be impossible to have a public record of sales of canned goods and statistics of the amount daily sold, it is indeed unfortunate to have such conflicting reports. Is it not a fact that no reports at all would be better than incorrect reports, for if the bearish report is correct, the buyer who buys at the full price suffers. If the bullish report is correct, the packer who sells at the lowest price suffers. In this enlightened age, why should we not have absolute reports truly representing the facts and conditions which govern?

The continued orders received daily which have been coming in for the last few weeks for spot

tomatoes have gradually worn away the "supply on hand" and many packers have withdrawn from the market entirely or advanced their price 2½ to 5 cents per dozen, having only a few left and anticipating a very much better market for tomatoes in the next thirty days. Brands known last packing season as full standard, but stored in warehouse where they were subject to winter conditions and severe cold, are now being offered at 62½ cents, subject to the effect of having been frozen and the cans are not quite as bright as when they came from the process kettle. These are the only kind of standards that could be purchased during the past week at 62½ cents f. o. b. As a result many sales that have been made without this explanation have been the means of compelling rejections and complaints and dissatisfaction at the buyer's end of the line. Full standard 3s tomatoes are firmly held by the packers throughout this territory (which usually has a prominent voice in prevailing prices and conditions) at 65 cents, with some brands at 67½ cents. These goods have been properly wintered and are being thoroughly overhauled before shipment is made so as to avoid trouble at the other end of the line, and it is only possible to obtain a limited quantity on this basis, notwithstanding reports, bids, counter bids to the contrary. Twos remain very scarce and difficult to obtain under 50 to 52½ cents f. o. b. factory; with 55 cents being named for brands of the better sort. One lot of 10s has been offered in the last few days on the basis of \$1.75 f. o. b. factory—they will not likely last long—and also a small lot of 10s, lacquered cans, at \$1.65 f. o. b. factory.

On the morning of June 1st the thermometer in Aberdeen registered 45. Aberdeen, Md., not Aberdeen, S. D. It is needless to say packers are considerably alarmed owing to adverse weather conditions, which although not as serious in the East as they have been in the West, when taken as a whole, really mean considerable and should be given very much more consideration than has been accorded up to the present time. There is also an extreme scarcity of tomato plants. The cold weather is productive of cut worms and fleas and various other enemies to the growing tomato. It should also be realized that the acreage for tomatoes is considerably reduced and it is getting at a season of the year when this condition can be safely announced without danger of packers and growers increasing their acreage, as 90 per cent. of the setting out of tomatoes is done before June 10th and arrangements have been made so that it is almost too late

for an increase at the present writing.

Government inspection of canning factories has also been announced and the possibilities of labeling tomatoes packed with water as they should be described so as not to deceive the consumer. This, in addition to the demand for raw tomatoes for ketchup purposes instead of pulp as of yore, will in all probability decrease the 1910 packing of tomatoes several million cases. Packers cognizant of these conditions are loath to book any great volume of future business at present prices, and had it not been for the lack of interest displayed by the jobber, the future tomato market would have been in a much more advanced condition prior to this writing. Threes standard tomatoes, 1910 packing, are obtainable in a small way on the basis of 67½ cents f. o. b. factory, but generally for brands that could not be recommended and are not condemned, but just the kind of brands that do not hold the buyer from year to year on account of the irregularity of delivery or the unbusinesslike method of dealing prevalent among packers wanting business on this basis. Most brands of reputation are held on the basis of 70 to 75 cents, with a number of packers refraining from future business altogether rather than book orders on so close a margin. Some well-known brands of 2s are obtainable on the basis of 50 to 52½ cents f. o. b., better than the average standard so far as quality is concerned. Buyers are availing themselves of the opportunity of securing on this basis, and while these prices last there is little possibility of a buyer making a mistake. Tens are firmly held, 1910 packing, on the basis of \$2 f. o. b. factory, with little inclination among packers to shade this price.

Spot corn seems to be almost entirely cleaned up. Southern Maine style is in demand, but at present writing there is not a single carload offering in sight in packer's warehouse. A few lots are still being offered on the basis of prevailing price, in store New York, which are being rapidly absorbed.

Packers throughout Maryland and Delaware sections are very much agitated over the cold nights and adverse weather conditions. They report that three plantings of corn will probably ripen at the same time and that there will be a dearth of corn early in the packing season, a rush and a considerable loss because they cannot take care of it in the midst of packing season, with the possibilities of late corn yet to be considered, depending upon the weather, which may be favorable from now on. Under these conditions packers are not inclined to take on any future

business of any consequence, and while it is possible now and then to obtain a carload on the basis of prices which have prevailed, there is little reason to anticipate any volume of offerings of any consequence, at least until the packing season is well in hand.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

#### Spices.

The market is fairly active. We have noted considerable trading in futures. Prices are rather firm, but there has been practically few changes during the week. Spot supplies are small and we look for a very big demand during the next thirty to sixty days.

Pepper.—The market is very active at present. The supply here is reported small and prices are likely to go higher. Singapore is reported exceedingly scarce. White pepper is firm but unchanged.

Red Peppers.—Demand good at very steady prices.

Cloves fairly active; prices unsettled. It is reported that prices are somewhat firmer in Europe.

Pimento (Allspice) fairly active at present. Futures, however, are neglected.

Mace very scarce; little prime quality to be obtained. All conditions point to higher prices.

Nutmegs in better demand for all sizes. Prices are slowly but steadily advancing.

Cassias.—We can report good demand at steady prices, especially for Saigon and China.

Gingers.—Prices are, no doubt, advancing, and further demand is likely to increase values. We can only report what we have said heretofore, that the market price of ginger will be high throughout the year.

Tapioca fairly steady and in good demand. Ruling market price is really under import cost.

Seeds for pickling needs in good demand. Prices are unchanged.

Green ginger root rather scarce this week with fair demand.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### Imported Fish Specialties.

Norwegian Smoked Sardines.—The demand continues good; no report of fishing at present, although it is expected to start within the next few days. We are informed by the Hon. Chr. Ravn, Consul-General of Norway at New York, that the Western Sardine Packers' Association of Norway at a recent meeting have agreed that they will use nothing but absolutely pure olive oil in packing smoked sardines, instead of packing some in cottonseed oil as was agitated some time ago.

Matjes Herring.—There have been a few arrivals of the new Scotch Castle Bay Matjes her-



ring, which have found a ready sale. The quality has been fairly good considering the earliness of the arrivals. Naturally later arrivals will be of finer quality. The arrivals have found ready sale.

Portuguese Sardines.—We regret that the reports from Portugal do not show any improvement. There are only large fish being caught and very few of them. The market is practically cleared of boneless  $\frac{1}{2}$ s sardines and  $\frac{1}{2}$ s with bones. There are a few small lots in transit which will be sold before the goods arrive, as the market is very good. For the dingley  $\frac{1}{4}$  tins with bones there is a much better demand, and as stocks are not very heavy, and considering that the packers do not expect to be in a position to pack this size before next October, we look for a scarcity before that time.

French Sprats.—The demand is very quiet, although the prices are very low and very much in buyer's favor.

Japanese Crab Meat.—Demand continues good; prices are unchanged. The first shipments of the new Japanese crab meat are now in transit, but as it takes such a long time for the goods to arrive, we look for a scarcity before they do arrive.

STROHMEYER & ARPE CO.  
New York, N. Y.

#### MARKET NOTES.

Huckleberries are not very abundant as yet, and range from 10 to 12 cents. The demand is good.

Cantaloupes still come from Florida and California. The former range from \$2 to \$2.75 and

the latter average \$4.50. The Californias are much better than the Floridas; demand fair.

Florida peaches are poor and very dull. The range is \$1.75 to \$2.25 per crate. Georgia peaches average \$2.50.

Florida tomatoes about hold their own and range from \$1.50 to \$2. The demand is good.

Cucumbers are coming from Charleston and Virginia, and average \$1.25 per crate. The demand is active.

Jersey peas range from 50 to 60 cents per basket. The demand is good.

Florida corn is scarce as yet and averages \$2.50 per box. The quality is fair, but the demand light.

New potatoes are cheap—\$1.80 to \$2.15 per barrel for Virginia and North Carolina, and \$2.75 for Floridas in large barrels.

Lima beans are so scarce as to be hardly worth quoting. North Carolina and Charleston should begin to ship very shortly.

String beans from Virginia and North Carolina average \$1.75 per half barrel. The demand is good.

Florida eggplants range from \$2 to \$2.50 and are in fair demand.

#### Pennsylvania News Items.

Dairy and Food Commissioner James Foust announced on Wednesday that after a conference with J. W. Woodward, of Clearfield, counsel for the division, he would appeal from the decision of Judge A. O. Smith, of Clearfield, in the alum baking powder test case. The Judge reversed a verdict of guilty, holding that alum used in a sample of baking powder was not commercial alum within the meaning of the act of 1909. The Commissioner also announced that the trial of the cases of several grocers accused of selling pickles preserved with alum would be postponed until fall.

#### Oysters Can Be Fattened Up.

Federal Food and Drug Board So Decides, But Rules That They Must Be Labeled "Floated Oysters" if Fattened in Water Less Salt Than They Grew In.

The Federal Board of Food and Drug Inspection, after hearing copious testimony and pondering deeply over the subject for several weeks, has decided that oysters can be fattened by putting them in water before sale. Such oysters must be labeled "Floated Oysters," however, if put into water less salt than that in which they grew.

Since this is important to all dealers who sell oysters in original packages, the substance of the decision just handed down is here reproduced:—

The Board is of the opinion that it is not improper to drink oysters in water of a saline content equal to that in which oysters will grow to maturity. If, however, oysters are floated in water of a less saline content than that in which oysters will properly mature, the packages containing such oysters must be very clearly and legibly labeled "Floated Oysters," otherwise they will be considered adulterated under Section 7 of the law.

Particular attention should be paid by the growers and handlers of oysters to the character of the water in which the oysters are brought to maturity or floated. Where such waters are polluted it will invariably follow that the oysters will also partake of this pollution and subsequent washing of the oysters, or even floating in water which is not polluted is likely not to cleanse them of this pollution.

Oysters found in interstate commerce in a polluted condition because of the character of the water in which they are grown or floated are adulterated under the Food and Drugs Act.

"Water of a less saline content" means water less salt.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

Washington, D. C., May 24, 1910.

958,717. Candy cutting machine. Joseph H. Bennett, New York, N. Y.

958,780. Cherry seeder. Sidney R. Smith, Littleton, Col.

958,809. Noodle cutter. Frederick L. Hawkins, Meshawaka, Ind.

958,960. Process of indelibly marking meats. Julius Hauser, Los Angeles, Cal.

959,101. Bread mixer. Wm. A. Babbitt, Lockport, N. Y.

959,110. Percolator. Clarence U. Buck, Coudersport, Pa.

959,137. Apple parer. George H. Hinchcliffe, Boston, Mass.

959,189. Corer. Joseph E. Wyant, Omaha, Neb.

Washington, D. C., May 31, 1910.

959,448. Apparatus for cooking corn and other food products. Hartley C. Baxter, Brunswick, Me.



## Are You in Line for the Wants of June?



Each month creates a demand for a different line of goods. Of course, the staples, like the poor, are always with us.

**SYRUPS**—An unusual demand for this time of year; however, prices are low and any change should be for higher prices. All goods heavy body and suitable for the warm weather. Our popular brands, *Royal Table Syrup*, *Ex. Amber Drips*, *Quaker City Syrup*, *King B. Drips*, *White Clover Drips*. Specials, "1200," "1300" and "1400." It will pay you to send us your Syrup orders.

**PORK AND PEAS**—Something new; packed in Wisconsin, Eureka Brand, No. 2 cans, per dozen, 90c. Recommended as a dainty and nourishing dish for luncheons and supper, to be served hot or cold. Try a case.

**FRUIT JARS**—We call attention to the *Economy Jars*, with smooth mouth, crystal flint glass, airtight, no rubber ring, easy to seal, easy to open. It surely is the best yet. A trial order will convince you of their superiority over the old style. Pints, per gross \$8.85; quarts, per gross, \$10.30; half-gallons, per gross, \$13.20. We quote old style Mason's Fruit Jars: Pints at \$4.65 per gross; quarts, at \$4.90 per gross and half-gallons at \$7.30 per gross. Jar Tops at \$1.50 per gross.

**GINGER ALE**—Warm weather and the holiday season will create a demand for cooling drinks. Clicquot Club Ginger Ale is of high-grade quality, equal to the imported, is extensively advertised. Stock it and get the extra business it is sure to bring. 2 dozen in case, \$2.10.

**KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA**



959,450. Cherry pitter. Catherine W. Bridgeman, Chicago, Ill.

959,536. Egg beater. John W. Horner and George L. Patterson, Revere, Mass.

959,581. Strainer. Emma M. Newton, New York, N. Y.

959,664. Candy moulding machine. John Werner, Rochester, N. Y. (two patents).

959,767. Bread labeling device, John Limer, St. Louis, Mo.

959,933. Apparatus for dehydrating food products. Gordon D. Harris, Bay Shore, N. Y.

959,955. Percolator. David P. Moore, Washington, D. C.

959,963. Machine for mixing and kneading dough and like plastic substances. J. E. and C. E. Pointon, Peterborough, England.

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 47,307. "Tech" for blended coffee. Green & Mars, Pittsburg, Pa.

Ser. No. 48,874. "New Wrinkle" for candied popcorn. Rueckheim Bros. & Eckstein, Chicago, Ill.

Ser. No. 49,141. "Yours Truly" for salt, baking powder, etc. The Gibson Canning Co., Gibson, Ill.

Ser. No. 48,971. "Pilot" for blended coffee. The J. M. Bour Co., Toledo, Ohio.

Ser. No. 49,034. "Curacoa" for coffee. E. B. Millar & Co., Chicago, Ill.

Ser. No. 49,035. "Charm" for coffee. E. B. Millar & Co., Chicago, Ill.

#### CORRESPONDENCE.

##### Fruit and Vegetable Jobbers.

Lebanon, Pa., June 7, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Can you give me the name and address of good reliable commission dealers in the vegetable and fruit line in your city, as well as New York City and Baltimore? I am,

Yours truly,

ROBT. L. EBY.

Philadelphia—Fruit—C. Wilkinson Sons, 134 Dock street. Produce—Walter Wheatley Co., 202 Dock street.

New York—Both fruit and produce—W. H. Brown & Co., 161 Maiden Lane.

Baltimore, Md.—Both fruit and produce—Clifton & Woodland Co., 217 South Charles street.

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##### To Buy Cot Beds.

Birdsboro, Pa., June 6, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Can you refer me to several manufacturers or jobbers of cot beds? I inclose a stamped envelope for reply. Thanking you in advance, I am,

Yours truly,

R. A. HUYETT.

Bernstein Mfg. Co., Third street and Allegheny avenue; Philadelphia Metallic Bed Co., Northeast corner American and Jefferson streets; Keystone Metallic Bed Co., 255 South Second street, all Philadelphia.

#### MORE FOOD PRODUCTS BITE DUST UNDER GOVERNMENT'S ATTACK.

(Continued from page 18.)

Gallons Queen Bee Brand Syrup," whereas, in fact, they did not contain 16½-gallon cans, but each of the cans purporting to contain half-gallon of syrup in fact contained 30 per cent. less than half-gallon, and in that each of the fifty-eight cases were labeled: "10 Gallons Queen Bee Brand Syrup," whereas, in fact, the said cases did not contain ten one-gallon cans of syrup, as they purported to contain, but each of the said cans contained 28 per cent. less than one gallon of syrup. The goods were seized and released under bond.

##### JUDGMENT No. 304.—ADULTERATION AND MISBRANDING OF VINEGAR.

On or about January 6, 1910, Prussing Bros., Chicago, Ill., shipped from the State of Illinois into the State of Indiana, seventy barrels of a product labeled: "Prussing Bros. Pure Cider Vinegar, 40 Grain, Chicago, Ill., Mill Montague, Mich." Analysis of samples showed it to be adulterated and misbranded in that there had been substituted in part for it water and a foreign material, high in reducing sugars, and a foreign ash material, and that the product was not of the standard acid strength, and misbranding in that it was labeled: "Pure Cider Vinegar," which statement was false and misleading, because the product was not pure cider vinegar but was below the standard acid strength, and contained added water; a foreign material high in reducing sugars, and a foreign ash material. The goods were seized but released on bond.

##### JUDGMENT No. 305.—ADULTERATION OF DESICCATED EGGS.

On or about July 31, and August 7, 1909, the Columbia Desiccated Egg Company, of Chicago, Ill., shipped from the State of Illinois into the State of Maryland, two consignments of a desiccated egg product. Analysis of samples showed the product to be adulterated because it consisted of filthy, decomposed and putrid substance. The court ordered the lot destroyed.

##### JUDGMENT No. 306.—MISBRANDING OF FISH.

On or about February 1, 1910, the W. J. Orr Fish Company, of Bayport Mich., shipped from the State of Michigan into the State of Ohio, 595 packages of fish, in three consignments. Analysis of samples showed it to be misbranded in that it was labeled: "W. J. Orr Fish Company, Orr's Choice Family White Fish, Bayport, Mich." which form of label was false, misleading and deceptive in that they reported the product to be "white fish," whereas, in truth, it was not "white fish," but a certain other fish known as "Lake Herring." The goods were seized but released under bond.

##### JUDGMENT No. 311.—MISBRANDING OF VINEGAR.

On or about May 15, 1909, and June 23, 1909, Board, Armstrong & Co., of Alexandria, Va., shipped from the State of Virginia to the State of Georgia consignments of vinegar consisting of 28 packages and 26 packages, respectively. Analysis of samples showed the product to be misbranded in that the contents are stated in terms of measure on the end of each package in figures indicating the number of gallons which they purport to contain and said packages do not contain the number of gallons of vinegar which they purport to contain,

as stated by the figures thereon. The court ordered the goods released on filing of a bond.

##### JUDGMENT No. 313.—ADULTERATION AND MISBRANDING OF LEMON EXTRACT.

On or about June 6, 1907, the Atwood & Steele Company, Chicago, Ill., shipped from the State of Illinois into the State of Idaho, a consignment of a food product labeled: "Tropical Extract Lemon. One per cent. Atwood & Steele Company, Chicago." Samples were procured and analyzed, finding that the product was adulterated and misbranded because a solution containing little or no lemon oil had been substituted in part for the genuine food article, and was misbranded in that it was labeled: "Tropical Extract Lemon," which statement was false and misleading and tended to deceive and mislead the purchaser into the belief that the product was a lemon extract of standard strength and quality, whereas, in fact, it was a solution containing little or no lemon oil.

On December 31, 1909, the defendant entered a plea of nolo contendere and the court imposed upon it a fine of \$11.30.

##### JUDGMENT No. 316.—MISBRANDING OF RAISINS.

On or about March 18, 1909, R. J. Paden, of Sanger, Cal., shipped from the State of California to the State of Texas, 700 cases of raisins. Analysis of samples showed it to be misbranded in that they were labeled: "Choice California Raisins, Smith Packing Company," which statements were false, misleading and deceptive, inasmuch as the said raisins were not choice California raisins, but the same were in fact composed in part of a filthy and decomposed vegetable substance. The court ordered the goods destroyed.

##### JUDGMENT No. 317.—ADULTERATION AND MISBRANDING OF BUCKWHEAT FLOUR.

On or about March 11, 1908, the King Cereal and Manufacturing Co., of Chicago, Ill., shipped from the State of Illinois to the State of Ohio a consignment of a food product labeled "King's Quick-Rising Buckwheat Flour." Samples were procured and analyzed finding that the product was adulterated and misbranded, in that there had been mixed and packed with it, in a manner to reduce, lower and injuriously affect its quality and strength, a wheat product, and that said wheat product had been substituted in part for the genuine food article, and was misbranded in that it was labeled "Quick-Rising Buckwheat Flour," which statement was false and misleading in that it was not a quick rising buckwheat flour, but a compound of buckwheat flour and a wheat flour. On December 31, 1909, defendant entered a plea of guilty and the court imposed a fine of \$10.

##### JUDGMENT No. 318.—ADULTERATION AND MISBRANDING OF CIDER VINEGAR.

Between January 1, 1908, and August 24, 1908, Barrett & Barrett, a corporation, of Chicago, Ill., sold and delivered to Franklin McVeagh & Co., another corporation of Chicago, Ill., a quantity of a product labeled "Charm Brand 40 Grain Cider Vinegar, Distributed by Franklin McVeagh & Co., Chicago, Ill.," and at the time of making said sale furnished said Franklin McVeagh & Co. a written guaranty, signed by Barrett & Barrett, through its secretary, W. J. Windsor, to the effect that the said vinegar was not misbranded. On August 24, 1908,

the said Franklin McVeagh & Co. shipped the said vinegar from the State of Illinois to the State of Oklahoma. A sample was procured and analyzed finding that the product was misbranded in that there had been mixed and packed with it, so as to reduce, lower and injuriously affect its quality or strength, a foreign material high in reducing sugars and dilute acetic acid, and that the product had been artificially colored in a manner to conceal its inferiority, and was misbranded in that it was labeled "Charm Brand 40 Grain Cider Vinegar," which statement was false, misleading and deceptive, and tended to deceive and mislead the purchasers into believing that the product was a cider vinegar, whereas in fact it was not a cider vinegar, but a mixture of foreign material high in reducing sugars, dilute acetic acid and cider vinegar, and was artificially colored in imitation of cider vinegar. On December 31, 1909, the defendant entered a plea of guilty, and on January 31, 1910, the court imposed a fine of \$25.

##### JUDGMENT No. 320.—ADULTERATION AND MISBRANDING OF VANILLA EXTRACT.

On or about March 20, 1909, the Puhl Manufacturing Co., of Chicago, Ill., shipped from the State of Illinois to the State of Wisconsin a consignment of a food product labeled "Puhl's Pure Mexican Vanilla Extract for Flavoring Custards, Ices, Ice Cream, Cakes, etc. Puhl Mfg. Co., Chicago, Ill." Samples were procured and analyzed finding that the product was adulterated and misbranded, in that there had been substituted in whole or in part for the genuine food article a dilute vanilla extract, and that it had been artificially colored in a manner to conceal its inferiority; and was misbranded, in that it was labeled "Pure Mexican Vanilla Extract," which statement was false, misleading and deceptive, in that it indicated that the product was a pure extract of the vanilla bean, whereas, in fact, it was not a pure extract of vanilla, but a dilute extract, artificially colored in a manner to conceal its inferiority.

On December 31, 1909, the defendant entered a plea of guilty and the court imposed upon it a fine of \$10.

##### JUDGMENT No. 321.—MISBRANDING OF CANNED PEAS.

On or about July 31, 1907, the P. Hohenadel, Jr., Co., of Rochelle, Ill., shipped from the State of Illinois to the State of Indiana a consignment of a food product, each case being labeled "Two Dozen two-pound cans Choice Standard Peas, Packed by the P. Hohenadel, Jr., Co., Rochelle, Illinois." Samples were procured and analyzed finding that the product was misbranded, in that the cases were labeled "Two Dozen two-pound cans Choice Standard Peas," which statement was false and misleading, in that each of the said cans of peas contained in the cases composing the shipment did not in fact weigh two pounds, but did in fact weigh less than two pounds.

On November 9, 1909, the defendant entered a plea of guilty and the court imposed upon it a fine of one cent.

Nearby strawberries are now in market, and range from 4 to 7 cents per quart. The quality is good, though the rains have done some damage. The demand is active.



## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Monday Morning.**—Every man that works back of the counter should be in tip-top shape Monday morning. Whether the in- comes from the Sunday service, the Sunday air or the Sunday rest makes little difference if the mental condition is improved. Sunday should be a preparation for Monday. It's a bad thing to come on deck Monday morning with a tired feeling and a disturbed brain. It speaks disaster. It's the morning to have alertness. It's the morning to get busy. It's the beginning of six days of thinking and acting and a good beginning is a good ending.

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**Ready To Go Up?**—"What makes a man ready to go up?" Mastering the present work. Don't care if that work is lugging cases or selling goods to the finest trade. When you're master of it in every true sense "you're ready to go up." And you ought to look to "go up"—expect to "go up." But it may not come this month nor this year—that isn't of so much importance as the fact that *you're ready*—and the double importance of keeping ready.

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**Is the Boss Away?**—That's the time to dig in. That's the time to show what you're made of. When you get him away stick to the ship tooth and nail and he'll go again. Lots of employers need trying out. They imagine things will go to smash when they're not on the job. Fool the boss. It will do him good. Never give him a chance to get back. He'll look for it. Bosses are egotistical. They've a right to be. They start things. They swing them all right. There are others. Be one.

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**Are You a Tea Man?**—Qualify for one. When you talk to a customer about the peculiar strength and heavy body of English Breakfast and the delicacy and splendid

character of Ceylon, she concludes that you are something of a tea man. It's a good habit to get into. Good habits grow as well as bad ones. Parrot talk about tea falls flat. Saying that you have a "good demand for our famous 50-cent mixed" isn't enough. It isn't convincing. But saying you are glad to sell a quarter of this tea as a sample order and asking the customer to notice the deep clear amber color and to be sure to sniff the aroma and get the true flavor of the leaves before adding the sugar and cream and see that the water is boiling and the infusion doesn't exceed seven minutes, adds strength to your selling talk. She assumes that you are in earnest and that you know what you are talking about.

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**Be True to the Firm.**—Stand pat for the firm. The fellow that knocks the man that pays him his salary is a poor apology for a clerk. He isn't fit to associate with decent people. Shun him. Praise your store. Stick up for it or get off the pay roll. Generally speaking, the knocker is a bad proposition, but when he knocks his store he comes pretty nearly being a hopeless case.

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**Boiled Dinner.**—Connecticut is great on boiled dinners. Every now and then you'll see a boiled dinner ad., splendidly written up by a grocery concern out there. Good thing to remember. Good thing to have boiled dinner specials in your store once a week. Any summer month is the month. You must ring in corned beef, though, and it must be the best. The rest is "all" the vegetables. Get up a good big list and have it well printed and put it out in front so that "Boiled Dinner" will stick out in big red letters. Tell the boss that you're going to have things different. Doesn't "boiled dinner specials" sound good to you?

"IDLEWILD" Canned Goods  
"IDLEWILD" Spices  
"WINOLA" Canned Goods  
"HAWTHORN" Cigars

Sold and guaranteed by

Crocker Grocery Co., Wholesale  
Wilkes-Barre, Pa.  
"Distributors of "Purina" Scratch and Chick Feeds."

**John Scott & Co.**

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

**Ceylon and Assam Teas**

These Teas are becoming more popular every day.

"Our prices are always correct"



THE NEW FLAVOR

**MAPLEINE**

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

ORDER FROM YOUR JOBBER OR  
SUTTER & HARDING, PHILADELPHIA, PA.

**THEY SAY CLOTHES  
DON'T MAKE THE MAN**

But you know they help a lot with the ladies, that's the reason we put the handsomest labels you ever saw on Victoria Canned Goods. It induces the ladies to try them once, and their unmatched quality keeps them buying them. You try them and see.

**HOWELL & BURSK**

130-32 S. Front St., Philadelphia

**COFFEE FOR THE 400**

"Four hundred Coffee" is the name of a Blend that will bring customers to you and keep them coming. No one can drink it without praising it. It is known to many people as "The Clean" Coffee because of the trouble and expense we go to to get out every particle of dust and dirt before we put it in air tight cans, to keep it out.

**GITHENS, REXSAMER & CO.**

15 and 17 S. Front St., Coffee Plant  
40 and 42 S. Front St., Office, Phila.

HIGHEST IN HONORS

**Baker's Cocoa  
& CHOCOLATE**

52

HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA



Registered,  
U. S. Pat. Off.

A perfect food, preserves  
health, prolongs life

**Walter Baker & Co. Ltd.**

Established 1780 DORCHESTER, MASS.

**FLEISCHMANN'S  
COMPRESSED YEAST  
HAS NO EQUAL**

*Anker's* Bouillon Capsules



It's little sellable specialties like these that fill up the thin places in your profits. Make delicious Beef Bouillon, Beef Tea or Soup. Ten in a box, one to be dropped in a cup of hot water. Everybody buys them.

Sole Manufacturers

**ROYAL SPECIALTY CO.**

92 Reade St.

NEW YORK

**PATENTS**

and Trade-marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**





CONDUCTED BY IVAN P. THOMPSON

#### Another Guessing Contest Window.

This dressing is very effective in the window—much more so than can be shown in the sketch on account of there being so much white. Build a sort of arctic scene by means of boxes covered with white cheese cloth. In the centre of the window place a large tin dish about two inches deep and with a drainage tube conducting the water out of the dish and disposing of it in the most convenient manner to the grocer using this idea—say, for instance, let the water run into buckets, emptied at certain intervals and hidden by some boxes or a plant, or let the water go into the basement; in fact, that part of it must necessarily be left to the grocer's judgment and the facilities of his store.

In the dish put some white cheese cloth, but do not let it hang over the sides or it will dribble and wet the floor. It is only to hide the dish. Put starch

and other white things about on the floor to make it look like snow and frozen snow. Back of the white things put some bluing to bring them out and lend color to the scene. Back of this scenery hang a blue cloth and on it a semi-circle of white paper bearing the inscription "Guess how long it will take this 250-pound cake of ice to melt." You might offer a prize for the one coming nearest to the correct answer within a certain time. Have pieces of twisted colored paper radiating to the sides of the back of the window to give an aurora borealis effect.

#### A Novelty Window.

Make the box in the window of colored cardboard or stiff paper, and make it big, so that you can make dummy dice of fairly large boxes covered with white paper and dotted to make them look like dice. Put red cheese cloth on the floor and place the dice box al-

most—not quite—in the middle of the window. Then place your dice around the base of the box and put a sign on an easel beside it. Behind this pile open boxes

ing the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

#### Probably No Oleo Legislation This Season.

Oleomargarine legislation during the present session of Congress is improbable. The bill of Representative Burleson, of Texas, which proposed to reduce the



of eggs to about the level with the top of the can.

Once you have your accessories you will not require much stock, and the dice box can be covered with different colored paper and made to represent a can of soup or fruit *some other time*, with the real cans grouped around it, and in this way you have the centrepiece ready for another window.

The sign on the easel might be: "You may equal this, but you cannot beat it—or anything else in our store—not even our eggs."

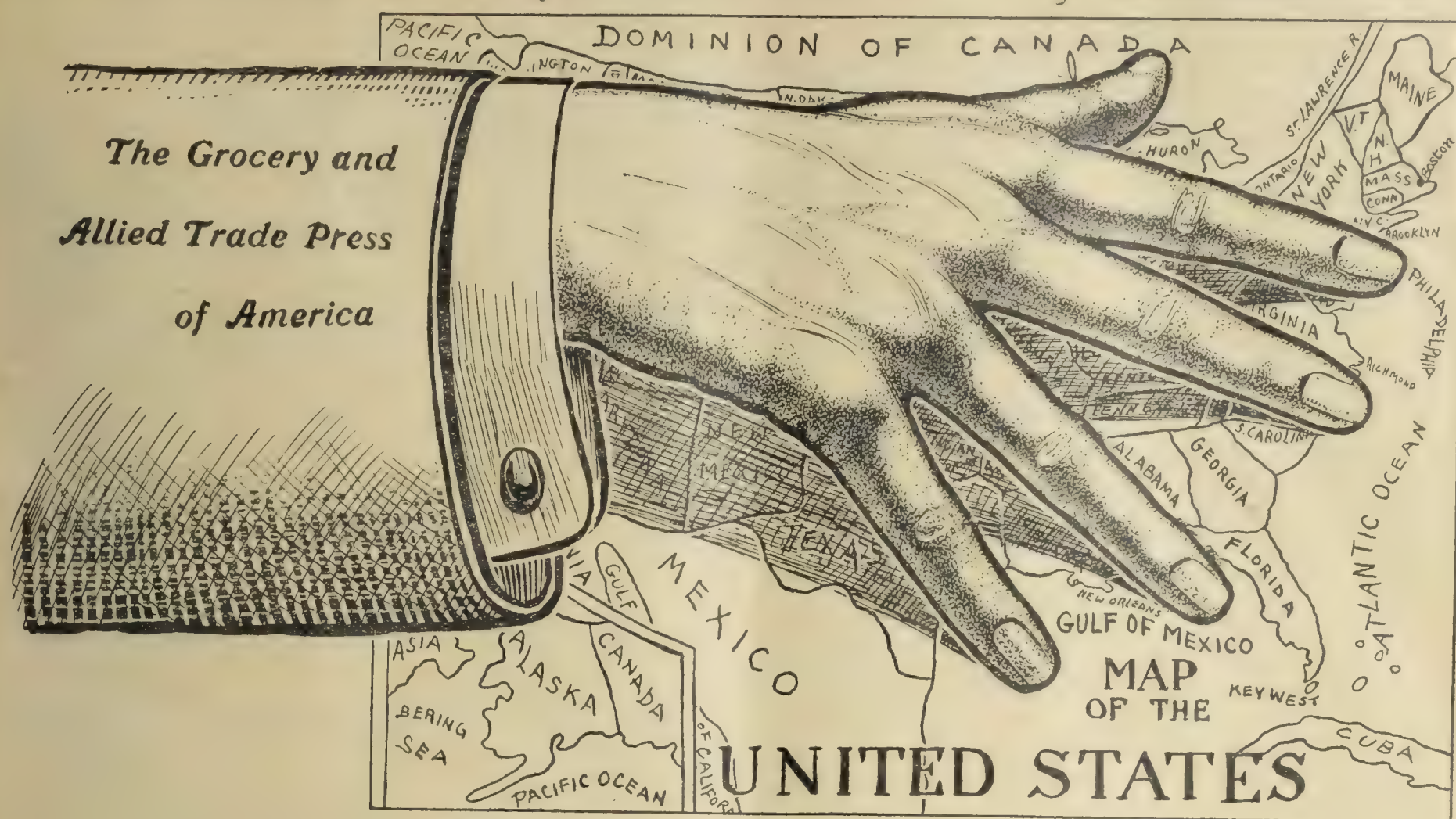
NOTE.—In this Department from now on will appear each week suggestive articles regard-

tax on oleomargarine from 10 cents per pound to 2 cents, is still in the House Committee on Agriculture, and likely to be there when adjournment comes.

Hearings lasting several weeks were had on the bill by the committee. No vote on the measure, however, was taken and now that the end of the session is approaching Mr. Burleson said he expected the bill to die in committee.

Watermelons are now coming from Florida by the car, and range from 35 to 75 cents each. The quality is good and the demand active.





THE GROCERY AND ALLIED TRADE PRESS OF AMERICA reaches the best retailers in every state in the Union and represents a more nearly ideal means of communication between the manufacturer and the retailer than the magazines and newspapers do between the manufacturer and the consumer; because their circulations are guaranteed, their rates are standardized, they represent CLASS circulation at a very small cost—which means every reader of every publication is a prospective QUANTITY purchaser of your goods, and in addition to this, they have a co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which causes their subscribers to take more than the ordinary interest in their columns.

Every reason why a manufacturer SHOULDN'T use the GROCERY AND ALLIED TRADE PRESS OF AMERICA to accomplish the most important thing in his business—reach retailers—has been removed. Every reason why he SHOULD has been strengthened.

To talk to retailers for ONE-TENTH what it is costing you to do it now, use the following publications:—

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For full information as to how to reach retailers, address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



# WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## FOR SALE.

FOR SALE.—Corner grocery, meat and provision store. Established six years. Doing a large business. If sold at once will take \$1,800. West on Market St., West Philadelphia. Address L. C. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

FOR SALE.—In West Philadelphia, corner grocery and provision store, doing a good business. If sold at once will take \$800. Address L. G. S., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

FOR SALE.—Old-established meat and provision store. Fine fixtures and refrigerator. Location, West Philadelphia. Stable in rear. Will sell for \$1,100 to a quick buyer. Address V. W. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

FOR SALE.—An old-established grocery and provision store. Would do good with fresh meats. Rent, \$12 per month. If sold at once will accept \$350. N. W. Cor. Randolph St. and Erie Ave. 24

FOR SALE.—Grocery and provision store. Rent \$17 per month. Six rooms and bath. Will sell for the low figure of \$325. 2410 Lawrence St., Philadelphia, Pa. 24

FOR SALE.—Grocery, meat and provision store, established seventeen years. Corner Camac and York Sts. If sold at once will take \$5,500 for store and dwelling and \$1,000 for stock and fixtures. T. G., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

FOR SALE.—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

FOR SALE.—Grocery, provision and notion store, Cor. Miller and Madison Sts. Will sell at a very low price if sold at once. House contains eight rooms. Rent, \$18 per month. J. Wilson, Miller and Madison Sts., Philadelphia, Pa. 25

FOR SALE.—Meat and provision store. Established five years. Doing a fine business. Will sell for \$550 if sold at once. Dwelling contains nine rooms. Eugene Lux, 3051 Frankford Ave., Phila., Pa. 25

FOR SALE.—Country store and dwelling. Good location. Call or write E. J. Rauch, Rauchtown, Clinton Co., Pa. tf

FOR SALE.—Small corner grocery store. Must sell on account of sickness. Will sacrifice for \$400 if sold at once. Address B. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

FOR SALE.—A small grocery store, established eight years. Doing a fair business. Will sell for \$400 if sold at once. Address 4055 Wallace St., Philadelphia, Pa. 26

FOR SALE.—In West Philadelphia, 4411 Aspen St., grocery and provision store, \$1,000; 4413 Aspen St., cafe, \$500. Will sell the two properties to a quick buyer at the low figure of \$10,000. Apply at the above address. 2

A FIRST-CLASS COUNTRY STORE property and stock; 1½ acres; nine-room dwelling and large store and furniture warehouses; barn; wagon house. Also a fine country store property, with 28 acres of ground; fine house and store, and all conveniences and all necessary outbuildings. Also a fine residence and store property in Norristown; best section; fine trade. All of them bargains. Must be sold on account of health of owners. Call at once, I. J. Gotwals, Norristown, Pa. 24

FOR SALE.—Large corner grocery and meat market. Best suburban location in Yonkers, N. Y. Over \$2,500 business in May; can be doubled. Easy terms to right party. Address Tel., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 24

FOR SALE.—A good corner grocery, meat and provision store. Good reason for sell-

ing. If sold at once will take \$1,100. Rent of store and ten-room dwelling, \$34 per month. Address S. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

FOR SALE.—A McCaskey register for 100 accounts, cost \$60, will sell for \$25 cash. Have also a Century cash register and a new cheese case; can be had at a bargain. Address Geo. G. Schneller, 34 N. New St., Bethlehem, Pa. 24

FOR SALE.—Grocery, meat and provision store, N. W. Cor. Huntingdon and Douglass Sts. Seven rooms; \$8 per month. Will sell for \$900 if sold at once. Address J. B. Neff, 3251 Huntingdon St., Philadelphia, Pa. 3

FOR SALE.—Grocery store located in northwestern Pennsylvania. Population of city, 8,000; healthy location; good business. Rent and fuel cheap. Three railroads. Good reasons for selling. Address B. D., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

FOR SALE.—Two No. 91 National cash registers; cost \$300. One Commercial register, 136 accounts; cost \$75. Good as new. Will sell cheap to quick buyer. Address P. M. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

## SITUATION WANTED.

POSITION WANTED AS WHOLESALE grocery or specialty salesman. Manager of grocery store between three and four years. Want to change for benefit of health. Can furnish reference and bond. Address C G Auer, 12 Spruce St., Bethlehem, Pa. 25

ENGLISH CLERK AND MANAGER, AT present employed in Philadelphia, wants position as manager of up-to-date grocery store in fair-sized town. Age, 26; unmarried; will go anywhere. Has had six years' experience as manager, and good all-round man. Now has good position as manager but would prefer town to city. Salary to start, \$17 per week. Unquestioned references. Address C 41, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

EASTERN PENNSYLVANIA YOUNG man of 22, wants position as head clerk or manager of grocery department. Married, no children; will go anywhere. Has had excellent experience in general groceries and also with teas and coffees. Knows something of chain store methods. Can give strong references. Wanted to start, \$15 weekly, and can soon show right to that much. Address C 40, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

POSITION WANTED BY MAN, MIDDLE age, as manager of grocery business or of a general merchandise business. Years of experience. Best references and bond if required. Address X Y Z, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

PENNSYLVANIA GROCERY CLERK wants position as manager or buyer. Will go anywhere. Age 30, married, one son. Has had about nine years' comprehensive experience, and can make good. Wants \$1,400 yearly to start, and can prove ability to earn that and more. Address C 39, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

## WANTED.

WANTED.—A customer in Philadelphia or near who can use 25 or 50 pounds of butter a week. J. G. Plank, Roaring Branch, Pa. 23

## BUSINESS OPPORTUNITIES.

OLD-ESTABLISHED MEAT, PROVISION and grocery store in the southeastern part of Philadelphia, doing average yearly business of \$15,000, with a good class of trade, can be bought very reasonably. Good reason for selling. Can be bought with or without the property. Address B. F.,

"Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

## DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.

In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.

If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.

Write, call or telephone.

WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.  
Phones, Bell Filbert 2500,  
Keystone, Race 746.

## GROCERY, MEAT AND PROVISION STORES.

### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock.

Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.

## HELP WANTED.

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." tf

WANTED.—An all-round man, capable of taking charge as manager of a meat and grocery store. Must have ability to hustle. Reference preferred. Apply 516 S. Fifty-second St., Philadelphia, Pa. 26

NEW JERSEY GENERAL STORE-keeper wants good man for position which may or may not be permanent, or he may close his business. Man needed to do a 1 all-round work, mostly indoor. Will pay whatever he is worth. Man who is careful, willing, honest, sober and able will find this worth considering. Address E 19, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

## MISCELLANEOUS.

WE BUY ENTIRE OR PORTION OF stocks of general stores for cash. Highest prices paid. F. Laison & Co., 1624 S. 5th St., Philadelphia, Pa. 5

GROCERS' PRINTING MATTER—LET-ter heads, bill heads, postal cards, pure food stickers, counter pads, folders, all kinds of snappy, up-to-date printing for grocers and general merchants a specialty. H. F. Granzow, Ashland, Pa. 26

MR. GRO-SIR WHY NOT make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 25

MANY GROCERS Find it pays them to read the "good stuff" in The Advertising World Columbus, Ohio Sample free, or four months' trial for 10 cents



# The Sooner You Start Selling CLICQUOT CLUB GINGER ALE

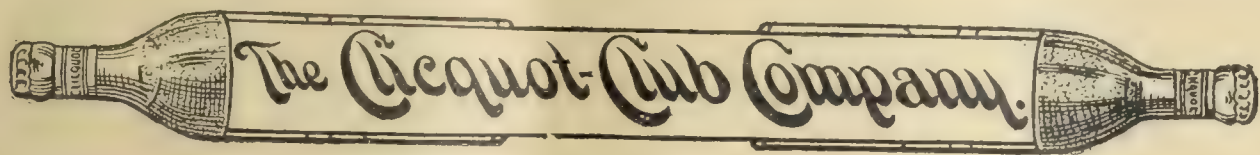


the sooner your ginger ale trade will increase to what it ought to be. You can never sell as much of any other ginger ale, either domestic or imported, as you can sell of CLICQUOT CLUB GINGER ALE because no other has the quality and publicity that make CLICQUOT CLUB sell. Everywhere CLICQUOT CLUB is on sale it proves our statement by outselling all other brands. You want "sellers," so you want CLICQUOT CLUB because its history is made up of sale-after-sale and never a customer that is not pleased with its Quality, Purity and Delicious Flavor.

Other CLICQUOT PRODUCTS with the Clicquot Purity and Flavor:

CLICQUOT CLUB SARSAPARILLA  
CLICQUOT CLUB ROOT BEER

CLICQUOT CLUB LEMON SODA  
CLICQUOT CLUB BLOOD ORANGE  
CLICQUOT CLUB BIRCH BEER



Millis, Massachusetts

## THE HIGHEST because of their PURITY—QUALITY—FLAVOR

On these points

### Bee Brand Flavoring Extracts

received the highest award—

**GOLD MEDAL**

The strongest endorsement since the Pure Food Law went into effect.

**HIGHER**

by 40% than national laws require. Increasing sales indicate that the consumer desires a HIGH-CLASS Flavoring Extract regardless of price.



**McCORMICK & CO.**

MANUFACTURING  
CHEMISTS

**BALTIMORE, MD.**



# Grocery World and General Merchant Prices--Current.

**CORRECTED WEEKLY. JUNE 13, 1910.**

	COL.		COL.		COL.		COL.
Ammonia.....	1	Fancy Groceries .....	12	Pickles .....	20	Whole Spices.....	26
Axle Grease .....	2	Flour.....	13	Provisions .....	20	Wood and Willow Ware.....	26
Baking Powder .....	2	Farinaceous Goods.....	13	Pum Pudding.....	20	Yeast Cakes.....	27
Blacking—Shoe.....	2	Fresh Fish.....	16	Preserves, Jellies, Jams and Marmalades .....	21		
Bluing—Dry .....	3	Foreign and Domestic Green Fruits.....	17	Polishing and Cleaning Compounds.....	25		
Bluing—Liquid .....	3	Green Coffee .....	3	Roasted Coffee in Bulk .....	3		
Brushes .....	28	Gelatine and Prepared Desserts.....	14	Rice.....	23		
Butchers' Sundries.....	21	Horseradish .....	17	Refined Molasses and Syrups.....	27		
Butter .....	4	Honey .....	27	Rope, Tie Yarn, etc.....	27		
Crackers and Cakes .....	10	Ink.....	18	Sugar .....	1		
Candles .....	4	Jars and Jar Rubbers.....	4	Shoe Dressing .....	2	Dressed Meats .....	20
Canned Goods.....	4	Ketchup.....	8	Sarcines .....	6	Provisions.....	20
Canned Meats .....	6	Lamp Goods.....	18	Soups .....	8	Fowls.....	21
Catsup.....	8	Lime.....	18	Smoked Fish, Codfish and Mackerel.....	15	Butchers' Sundries.....	21
Cereal Specialties .....	14	Lye and Potash.....	18	Sauer Kraut .....	21		
Cheese .....	12	Lard and Compounds.....	50	Salt.....	24		
Chewing Gum.....	23	Live Poultry.....	21	Salad Dressing.....	24		
Chocolate and Cocoa.....	8	Laundry Soaps.....	25	Sal Soda .....	24		
Cider.....	23	Laundry Starch .....	26	Sauces.....	24		
Clams.....	1	Macaroni .....	15	Soda—Bi-Carb.....	24	Flour.....	13
Corn Starch.....	26	Matches .....	18	Soft Drink .....	24	Lard .....	20
Condensed Milk .....	9	Mince Meat .....	18	Soap Powder .....	25		
Cottolene .....	12	Maple Syrup.....	27	Specialties.....	26		
Coffee Essence and Chicory .....	3	Oysters .....	16	Stove Polish .....	26		
Delikatessen .....	10	Oils .....	19	Sundries .....	26		
Dried Fruits .....	16	Olives .....	19	Syrup and Molasses.....	27		
Dressed Meats.....	20	Package Coffee .....	3	Smoking Tobacco.....	28		
Dressed Poultry .....	21	Pure Olive Oil .....	19	Tea .....	1		
Drugs.....	22	Potato Chips.....	19	Toilet Soaps .....	25		
Evaporated Milk.....	9	Peanut Butter .....	19	Tobacco—Plug.....	28		
Eggs .....	12	Pickled Meats and Fish.....	19	Vinegar .....	20		

### ADVANCES.

Dressed Meats .....	20
Provisions.....	20
Fowls.....	21
Butchers' Sundries.....	21

### DECLINES.

Flour.....	13
Lard .....	20

### ADDITIONS.

—I—  
SUGAR.

	Barrels.	Halves.
Cut Loaf .....	6.35	6.15
Eagle Tablets .....		6.85
Crystal Dominoes, 24 5-lb. pkgs. ....		7.00
"                    60 2-lb. pkgs. ....		8.40
Cubes.....	5.70	5.00
Lozenge.....	5.60	5.80
Powdered.....	5.55	5.75
Granulated, fine or stand., McCahan..	5.40	5.60
"                    Franklin...	5.40	5.60
"                    special fine.....	5.45	
"                    fine, 2 lb. bags.....	5.70	
"                    " 2-lb. pkgs., cases...	5.60	
"                    " 5-lb. bags.....	5.60	
"                    " 10 10-lb. bags.....	5.55	
"                    " 25-lb. bags.....	5.45	
"                    " 100-lb. bags.....	5.40	
"                    coarse.....	5.50	
"                    extra coarse .....	5.70	
A Crystal .....	5.45	100-lb.
A Confectioners.....	5.25	Bags.
No. 2.....	5.15	5.14
No. 3.....	5.05	5.05
No. 6.....	4.95	4.95
No. 8.....	4.85	4.85
No. 10.....	4.75	4.75

TEA.

<b>Foochow Oolong—</b>	Per lb.
Choice.....	.34
Extra choice.....	.39
Fancy.....	.45
<b>Formosa Oolong—</b>	
Choice.....	.33
Extra choice.....	.39
Fancy.....	.45
<b>Imperial—</b>	
Choice.....	.30
Extra choice.....	.33
Fancy.....	.40
<b>Young Hyson—</b>	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
<b>Gunpowder—</b>	
Choice.....	.38
Fancy.....	.45
<b>Japan, pan fired or basket fired—</b>	
Choice.....	.35
Extra choice.....	.40
Fancy.....	.45
<b>English Breakfast—</b>	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
<b>Ceylon—</b>	
Tetley's, No. 1, lbs., ½s or ¼s.....	.60
“ No. 2, ½ lb.....	.45
“ Troubadour, 1 lb. tins.....	
Bungalow, 1 lb.....	.25
“ ½ lb.....	.28

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87½
Tibbals Dri-Monla (con. dry), 10c. size, ¼ gross case.....	9.00
Tibbals Dri-Monla (con. dry), 5c. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

—2—  
AXLE GREASE.

Fraser's, 15 lb. pails.....	.85
Fraser's, boxes, ¼ gross.....	per gross 9.40
Mica, ¼ gross.....	per gross 9.00
Castor Oil, 36 1-lb. tins, ¼ gross.....	per gross 10.00
Castor Oil, 24 3-lb. pails, ¼ gross.....	per gross 26.00

## BAKING POWDER.

Sea Foam Baking Powder—		
$\frac{1}{4}$ lb., 4 doz.	in case.....	.95
$\frac{1}{2}$ lb., 3 doz.	in case.....	1.75
1 lb., 1 doz.	in case.....	3.40
Davis' O. K., $\frac{1}{4}$ lb., 4 doz.	per doz.	.40
Davis' O. K., $\frac{1}{2}$ lb., 3 doz.	per doz.	.90
Davis' O. K., 1-lb., 3 doz.	per doz.	1.65
Davis' O. K., 5-lb., $\frac{1}{2}$ doz.	per doz.	7.20
Cleveland's, 10-c. size, 4 doz.	per doz.	.84
Cleveland's $\frac{1}{4}$ lb., 4 doz.	per doz.	1.83
Leslie's, nickel	4 doz. cases	.45
Leslie's, $\frac{1}{4}$ -lb. cans, 3 doz. cases		1.15
Leslie's 1-lb. cans, 1 doz. cases		1.80
Leslie's, 5-lb. cans, 6 cans in case		9.00
Sea Gull, 6 oz., glass, 4 doz.		.45
Parrot and Monkey, 4 doz.		.45
Rumford's Yeast Powder :—		
4 oz. glass, 2 doz.		.82
6 oz. glass, 3 doz.		1.07
6 oz. glass, 6 doz.		1.03
6 oz., 1 gross, in bbl.		1.52
Rumford Baking Powder :—		
5c.-tins, 4 doz.	per doz.	.45
roc.-can, 2 doz. in box	per doz.	.90
$\frac{1}{4}$ -lb. cans, 2 doz in case	per doz.	1.25
1-lb. cans, 1 doz. in case	per doz.	1.35
Royal, roc. size, 4 doz.		.75
" $\frac{1}{4}$ lb., 4 doz.		1.30
" $\frac{1}{2}$ " 2 "		2.40
" 1 " 1 "		3.60

**BLACKING—Shoe.**

Shinola (premiums).....	per gross	10.00
Blackola, 1 doz., 10 cent size.....		.85
Mason's No 1, 1/4 gross.....	per gross	2.75
" " 2, ".....	"	3.00
" " 3, ".....	"	3.30
" " 4, ".....	"	5.40
" " 5, ".....	"	13.80
T. M. French.....	per doz.	1.10

## SHOE DRESSING.

Mason's—	Dos.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.25
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's, Army and Navy, 1 doz.....	.85
Boyer's French Dressing.....	.65
"    Oil Polish.....	.85
Easy Bright, ladies.....	.85
"    waterproof.....	1.25
Admiral Russet Combination.....	.75
Admiral Shoe Dressing.....	.75

—3—  
GREEN COFFEE

	Per lb.
Java, Private Estate.....	.25½ .27
Java, Interior.....	.21 .23
Bogatos.....	.14 .17
Washed, Caracas.....	.14 .16½
Washed, Mexican.....	.14½ .15½
Bucaramango.....	.13 .13½
Guatemala.....	.12½ .14½
Maracaibo.....	.14 .18
Washed Santos.....	.14 .18
Mocha Seed Santos.....	.12 .13½
Santos.....	.12 .12½
Rio.....	.11 .11½

## ROASTED COFFEE IN BULK.

Private Estate.....	33
Fancy East India.....	28
Fancy Blend.....	27
Logan Blend.....	13½
Java and Mocha Blend.....	26
Fancy Maracaibo.....	22
Fancy Mocha Santos.....	20
Choice Mocha Santos.....	18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	13½	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—		
50 tins in box.....	per box	4.75
12 in tins box.....	per carton	1.00
8-lb. tins.....	per doz.	5.75

**BLUING—Dry.**

	Per gross
Barlow's, small, 2 doz.....	2.75
" large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
" No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
" No. 3, 3 doz.....	2.65
" A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
" Ball Blue, No. 1, 3 doz.....	2.60
" " No. 3, 3 doz.....	4.80
Reckitt's, cc. and roe. asst. 8 lbs..... Per lb.	.30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
" " " 6 " @ 39c. ".....	2.34

**BLUING—Liquid.**

	Per gross
Boyer's Bengal, No. 8, $\frac{1}{4}$ gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 3, 3 doz.....	3.40
Troy, No. 3s, bbls., 6 doz. barrel.....	5.50
French Laundry, large, $\frac{1}{4}$ gross in barrel.....	4.45
Tibbals Cream Indigo, sc. size, $\frac{1}{4}$ gross case.....	4.80
“ “ “ 10c. size, $\frac{1}{4}$ gross case.....	9.00
Free goods with $\frac{1}{4}$ gross 5-cent size and $\frac{1}{4}$ gross 10-cent size.	

—4—  
BUTTER

Tab Butter—		Per lb.
Creamery,	extra, 60-lb. tubs .....	.31
"	first, " .....	.30
"	second, " .....	.29
"	third, " .....	.28
"	dairy, extra, bakers' use, 30-60 lbs .....	.23-.27
"	5 and 10-lb. rolls, 60 and 100-lb. boxes .....	.50-.32

## Print Butter—

Star or S. D. brands, 1 lb., 20-30-lb. boxes.....	35
B. B., E. D. brands, 20-30-lb. boxes.....	24
J. J., C. V., Gilt Edge, Gold Medal, 20-30-lb. boxes.....	33
Sheaf ("400") Elgin, 20-30-lb. boxes.....	32
Sheaf.....	29-31
Milben Farm, lbs. and ½ lbs.....	36
Gurnee, lbs. and ½ lbs.....	34
Honebe.....	31
White Rock.....	34

## CANDLES.

	<b>Per lb.</b>
<b>P. &amp; G., 8's, 30 lbs.</b> .....	<b>.11 1/2</b>
" <b>16's, 30 lbs.</b> .....	<b>.12 1/2</b>
<b>Paraffine, 4's, 6's, 8's cartons, 70-lb. cases,</b>	
<b>per lb.</b> .....	<b>.08 1/2</b>
<b>Searchlight, hotel, 16's, 30 lbs.</b> .....	<b>.08 1/2</b>
<b>Pearl, hotel, 16's, 30 lbs.</b> .....	<b>.09 1/2</b>
<b>Bright Light, 16's, 30 lbs.</b> ..... <b>per box</b>	<b>1.75</b>
<b>Werk's, 8's, 30 lbs.</b> .....	<b>.11 1/2</b>
" <b>16's, 30 lbs.</b> .....	<b>.12 1/2</b>
<b>Neverout, 8's.</b> ..... <b>per box</b>	<b>1.75</b>
" <b>16's</b> .....	<b>1.85</b>

## JARS AND JAR RUBBERS.

Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons .....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	.18

## CANNED GOODS.

Tomatoes—	Per doz.
Fancy Jersey.....	.87½
New Jersey, No. 10, 1 doz.....	2.20
“ standard No. 3.....	.80
“ 5¼ inch.....	1.20
Maryland, No. 10, 1 doz.....	1.95
Mrs. Lippincott's, frying.....	1.15
Our Best, 50 oz.....	1.00
Fancy Maryland.....	.75
Luncheon, fancy Maryland.....	.80
Lima Beans—	
New Jersey, No. 2.....	.90
“ “ 10.....	4.50
String Beans—	Per doz
Fancy cut Refugee.....	1.05
“ Refugee.....	1.20
Small.....	1.35
Fancy small Refugee.....	1.60
Smallest Refugee.....	1.80
New York, No. 10.....	4.25

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





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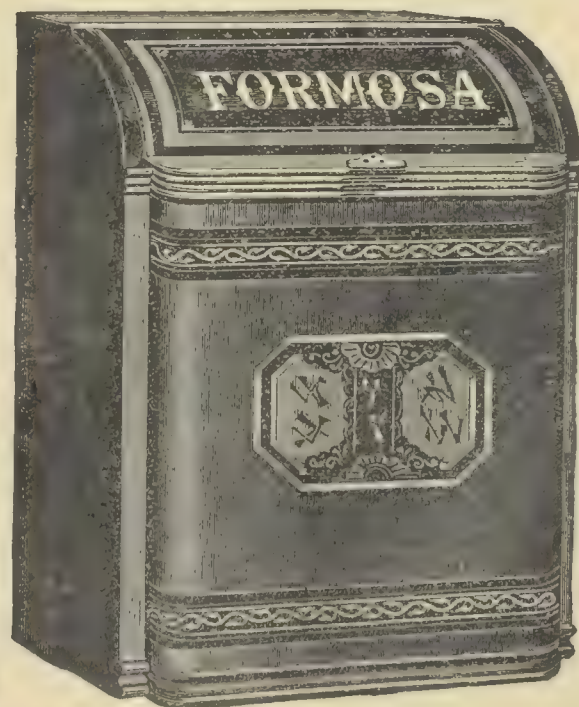
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WRITE FOR CATALOGUE

MORGAN & CORNELL

211 DUANE ST.  
NEW YORK



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Wax Beans—	
Small	1.35
Fancy, small	1.60
Cut wax	1.05
Baked Beans—	
Fancy Maine, No. 3, sauce	1.60
" " " 3, plain	1.45
" " " 2, sauce	1.25
" " " 2, plain	1.15
" " Picnic sauce	.70
" " Individual sauce	.50
Maryland, No. 3, sauce	1.20
" " 3, plain	1.20
Good, No. 3, plain or sauce	.95
Campbell's, No. 2, sauce	.95
Red Kidney Bean—	
New York, fancy, No. 2	.95
Maryland, Standard, No. 2	.80
Corn—	
Fancy Maine	1.25
" New York, cream crushed	1.00
" " Country Gentleman	1.15
Fancy Shoe Peg	1.00
" " "	.85
Maryland, crushed	.85
Peas—	
Fancy New York, sweet	1.05
" " sifted, sweet	1.20
" " extra sifted, sweet	1.35
" " fancy sifted, sweet	1.05
" " June	1.05
" " sifted June	1.20
" " extra sifted June	1.35
" " fancy sifted June	1.05
" " No. 10 cans	5.00
Extra sifted, E. J.	1.25
Sifted, E. J.	1.05
Sweet Dimpled	1.00
Maryland, sifted E. J.	.85
" June	.80
Beets—	
New Jersey fancy, No. 3	1.10
" " 10	3.25
Succotash—	
New York, fancy, No. 2	1.20
" standard, No. 2	1.05
Maryland Slavery, No. 2	.95
Spinach—	
Maryland, standard, No. 3	.95
New York, fancy, No. 3	1.50
Sweet Potatoes—	
New York, fancy, No. 3	1.25
New Jersey, standard, No. 3	.90
Pumpkin—	
New York, extra fancy, No. 3	1.15
" " " 3	.90
" fancy, No. 3	1.00
New Jersey, fancy, No. 3	.85
" standard, No. 3	.75
Maryland, standard, No. 3	.65
Asparagus—	
Mammoth, 2 1/2s.	3.00
Large, 2 1/2s.	.75
Oak, large, 2 1/2s.	.65
standard, 2 1/2s.	.45
Fancy tips, No. 1, square	.65
Extra standard, No. 1, square	2.45

## California Canned Fruit.

Apricots—	
Extra quality	2.50
Extra standard	2.60
Standard	1.40
Pears—	
Bartlett, extra quality, 2 1/2s.	2.60
" extra standard, 2 1/2s.	2.15
" standard, 2 1/2s.	1.80
Cherries—	
Extra quality, 2 1/2s.	2.90
" standard, 2 1/2s.	2.35
Standard, 2 1/2s.	1.80
Peaches—	
Extra quality, lemon cling	2.50
Standard, lemon cling	1.90
Extra standard, No. 8	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.	1.05
Plums—	
Egg, extra standard	1.45
Green Gage, extra standard	1.45
Egg, standard	1.10
Gage, standard	1.10

## Domestic Canned Fruit.

Apples—	
Extra standard, No. 3, 2 doz.	.90
Standard, No. 3, 2 doz.	.85
New York State, No. 10	2.85
Blackberries—	
New Jersey, syrup, No. 2	1.30
Standard, No. 2	1.02 1/2
Blueberries—	
Maine, Eagle No. 2	1.25
Loggies, No. 10	6.00
Cherries—	
Maryland, No. 2, white, extra	1.35
New York, white, No. 2	2.65
Flour City, red, No. 2	
Peaches—	
Extra standard, yellow, No. 3	1.25
Standard, white, No. 3	1.05
Standard, pie, No. 3	.95
Pears—	
New Jersey, No. 10	3.75
Delaware, standard, No. 3	1.00
Raspberries—	
New York, extra preserved, No. 2	2.45
Strawberries—	
Anchor, No. 2, water	.75
New Jersey, standard, No. 2	1.50

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Pineapple—	
Hawaiian, No. 2 1/2, sliced	2.50
" " 2, " "	2.20
" " 2, grated	1.75
" " 2, crushed	1.80
" " extra, grated in juice	5.75
" " crushed in juice	5.75
Baltimore, extra, grated, No. 2	1.80
" " sliced, " 2	2.00
Singapore, heavy syrup, No. 1 1/2, cubes	1.10
" " " 1 1/2, chunks	1.20
" " " 1 1/2, sliced	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs—	
Deviled, No. 1, 4 doz., McMenamin's	2.17 1/2
" No. 2, 4 doz., McMenamin's	3.95
Clams—	
Star, No. 1, 4 doz.	.85
Lobster—	
B & M., No. 1, tall, 2 doz.	4.35
" " flat, 4 doz.	4.35
B & M., No. 1/2, flat, 4 doz.	1.40
" No. 1/2, flat, 4 doz.	1.35
Star brand, No. 1/2, flat, 4 doz.	2.25
" No. 1/2, flat, 4 doz.	2.25
Shrimps—	
Dunbar, No. 1, pickle, 4 doz.	1.30
Mackerel—	
Pickart's, souse, No. 1, 4 doz.	
" " No. 2, 2 doz.	
" " No. 3, 2 doz.	
Underwood, souse, No. 1, 50 cans	
" " No. 1, 4 doz.	
Oysters—	
Boyer's, No. 1, 2 doz.	.75
" " No. 2, 2 doz.	1.45
Stewart's, No. 2, 2 doz.	1.35
" " No. 1, 2 doz.	.67 1/2
Victory, No. 1, 2 doz.	.75
Kipperd Herring—	
Maconache's, 2 doz., plain	1.60
Bonaccard, 6 doz.	1.60
Salmon—	
Hagood's, No. 1, tall	2.05
" " 1, flat	2.15
Horseshoe, No. 1	1.65
Alaska, red	1.55
White Raven, red, 1/2s.	
Red, No. 1/2, flat, 4 doz.	.90
Pink, No. 1/2, 4 doz.	.80
Herringlets, 1/2s, in pure olive oil, key, 50 tins.	7.65
" " 1/2s, in tomato sauce, key, 50 tins.	7.65

## SARDINES—Imported.

Boneless and peeled, 1/2s	28.00
" D. & G., 1/2s	26.50
" Ispa, 1/2s	28.00
" Gondolier, 1/2s	17.00
" Landell, 1/2s	8.50
" Martel, 1/2s	10.50
" " 1/2s	14.00
" Loyal, 1/2s	9.50
Argonauts, 1/2s	14.00
Orion, smoked, 1/2s, key	8.00
Tomato sauce, 1/2s	15.00
Truffled, 1/2s, key	12.50
Spiced, 1/2s	10.00
Skipper, 1/2s	11.50
" tomato sauce, 1/2s	11.50
Royanette, oval, 1/2s	9.50
Angus Watson & Co.—	
Skipper Sardines, 1/2s, oil	11.50
" " 1/2s, oil	10.75
" " 1/2s, tomato sauce	11.50
" " 1/2s, tomato sauce	10.75
Sea Queen Sardines, 1/2s, oil	9.20
Sea Pearl Sardines, 1/2s, oil	8.00

## Domestic.

American Oil—	
No. 2, 1/2s	3.00
1/2s, key	3.15
Irma, 1/2s	4.00
Mustard—	
Irma, 1/2s	3.85
1/2s	3.15
1/2s	50
Continental, 1/2s, key	48
Irma, fancy, 1/2s	50
Gold Label, 1/2s	50
" " 1/2s	7.00
Underwood's, 1/2s	4.25

## CANNED MEATS.

## Corned Beef.

Morris & Co's Supreme Brand—	
No. 1, key, 2 doz.	1.75
No. 2, key, 1 doz.	3.00
No. 6, key, 1 doz.	13.45
No. 14, key, 1 doz.	25.50
Libby's—	
No. 1, key, 2 doz.	1.95
No. 2, key, 1 doz.	3.00

## Chipped Beef.

Libby's—	
No. 1, 2 doz.	1.30
No. 1, 1 doz.	2.20
No. 1/2, glass, 2 doz.	1.35
No. 1, glass, 2 doz.	3.32 1/2
Beechmont—	
No. 1/2, sliced, glass jars	1.70
No. 1, sliced, glass jars	2.80

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## Sliced Bacon.

Beechmont—	
Medium, glass jars	1.90
Large, glass jars	3.20

## Roast Beef.

Morris & Co's Supreme Brand—	
No. 1, 2 doz.	1.75
No. 2, 1 doz.	2.75
Libby's—	
No. 1, 2 doz.	1.75
No. 2, 1 doz.	3.00
Kingman's—	
No. 1, 2 doz.	1.57 1/2
No. 2, 1 doz.	2.75

## Lunch Tongue.

Morris & Co's Supreme brand, No. 1, 2 doz.	
Libby's, No. 1, 2 doz.	3.75
Libby's, No. 1/2, 2 doz.	1.85

## Whole Ox Tongue.

Fairbank's, No. 2, 1 doz.	
Libby's, No. 2, 1 doz.	9.30

## Potted or Deviled Meats.

Libby's—	
No. 1/2, 4 doz.	.50
No. 1/2, 2 doz.	.90
R. & R.—	
No. 1/2, 4 doz.	1.15
No. 1/2, 2 doz.	1.95

## Potted Chicken or Turkey.

Libby's—	
No. 1/2, 4 doz.	
No. 1/2, 2 doz.	
R. & R., No. 1/2, 4 doz.	
	1.75

## Boned Meats.

Curtice Brothers, "Blue Label," in tins—	
Chicken, No. 1/2	3.50
" No. 1	6.00
Turkey, No. 1/2	3.50
" No. 1	6.00
Whole Rolled Ox Tongue, No. 2	12.50
Boneless Whole Ham, No. 1 1/2	8.75
" No. 2 1/2	12.50
All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

## Deviled Meats.

Curtice Brothers, "Blue Label"—	
No. 5 oz. No. 10 oz.	
Ham	1.50 2.80
Tongue	1.50 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.	

## Potted Meats.

Curtice Brothers, "Blue Label"—	
No. 1/2 Tin. No. 1/4 Tin.	
Ham	1.45 2.45
Tongue	1.45 2.45
Chicken	1.95 2.95
Turkey	1.95 2.95
No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.	

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## SOUPS.

Campbell's—	
Asparagus	Per doz. .90
Beef	.90
Bouillon	.90
Celery	.90
Consomme	.90
Chicken	.95
Chicken Gumbo (Okra)	.90
Clam Bouillon	.90
Clam Chowder	.90
Julienne	.90
Mock Turtle	.90
Mulligatawny	.90
Mutton Broth	.90
Ox Tail	.90
Pea	.90
Pepper Pot	.90
Printanier	.90
Tomato	.90
Tomato Okra	.90
Vegetable	.90
Vermicelli-Tomato	.90
No. 10 cans, Tomato only	per doz. 6.50

## Curtice Brothers, "Blue Label"—

Quarts. Pints. 1/2 Pints.	
Consomme	3.15 1.75 1.25
Bouillon	3.15 1.75 1.25
Beef	3.15 1.75 1.25
Julienne	3.15 1.75 1.25
Printanier	3.15 1.75 1.25
Vegetable	3.15 1.75 1.25
Tomato	3.15 1.75 1.25
Ox Tail	3.15 1.75 1.25
Mock Turtle	3.15 1.75 1.25
Pea	3.15 1.75 1.25
Mutton Broth	3.15 1.75 1.25
Clam Chowder	3.15 1.75 1.25
Clam Broth	3.15 1.75 1.25
Chicken Gumbo	3.15 1.75 1.25
Mulligatawny	3.15 1.75 1.25
Chicken	3.15 1.75 1.25
Chicken Broth	3.15 1.75 1.25
Green Turtle	6.50 3.50 2.00
Green Turtle, Clear	7.25 3.75 2.25
Terrapin	7.25 3.75 2.25
Schimmel's, assorted, 1 lb., 4 doz.	1.45

## CATSUP.

Beefsteak Catsup, medium	
Waldorf, medium, 12 oz., screw top, 2 doz.	2.00
Campbell's—	
Tomato, 10c. size, bottles	.90
Tobasco, 10c. size, bottles	.90
Snider's—	
Pints, 2 doz.	2.10
Half-pints, 2 doz.	1.30
Quarts, 1 doz.	3.25
Gallons, 6 jugs in crate	per jug .80

## KETCHUP.

Curtice's "Blue Label" Tomato Ketchup—	
Small, 25 bottles in case	2.75
Medium, 25 bottles in case	4.25
Large, 25 bottles in case	3.25

## CHOCOLATE AND COCOA.

Walter Baker & Co's—		Per lb.
Premium, $\frac{1}{2}$ s, 12 to 25 lbs.....		.20
Premium, $\frac{1}{2}$ s, 12 lbs.....		.10
Caracas, sweet, 6 lbs.....		.32
German, sweet, 12 lbs.....		.22
Auto, sweet, 6 lbs.....		.35
Cocoa, $\frac{1}{2}$ -lb. cans, 12 lbs. in box.....		.36
Cocoa, $\frac{1}{2}$ -lb. tins, 6 lbs.....		.36
W. H. Baker's—		
Best Cocoa, $\frac{1}{2}$ -lb. also.....	per lb.	.32
“ “ $\frac{1}{2}$ -lb. “.....	“	.32
Premium Chocolate, $\frac{1}{2}$ s, 12 lbs.....		.28
“ “ $\frac{1}{2}$ s, 12 lbs.....		.29
Best Sweet Chocolate, 1-52, 6 lbs.....		.19 $\frac{1}{2}$
“ “ 1-52, 12 lbs.....		.19 $\frac{1}{2}$
Hershey's—		
Milk, 48 5 cent.....	per box	1.60
Epp's—		
Cocoa, $\frac{1}{2}$ -lb. tins, 7 lbs.....		.48
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.....	per tin	.75
“ 12-lb. boxes, $\frac{1}{2}$ -lb. tins.....	“	.40
“ 6-lb. boxes, $\frac{1}{2}$ -lb. tins.....	“	.90
“ square tins, 48 in box.....		.12
Heaton Cocoa and Chocolate Co.—		
Cocoa, labeled, $\frac{1}{2}$ s.....		.38
Cocoa, labeled, $\frac{1}{2}$ s.....		.37
Premium Chocolate, $\frac{1}{2}$ s.....		.28
Premium Chocolate, $\frac{1}{2}$ s.....		.29
Bensdorp's Royal Dutch Cocoa, 12 lb. cases—		
	Per can.	Per doz.
5-oz. oval cans.....		2.80
$\frac{1}{2}$ -lb. round cans.....	.89	3.48
1-lb. “.....	.57	6.84
		Per lb.
5-lb. “.....	2.75	.55
Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—		
Milk, 6 to 12 lb.....		.45
Queen, 4 to 12 lb.....		.42
Sweet Vanilla, 4 to 12 lb.....		.28
“ 8 to 12 lb.....		.28
Milk Chocolate, Towers, 5 lb. boxes.....		.50
“ “ $\frac{1}{2}$ lb. boxes, 90 to case.....		.56
“ “ 6 to 12 lb.....		.45
Turinos, 5 lb. boxes.....		.50
Blocker's Cocoa—		
$\frac{1}{2}$ -lb. tins, 2 doz. in box.....	per doz.	1.28
$\frac{1}{2}$ -lb. tins, 2 doz. in box.....	“	1.50
1-lb. tins, 1 doz. in box.....	“	6.50
5-lb. tins, 1 doz. in case.....	per lb.	.52
10-lb. bags, 1 doz. in case.....		.52
Runkel's—		
Cocoa, $\frac{1}{2}$ s, $\frac{1}{2}$ cans, 6 lbs.....	per lb.	.33



# Here's a Summer Delicatessen Specialty for You

If you want a sausage with a new talking point you want our **Lehigh Sausage**. It is a dry smoked sausage, seasoned after a secret of our own.

That's one new point—the other is that the sausage is just as good hot as it is cold. Do you know any other dry smoked sausage that that's true of?

We're pretty well known in our territory and when we say we slaughter the meat for **Lehigh Sausage** it means something to everybody who knows us.

This sausage will make a splendid summer delicatessen specialty.

## Arbogast & Bastian Co.

*Wholesale Slaughterers of Cattle, Hogs, Sheep and Calves :: Pork Packers and Provision Dealers*

ALLENTOWN, LEHIGH COUNTY, PA.



## Our Half Pound Can Holds Two-and-a-Half Times as Much Cocoa as Our Ten-Cent Can

but you can sell it for 22 cents and still make a good profit. It's even a better moneysworth for your customers than the ten-cent can—yet the ten-cent can is the biggest First Quality can at the price. Starting your customers on the ten-cent can and then selling them the half-pound can is not only easy but will pay you, because **HOOTON'S COCOA** will please them. We'll make it pay you still more under our special introductory plan. Be the first to write us for particulars.

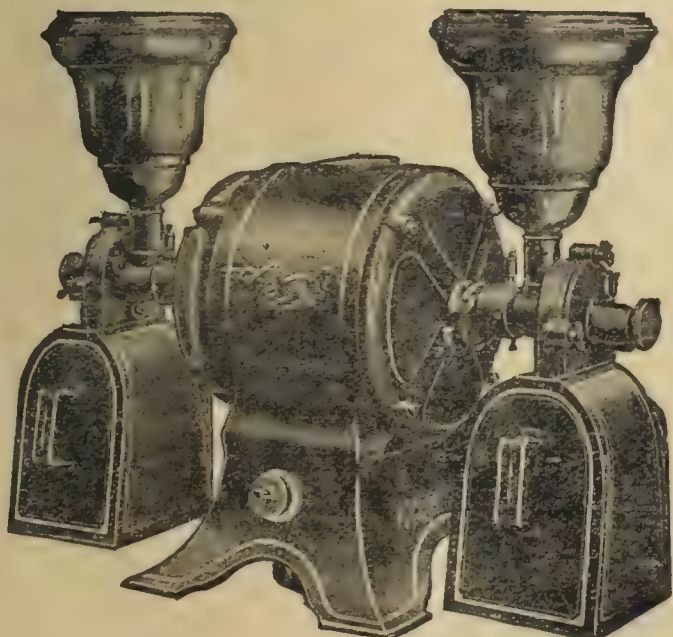
## HOOTON COCOA AND CHOCOLATE CO.

NEWARK, N. J.

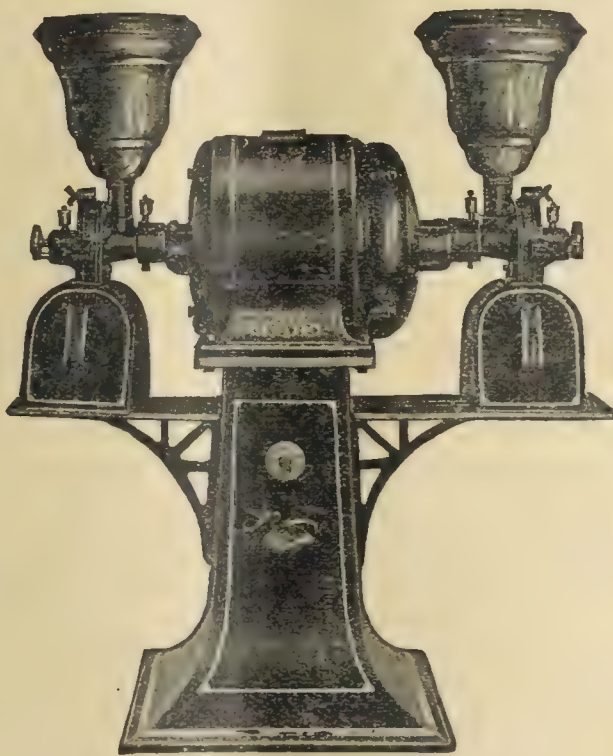
**"REMEMBER HOOTON'S, NEWARK, N. J."**

## HENRY TROEMNER'S Electric Coffee Mills

ARE THE FAVORITE MILLS  
SAVING DOLLARS AND LABOR  
THEY ARE FOOL PROOF



No. 192 MILL



No. 192 P MILL

WRITE FOR PRICE LIST

## HENRY TROEMNER

No. 911 ARCH STREET :: PHILADELPHIA, PA

J. A. FLESCHE & SON, 115 Adams St., Chicago, Ill.

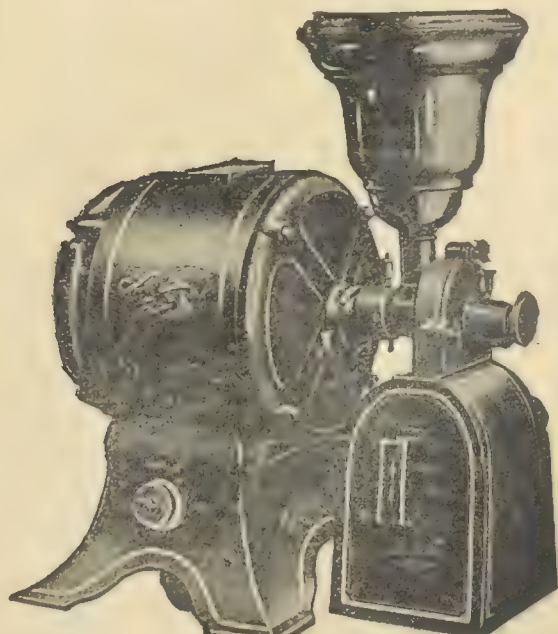
GENERAL AGENTS FOR UNITED STATES

## ESTABLISHED 1840

Illustrations show mills fitted with direct-current motors; made also for alternating-current services.

Don't be talked into buying something "as good." There's nothing like or as good.

## TROEMNER'S IS UNEQUALED



No. 19 MILL



# WILBUR'S COCOA



**FINEST FLAVOR  
FAIREST PRICE**

roc. tins, 12 lb. boxes.....per lb.	.35
1/2 lb. tins, 6-lb. boxes.....per lb.	.23
1/4 lb. tins, 6-lb. boxes.....per lb.	.32
Premium Chocolate—	
1/2 lb., 12-lb. boxes.....per lb.	.28
1/4 lb., 12-lb. boxes.....per lb.	.28
Chocolate—	
Sweet Clover, 48 cakes, 5 cent size...per box	1.40
24 cakes, 10 cent size.. "	1.50
Lowney's—	
Premium Chocolate, 6-lb boxes, 12 boxes in case, 1/2-lb. packages.....	.32
Premium Chocolate, 12-lb. boxes, 6 boxes in case, 1/2-lb. packages.....	.32
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages.....	.27
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. packages.....	.27
Vanilla Sweet Chocolate, 30 5-cent packages in box.....per box	1.50
Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins.....	.36
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins.....	.36
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins.....	.36
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, 1/2-lb. jars, 6- and 12-lb. boxes.....	.40
Croft's Cocoa, 1/2, 2 dozen in box.....	1.80
" " 1/2, 6 lbs. ".....	.33
" " 1/2, 6 lbs. ".....	.32
" " 1/2, 6 cans ".....	.30
" Swiss Milk Chocolate, 48 5-c. cakes..	1.50
" Premium, 1/2, 12-lb. cakes.....	.31
" " 1/2, ".....	.30

## CONDENSED MILK.

**BORDEN'S**

CONDENSED MILK CO.  
Manufacturer of the Celebrated



**EAGLE**  
BRAND

Condensed Milk



**PEERLESS**  
BRAND

Evaporated Milk

SEE PRICE LIST

Eagle, 4 doz.....	*6.25
Eagle, 2 doz.....	*3.15
Challenge, 4 doz.....	4.15
Magnolia, 4 doz.....	*4.60
Rose, 4 doz.....	*4.55
Dime, 4 doz.....	*3.75
Baby, 1 doz., glass.....	*2.00
Red Cross.....	4.75
Peninsular.....	4.75
Star, 4 doz.....	4.75
Silver, 4 doz.....	4.75

## EVAPORATED MILK.

Peerless, family size, 4 doz.....	*3.00
Peerless, tall size, 4 doz.....	*3.60
Peerless, 5-cent size, 4 doz.....	*1.80
Columbian, family size.....	*3.00
St. Charles, family size, 4 doz.....	3.25
St. Charles, tall, 4 doz.....	3.85
St. Charles, 5-cent size, 4 doz.....	1.90
Silver Cow, 5-cent size.....	2.65
Silver Cow, family size, 4 doz.....	3.00
Pet, tall, 4 doz.....per case	3.60
Pet, 5-cent size, 6 doz.....per case	3.60
Van Camp's, 6 doz., small.....	2.75
Van Camp's, 4 doz., family.....	3.15
Van Camp's, 4 doz., tall.....	3.80

## HIRES CONDENSED MILK



Silver.....	4.75
Hires.....	4.50
Queen.....	4.50
Premium.....	4.15
Blue Ribbon.....	4.15
Gold (Baby).....	3.00
Gold, tall.....	4.00
Gold, family.....	3.25

## CRACKERS AND CAKES.

A. Exton & Co.—	Bbls.	Bxs.
Butter Crackers.....	.08 1/2	.09
Oyster ".....	.08 1/2	.09
Wine Scroll.....	.10 1/2	.11
Cracker Dust.....	.08 1/2	.08 1/2
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 barrels and upwards.		
J. S. Ivins' Son—	Bbls.	Bxs.
Assorted Jumbles.....	.09 1/2	.10
Brown Edge Water.....	.12	.12
Cocoanut Ripple.....	.10	.10
Cookie Mixed.....	.09 1/2	.10
Fig Bars.....	.12	.12
Frosted Spiced Wafer.....	.10	.10
Fruit Cookies.....	.09 1/2	.10
Fruit Gem.....	.09	.09
Graham Wafer.....	.12	.12
Grandma Cookies.....	.09 1/2	.10
Honey Jumbles, XX.....	.11 1/2	.12
Iced Ginger Tablet.....	.08	.08
Iced Honey Jumbles.....	.12	.12
Iced Penn Treaty.....	.07 1/2	.08
Iced Vedette Wafer.....	.07 1/2	.08
Lemon Bar.....	.09 1/2	.10
Lunch Biscuit.....	.08 1/2	.09
Lunch-on-thins.....	.13	.13
Man-in-the-Moon.....	.09	.09
Molasses Cookies.....	.07 1/2	.08
Penny Mixed.....	.08 1/2	.09
Orange Cookies.....	.09 1/2	.10
Oyster, Dot or Square.....	.07 1/2	.08
Quaker City Mixed.....	.09 1/2	.10
Saltines.....	.12	.12
Soda Biscuit XXX.....	.07 1/2	.08
Spiced Wafers.....	.09 1/2	.10
Sugar Cookies.....	.09 1/2	.10
Sultana Fruit.....	.12	.12
Toast Biscuit.....	.08 1/2	.09
Water Crackers, Ivins'.....	.08 1/2	.09
Package goods—		Per doz.
Animal.....	.50	
Cracker Meal, large.....	1.00	
small.....	.50	
Fairy Oysters.....	.50	
Gingerettes.....	1.00	
Gold Medal Soda (small).....	.50	
(large).....	1.00	
Graham Wafers.....	1.00	
Ivnettes.....	.50	
Lunch-on-thins.....	1.00	
Milk Lunch.....	1.00	
Our Ginger Snaps.....	.50	
Pink Tea.....	1.00	
Sugar Snaps.....	.50	
Saltina Biscuit.....	1.00	
Freight paid on 3 boxes to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts.		

## DELIKATESSEN.

### Wein Senf, Prepared Mustard.

Stone Pots, small size, 2 doz. in case, per doz.	1.25
" with Horse-radish, p. dz.	1.15
Stone Pots, large size, 1 doz. in case, per doz.	1.75
" with Horse-radish, p. dz.	1.75
Wein Senf, in bbls.....per gal.	
1 gallon stone jars.....per jar	.75
5 gallon kegs.....per keg	2.50
Prepared Mustard, in bbls.....per gal.	
" in 15 gallon kegs.....	
" in 10 ".....	
" in 5 ".....	.25-.40
" in 3 gallon pails.....per pail	.75
" in 1 ".....	.40
Prepared Special, with spoon, 2 doz. in case, per doz.	.95
" Sifting top, 2 doz. in case.....per doz.	.40
" with Horse-radish, 2 doz. in case, per doz.	.95

### Imported and American Fancy Cheese.

Emmentaler Swiss Cheese, Selected tub.....	.26
" loaf.....	.27
Sap Sago, 2 to a lb.....cask, per lb., 12, less.....	.28
Roquefort Cheese, 12 in case, per lb., 32 1/2 ".....	.32 1/2
Parmesan, leaves about 30 lbs.....loaf, 31. cut.....	.32
Edam Cheese, 12 in case.....case, 9.00, single.....	.80
" in tin.....per lb.	.26
1-lb. tins.....per case	3.75
Camembert, in wood boxes.....per doz., 2.75-2.85	
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.	1.45
Parmesan, grated, ready for use, large bottles, per doz.	
Parmesan, grated, ready for use, small bottles, per doz.	1.75
Olmutter Hand Cheese, 100 in box.....	2.25
Edelweiss, Romatour and Bier-Kase.....per doz.	4.00
American Swiss, No. 1.....loaf, 23 cut.....	.24
" Square leaves, No. 1, about 25 lbs. each.....per lb.	.22
Limburger Cheese, No. 1.....box, 16; 1/2 box, 16 1/2; less.....	.18
Muenster Cheese.....per lb.	.18
Brick Cheese, No. 1.....	.18
English Dairy Cheese.....	.21
Pineapple (Picnic size), 6 in box.....per box	3.00
(Gem size), 6 in box.....	2.25
Royal Luncheon Cheese—	
Dinner size, 1 doz. in case.....per doz.	4.50
Lunch size, 2 ".....	4.40
Picnic size, 2 ".....	1.35
Trill size.....	1.20
MacLaren Imperial Cheese, Club size, per doz.	1.00
" No. 1.....	2.40
" Requefort " large ".....	2.95
" small ".....	1.45
Fromage de Brie, M. C. C., 1 in box.....per box	1.55
d'Isigny, 6 ".....	1.55
Wm. Tell brand, 12 in box.....	1.40
Neufchatel (Cow brand), 25 in box.....	.95
Star Cream, or Phila., 12 ".....	1.00
Miniature Cream, or Phila., 12 in box.....	.95
Hand Cheese, 8 doz.....	1.35
" 4 ".....	.70
" 4 " Thuringer.....	.65

Farmer Hand Cheese, 4 doz. in box.....	1.45
Schutzen Cheese, 12 in box.....	1.25
American Mountain Cheese (Alpen Kase), 50 1-lb. packages.....per lb.	.18

### Imported and American Meats and Sausages.

Westphalia Ham (marked weight).....per lb.	.48
Wiener Wurstel, 16 in tin.....per doz.	4.75
" 8 ".....	2.75
Carlsbad Speck (Imported Bacon).....	.32
Imported Cervelat Sausage (Rolf's).....per lb.	.48
Imported Frankfurters.....per doz.	4.00
Goose Breast, imported, marked weight, per lb.	
Pate de fols Gras, small size.....per doz.	3.00
American Holsteiner.....by bbl. 15 less, per lb.	.16
" Landjager, short.....	.26
" long.....	.26
" Mortadella, Dry.....	.28
" Knackwurst, 25 in box, per box, \$4.75.....per doz.	2.40
" Cervelat (E), 50 and 100-lb. boxes, 16 less.....	.27
" Cervelat, Blue Ribbon, 50 and 100-lb. boxes, 24; less.....	.25
" Cervelat, Crescent, 50 and 100-lb. boxes, 19 1/2; less.....	.20
" Cervelat, 1st Top, 50 and 100-lb. boxes, 19 1/2; less.....	.20
" Cervelat, E. Gothaer, 50 and 100-lb. boxes, 28; less.....	.29
" Salami (E), 50 and 100-lb. boxes, 24; less.....	.25
" Salami, Blue Ribbon, 50 and 100-lb. boxes, 23; less.....	.24
" Salami, G. A. P., 50 and 100-lb. boxes, 21; less.....	.22
" Tongue Sausage.....per lb.	.18
" Smoked Braunschweiger Liver Sausage.....per lb.	.16
" Lachs Ham.....	.38
" Petit Delicatessen Frankfurters, plain, per doz.	1.00
" Petit Delicatessen Frankfurters, with Sauer Kraut.....per doz.	1.00
" Lebanon Beef Bologna.....per lb.	.18
" Paprika Speck.....	.18
" Mettwurst, half-round.....	.16
" Liver Sausage (Special), truffle, goose, or sardellen.....per lb.	.15
" Smoked Thuringer Blutwurst.....	.18
" Pfefferwurst.....	.18

### Pickled Meats.

Lamb Tongues (Derby Brand), pint glass jars.....	4.75
" quart glass jars.....	5.75
" 10-oz. jars.....	2.50
Calves' Head, in round tins.....per doz.	1.65
Pickled Meats, in glass.....	1.00
(Tripe, Ox-Heart, Beef Salad, Pig's Feet.)	
Beef Salad, in glass.....	1.00
" pints.....	
" quarts.....	
Lamb Tongues, in glass.....	1.60

### Holland and Scotland Herrings.

Holland—	Kegs or Pails.
Mixed, "Y. M.", 1/2 bbl.....	.65-.75
Milkern, "Y. M.", 1/2 bbl.....	.75-.85
Mixed, standard, bbl.....	
1/2 bbl.....	
Milkern, standard, bbl.....	
1/2 bbl.....	
Scotland—	
Mixed, large, fulls, bbl.....	8.00
1/2 bbl.....	8.00
Milkern, " 1/2 bbl.....	8.00
" 1/2 bbl.....	8.00
Marinerte Herring, imported, about 40 in pail.....	1.25
Roll Herring, imported, about 25 in pail.....	1.00
Spiced Herring, imported, about 40 in pail.....	1.00
Norway Stockfish, dry.....per lb.	.15
Matjos Herring.....piece	.03 1/2

### Bismarck Herring.

Round tin, with key, pint.....	Per tin.
" quart.....	.20
" 2 quart.....	.35
" 4 quart.....	1.10

### Smoked Delicatessen Fish, in Season.

Roll Mops, 4 quart tin.....	1.10
" 2 quart tin.....	.60
" quart tin.....	.50
Bismarck Haring, 4 quart tin.....	1.10
" 2 quart tin.....	.60
" quart tin.....	.50
English Sprats, 36 bunches.....per box	
Kruger's Roll- and Bras-Haring, oval tins, per doz.	2.50

### Russian Sardines.

Imported fish, Walkoff brand.....per keg	.75
" 5-lb. pails.....per pail	.55
" 10-lb. pails.....	1.05
Cut Spiced Sardines, 10-lb. pail.....	.75
" 5-gal. keg.....per keg	2.75
Russian Sardines, in glass jars.....per doz.	2.25

### Norway Anchovies.

Original package.....per 1/2 bbl.	5.50
Repacked in 5-lb. pails.....per pail	.60
" 10-lb. pails.....	1.10
" 5-gal. kegs.....per keg	2.75
" 1/2-lb. flat tins.....per doz.	.95
" 1/2-lb. tall tins.....	1.50
" 1-lb. tall tins.....	2.00

## —12—

Fancy kegs, keg.....	.80
" 1/2 keg.....	.42
" 1/4 keg.....	.32
" 1/8 keg.....	.20

### Salt Sardellen.

Original packages, 1902.....per anker	16.00
Repacked, kegs, about 8 lbs.....per keg	3.75
" pint jars.....per doz.	6.00
" large tins.....	3.60
" small tins.....	2.40

### Russian Caviar.

1-lb. tins.....	Per doz.
1/2-lb. tins.....	20.50
1/4-lb. tins.....	10.50
1/8-lb. tins.....	5.50
1/16-lb. tins.....	3.00

### German Dill Pickles—Regular Size.

60-gal. casks, about 2000.....per cask	
50-gal. bbls., about 1200.....per bbl.	9.00
15-gal. keg, about 500.....per 100	
10-gal. keg, about 300.....	1.00
5-gal. keg, about 150.....	
10-lb. pail, about 50.....per pail	

### Domestic Sourkrout—Long Cut.

60-gal. casks.....per cask	
48-gal. bbls.....per bbl.	6.50
10-gal. kegs.....per keg	2.90
5-gal. kegs.....	1.50
10-lb. pails.....per pail	.65

### Imported Lebkuchen.

Dampfnusse (Pfefferkugeln).....per lb.	
Spitzkugeln.....	

### Lebkuchen and Bread.

Small Baster Lebkuchen, 6 in pkg.....per bundle	.30
Baster Lebkuchen, No. 1, 6 ".....	
" No. 2, 6 ".....	
" No. 3, 6 ".....	
Amandines, 9-lb. tins.....per tin	
" small tins.....	

### Pickles and Onions in Vinegar.

Mixed Pickles and Chew-chew, 5-gal. keg.....	2.50
" 10-gal. keg.....	4.50

### Sundries.

German Egg Potatoes, original bags, 110 lbs., per bag	
Green Kern.....per lb.	.10 1/2
Potato Flour.....	.08
German Dried Peas.....	.14
Dried Mushrooms.....	.60-1.00
Juniper Berries.....	.08
St. John's Bread.....	.05
Bay Leaves.....	.06-.08

### COTTOLENE.

Cases, small, medium or large cans.....	8.10
Tierces, about 350 lbs.....	.11 1/2
Half barrels, about 180 lbs.....	.11 1/2
Tubs, about 65 lbs.....	.11 1/2

### CHEESE.

New York, full cream, new, fancy, 40-lb. bxs.....	.16
" new, 1st's, 40-lb. bxs.....	.15 1/2
New York, part cream, 40-lb. bxs, 1st's, new.....	.14
Swiss, domestic, new, 100 lbs.....	.23

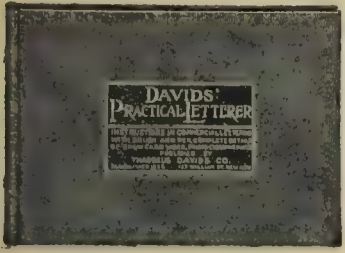
### EGGS.

Nearby, candled and selected, 30-doz. crates.....	Per doz.
Western.....	.24
Refrigerator.....	.23
Milken Farm.....	.27

### FANCY GROCERIES.

Almond Staple Paste, 5-lb. cans.....	per lb.	.28
Anchovies, in oil, 1/2 bottles.....		4.50
" 1/4 bottles.....		3.25
Bouillon, Burnham		
" 1/2 pints, 2 doz.....		3.75
" 1/4 pints, 2 doz.....		2.00
Capers, Neaparell, 1/2 gal. kegs.....		1.50
" quart, glass.....	per doz.	8.25
" bottled, 1/2 size.....	"	2.40
" 1/4 size.....	"	2.00
" 1/2 size.....	"	1.75
Canton Ginger, large pots, 6-lar cases.....	per case	4.65
" medium, 12-lar cases.....		5.00
" small, 24-lar cases.....	"	4.75
Cherries in Maraschino, glass, 1 doz. case.....		7.00
Clam Chowder, Burnham, 1 lb., 4 doz.....		.50
" 1/2 lb., 2 doz.....		2.00
Currie Powder, pints.....	per doz.	1.75
" 4 Oz.....	"	2.25
" 2 Oz.....	"	1.50





**This Book \$1.00**

Dauids' Practical Letterer will teach anybody to make show cards and to do all sorts of sign work with brush and pen, no matter how clumsy or inexperienced.

A practical series of lessons and forms. Worth its weight in gold to any merchant using show cards.

Letterine Ink, finest made, all colors.

**Thaddeus Davids Co.**

New York

ESTABLISHED 1825

**WASHBURN-CROSBY'S**

# Gold Medal Flour



**Now Sold by Philadelphia Jobbers**

IN

## 2 POUND SACKS

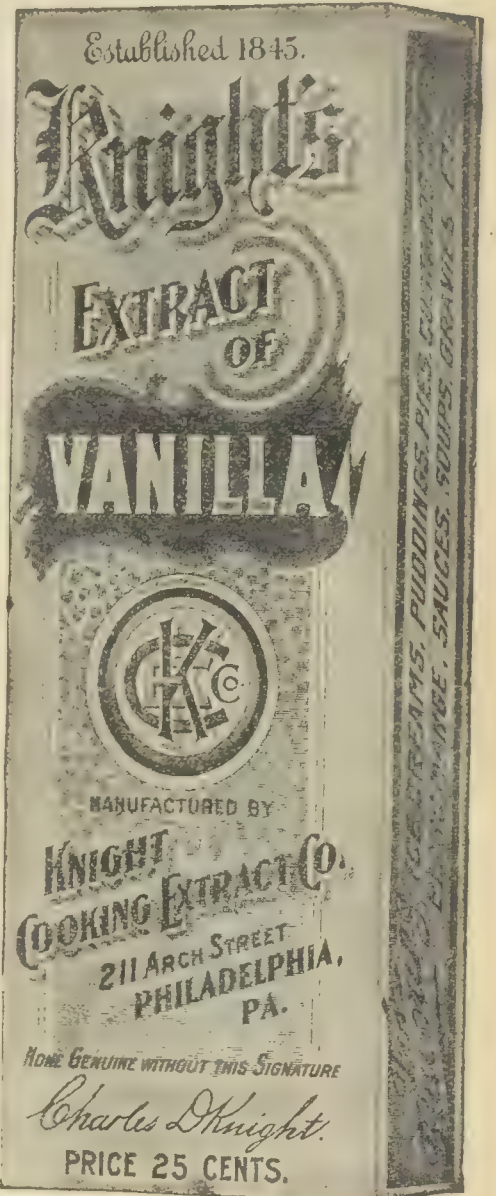
**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.

# This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. “Knight's Cooking Extracts” is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

**KNIGHT'S  
Cooking Extract Co.**

No. 211 ARCH STREET

PHILADELPHIA, PA.

# Sell the Good Things That Pay Best

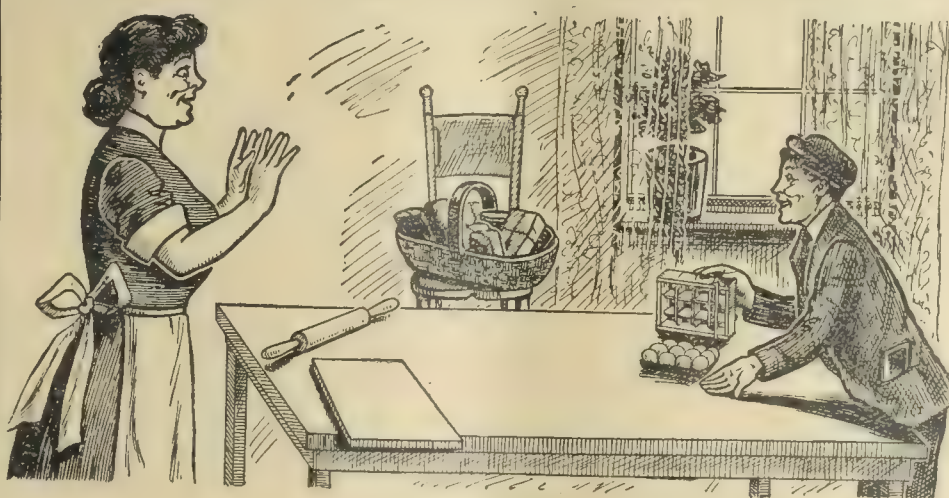
Undoubtedly the best all 'round Cereal foods made are the gluten foods like our **Gluten Cereal**. The trouble with all but ours is that they pay so little profit. The best known, in fact, pay no profit.

Our's isn't so widely advertised or so well known as some wheat cereals, but since it pays 40 per cent., while the others pay little or none, wouldn't it pay you to help get it known?

**A. C. Godshall & Co.**

INCORPORATED

LANSDALE, PA.



## PLEASE YOUR CUSTOMERS AND SAVE MONEY BY USING STAR EGG CARRIERS AND TRAYS

You'll please your customers because you'll deliver twelve perfect whole eggs to the dozen and that's what they want. You'll save money by preventing breakage and also save time in handling; it only takes 9 seconds to put a dozen eggs into a Star Egg Carrier and one second to get them out. Write for our booklet “No Broken Eggs,” because it shows you how Star Egg Carriers and Trays will save you money. In fact, you're wasting a cent per dozen profit on eggs that we can show you how to pocket.

Star Egg Carrier and Tray Manufacturing Company  
102 JAY STREET, ROCHESTER, N. Y.



-13-

French Peas, extra fine	per case	16.00
" fine	"	14.00
" Moyon's	"	12.00
Hill's Irish Oatmeal, 14-lb. tins, 10 per case		13.50
Huntley & Palmer's Petit Biscuit, 1-lb.		.28
" Dinner Biscuit	"	.38
" Breakfast Biscuit	"	.36
Packed 7 lbs. and 5 lbs. in a can.		
Red Pepper, ring, pints	per doz.	1.25
" 1/2 pints	"	.60
Salt, stone jars, 4 doz.		1.75
Extract of Beef, Morris', 4 oz.	per doz.	6.50
" 2 oz.	"	3.55
" Anker's, 120 vials		4.00
" 4 oz.	per doz.	4.00
" 8 oz.	"	7.25
" 16 oz.	"	13.50
Theodore Marquet Mushrooms—		
First choice		24.00
Choice, 100 tins	per case	20.00
Extra, 100 tins	"	27.00
Hotel, 100 tins	"	17.00
Truffles, 1/2 lb.	per tin	.25
" 1 lb.	"	.50
" 2 lb.	"	.95
" 3 lb.	"	1.85
Shrimps, pickled, small size		1.15
" Dunbar's, 2 doz.	per doz.	2.25
Figs in Cordial, Dunbar's, 1 doz.	"	1.75
" Bishop's, 1 doz.	"	1.50
Crystallized Ginger, 1-lb. tins	"	4.00
" 1/2-lb. tins	"	2.25
Lime Juice, Rose's	"	3.60
Victor Rose Water	"	2.25
" Peach Water	"	2.25
Pitted Olives	"	2.25
Armour's Solid Extract of Beef—	Per doz.	
Size 4 bottles, 1 dozen in case		4.45
" 8 " 1 " " " " "		8.20
" 16 " 1 " " " " "		15.90
" 16 " 1/2 " " " " "		20.75
Armour's Fluid Beef Extract—		
Size 4 bottles, 1 dozen in case		4.45
" 8 " 1 " " " " "		8.20
" 16 " 1 " " " " "		16.00
Armour's Beef Extract and Vegetable Tablets—		
1 dozen small boxes, 12 tablets each		2.25
" medium " 36 " "		6.00
" large " 72 " "		10.00
Armour's French Bouillon—		
Size 4 bottles, 1 dozen in case		4.00
" 16 " 1 " " " " "		14.00
Armour's Asparagus—		
Size 4 bottles, 1 dozen in case		2.50
" 12 " 1 " " " " "		7.20
" 8 " 1 " " " " "		3.30
" 2 fancy jugs	per jug	1.50
Armour Tomato Bouillon—		
Size 4 bottles, 1 dozen in case		2.50
" 12 " 1 " " " " "		7.20
" 8 " 1 " " " " "		3.30
" 2 fancy jugs	per jug	1.50

## FLOUR.

King Midas	Per bbl.	6.80
Gold Medal		6.35
Millbourne		6.30
On Top		6.00
Ceresota		6.50
Pillsbury's Best		6.40
Taylor's Fancy		5.60
Semper Idem		6.00
Pride of the West		5.40
Sunbeam		5.25
Quaker City		6.35
Purina Whole Wheat, 67-lb. sacks		6.05
" 8-16s		6.75
Purina Whole Wheat Flour—		
32-6s, per barrel		6.75
16-10s, " "		6.75
8-24s, " "		6.75
8-16s, " "		6.75
Half barrels, 1/2-barrel price plus 10 cents.		
Rye, Graham, in wood		5.05
Rye, Graham, in sack		4.95

## Self-Raising Flour.

Franklin, 30 packages	3.75
Hecker's Superlative, 30 packages	5.10

## Pancake Flour.

Aunt Jemima, 36 packages	3.00
Old Homestead, Flapjack, 30 packages	2.67

## Buckwheat Flour.

Hecker's, 36 packages	2.88
" 30 packages	4.16
Fancy, 100-lb. sacks	per 100 lbs. 3.85

## FARINACEOUS GOODS.

Corn Meal—		
Western, granulated, yellow, 100 lbs.		1.90
" white, 100 lbs.		2.10
" table, yellow, 100 lbs.		1.75
" white, 100 lbs.		1.95
Unbolted, white, Old Virginia, 125 lbs.		2.25
Mother's, white, 24 packages		1.80
" yellow, 24 packages		1.80
Farina—		
Hecker's, 24 lbs.	per case	1.56
Hecker's Cream (silver spoon) 36 cartons		4.50
Schumacker's Farina		1.40

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Beans—	Per bushel.	
California Lima, about 80 lbs.	per lb.	.05 1/2
Marrows, fancy, N. Y. State, grain bags		3.35
Michigan Pea, bags 160 lbs.		2.65
Red Kidney		3.20
Peas—		
Green		2.45
Scotch		2.60
Split, yellow		3.35
" green		
Lentils—	Per lb.	
ooooo, 120-lb. bags		.03
Less quantity		.03 1/2
Shaker Corn—		
Fancy, barrels		
Less quantity		7.25
Hominy—		
Lea's Breakfast, 10 packages	per case	1.60
" Pearl, 100 lbs.	per bag	2.20
Schumacher's Breakfast, 10 pkgs. to case		1.45
Western Pearl, 100-lb. bags		1.95
" Grits, 100-lb. bags		1.95
Mother's, Grits, 36 packages		2.35
" Pearl, coarse, 36 packages		2.35
Barley—		
OO		
No. 3, 100 lb. bags		2.65
Noodles—	Per case.	
Smith's, 30 10-c. packages		2.00
" assorted, 5 and 10-c.		2.00
Golden Egg, 5 and 10-c.		1.80
" 5-c.		1.80
" 10-c.		1.80
Oatmeal—		
B, 500 lbs.	per bbl.	6.25
B, less than bbl.	per lb.	.04
Mother's, steel cut, 24 packages		2.65
Oaten Goods—	Per case.	
Mother's Crushed Oats, 18 packages		1.47 1/2
" 30 packages, large		3.90
Quaker Oats, 18s.		1.45
Quaker Oats, 20s Family (with China)		4.00
Quaker Oats, 36s Tins		4.25
Rolls Oats—		
Avena, 180 lbs.	per bbl.	4.90
" 90 lbs.	per keg	2.47 1/2
" 90 lbs.	per sack	2.30
Standard, 180-lb. bbls.		5.10
" 90-lb. bags, fresh		2.65
Mother's, compressed, 18 tins		2.12 1/2
Sago—		
Colburn's, 36 1-c.		.06 1/2
Fine	per lb.	.04
Taploca—		
Instantaneous, 30 1s.		.07 1/2
Colburn's Hasty, 36 packages		.06 1/2
Minute, 1/2 gross	per box	2.75
Flake, about 125 lbs.	per lb.	.04 1/2
Pearl, 120 lbs.		.03 1/2
" less quantity		.04 1/2

## CEREAL SPECIALTIES.

Ralston Breakfast Food, 36 2s	per case	4.50
Egg-O-See, 36 packages		2.50
" Corn Flakes, 36 packages		2.50
Mapl Flake, 36 packages		4.05
5-case lots		3.85
Postum Cereal—		
1 doz. 10-oz. and 1/2 doz. 20-oz. packages		2.50
1 doz. 20-oz. packages		2.25
2 doz. 10-oz. packages		2.70
3 doz. 20-oz. packages		6.75
Grape Nuts—		
2 doz. 1-lb. packages		2.70
3 doz. 1-lb. packages		4.05
Post Toasties—		
2 doz. family size		2.80
3 doz. popular size		2.80
Shredded Whole Wheat, 36 packages		3.60
Mother's Corn Flakes, 36 packages		2.55
" Wheat Hearts, 18 packages		1.90
Cream Wheat, 36 packages		4.50
Wheatlet, 30 packages		3.75
Wheatena, 36 packages		4.50
Grape Nuts, 24 packages		2.70
Triscuit, 30 packages		2.50
Vitos, 36 2-lb. packages		4.25
Kellogg's Toasted Corn Flakes, 36 packages		2.80
Quaker Oats Co., The—	Per case.	
Oaten Goods—		
Quaker Oats, regular, 18s.		1.45
" round, 36s.		4.25
" family, reg. asst., 20s.		4.00
" no china, 20s.		3.30
" tins, 36s.		4.25
" family, tins, no china, 15s.		4.60
Quaker Scotch, regular, 18s.		1.45
Rolls Avena, 18s.		1.45
Quaker Oatmeal, 24s.		2.75
Victor Toy Oats, 18s.		1.40
Banner and Saxon Oats, reg. asst., 20s.		4.05
" bowls 20s.		3.95
Old Fash. Scotch brand Oat Meal, 24s.		2.60
Corn Goods—		
Quaker Cornmeal, yellow or white, 24s.		1.85
" family, yellow, 10s.		1.95
" 20s.		3.80
Schumacher Hominy, pearl or gran., 24s.		1.45
" 10s.		1.45
Wheat Goods—		
Quaker Cracked Wheat, 24s.		2.50
Pettijohn's Breakfast Food, 18s.		1.97 1/2
Quaker F. S. Farina, 24s.		1.40
Silver Farina, spoon in package, 24s.		2.80
Parched Farinose, 24s.		2.70
Saxon Wheat Food, 24s.		3.00
Flaked and Puffed Goods—		
Quaker Corn Flakes, 3s.		2.75
" family, reg. asst., 20s		3.10
" no china, 20s		2.40
Puffed Rice, 36s.		4.25
Puffed Wheat, 36s.		2.85
Sundries—		
Quaker Breakfast Biscuit, 24s.		1.85
Apetizo, 24s.		3.00
Quaker Whole Wheat Flour, 10s.		1.95
Schumacher XXX Graham, 10 10s-20 5s.		2.75
Scotch Brand Pearl Barley, 24s.		1.40

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## GELATINE AND PREPARED DESSERTS.

Knox's Crystal	Per doz.	1.22
" Acidulated		1.22
Cox's, large		1.65
" small		.97 1/2
Plymouth Rock, pink or white		1.25
Nelson's		1.50
Bromangelon, assorted, 3 doz.		.90
Jell-O, assorted flavors, 2 doz.		.90
Jell-O Ice Cream Powder, 2 doz.		1.00
Jellycon, assorted flavors, 2 doz.		.90
Chalmers		.95
Mother's, small, 1 doz.		.45
" large, 1 doz.		.90
Cooper's		.85
Tryphosa		.95
Gelatine, McKimley's		.85
Westmore's, double refined, 36 10-c. packages		.80
Pudding, assorted, 2 doz.	per case	1.70
Minute Gelatine, plain	per gross	12.75
Minute Gelatine, plain	per doz.	1.10
Minute Gelatine, flavored	per gross	10.80
Minute Gelatine, flavored	per doz.	.90
Seven flavors, packed solid or assorted.		

## MACARONI.

## Imported Best Bordeaux.

Long, 25 1s.	Per lb.	.09 1/2
Short, 25 1s.		.09 1/2
Cubes or Elbows, 24 1s.		.09 1/2
Spaghetti, 25 1s.		.09 1/2
Vermicelli, 25 1s.		.09 1/2
Alphabet, 25 1s.		.09 1/2

## Domestic.

Fancy, long, 25 1s.		.07 1/2
Cubes or Elbows, 24 1s.		.07 1/2
Spaghetti, 25 1s.		.07 1/2
Vermicelli, 25 1s.		.07 1/2
Woodcock, long, 24 pkg.		.10 1/2

## Choice Grades.

Macaroni, short, 25 1s.		.07
" 50 1/2 lb. pkgs.		.04
Cubes or Elbows, 24 1s.		.07
Spaghetti, 25 1s.		.07
Vermicelli, 25 1s.		.07

## SMOKED FISH, CODFISH AND MACKEREL.

## Shredded Cod.

Beardsley—		
Dime cartons, 2 doz. in case	per doz.	.90
Tins, Keyed (Jewel), 2 doz. in case	"	.90
Large cartons or tins, 2 doz. in case	"	2.00
Dime Tumblers, 2 doz. in case	"	.90
Bulk, 15 lbs.	per lb.	.15

## Thredded Fish.

Thistle, 24 packages		.65
Swansdown, 2 doz.	per doz.	
Osprey, 2 doz.	"	

## New Mackerel.

	Count (about) to bbl.	500 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1, 170-190		35.00	18.10	9.25	2.00
Ex. Norway, No. 2, 230-250		25.00	13.10	6.65	1.50
Ex. Norway, No. 3, 300-360		21.00	11.10	5.75	1.30
Ex. Norway, No. 4, 420-460					
Summer					
Ex. Bloaters, XX, 100-110		35.00	18.10	9.25	2.00
Fancy Shore, No. 1, 130-150		28.00	14.60	7.50	1.65
Ex. Shore, No. 1, 130-150		26.00	13.10	6.65	1.50
Shore, No. 1, 130-150		24.00	12.60	6.50	1.40
Extra Irish, No. 2, 300-350		18.50	8.85	4.58	1.10
Medium Irish, No. 2, 350-400		16.00	8.60	4.50	1.05
Irish, No. 4, 400-450		16.50	8.25	4.18	1.10
Small Irish, 450-500		16.00	8.60	4.50	1.05
New Medium Shore, 160-180					
New Large Shore, 110-130					
Large, No. 2, 210-230					
Cape Shore, 120-140					
Holland, 400-450					

## Herring.

	500 lb.	100 lb.	50 lb.	10 lb.	5 lb.
Lab. Split, Lg. No. 1	7.00	4.10			
Lab. Split, Lg. No. 2					
Shore, Round, Large					
Shore, Round, Med					
Ocean Fish					
Shad, No. 1, Med	10.00	5.60	3.00	.70	
Shad, No. 2, Med					
Haddock, Pickled					
Red Salmon					

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## Dressed Boneless Fish.

Favorite, Cod, 40 lbs.		.07
Our Choice, 40 lbs.		.06 1/2
Gilt Edge, 40 lbs.		.06
Favorite Middles, 60 lbs.		.12

## Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.		.06 1/2
Snow White, 1-lb. bricks, 20 lbs.		.07
Favorite Cod, 2-lb. bricks, 40 lbs.		.07 1/2

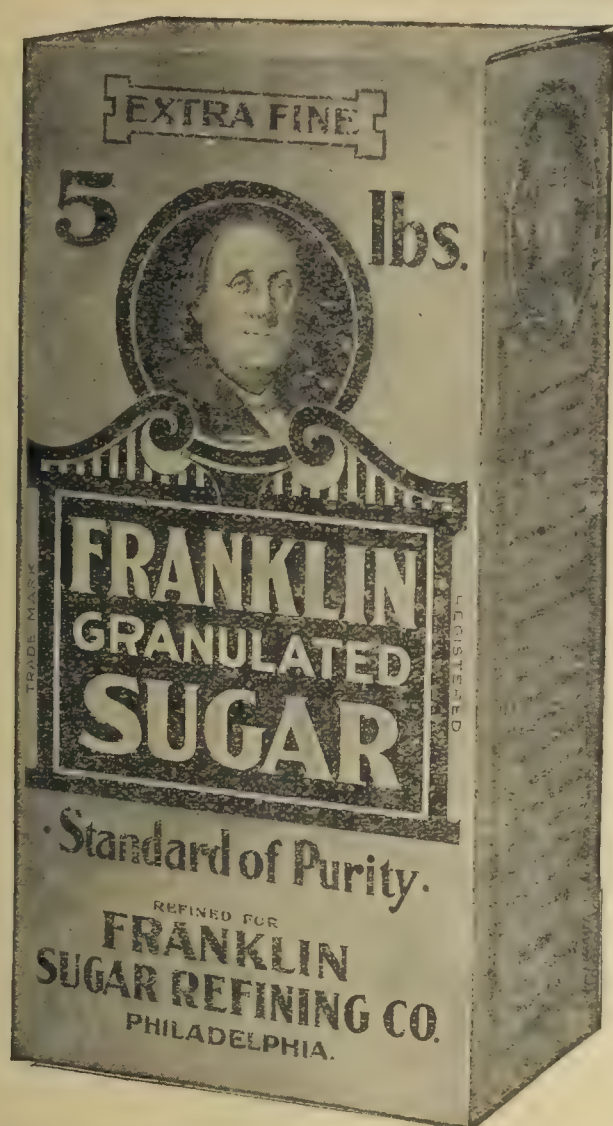
## Star Brand Boneless Herring.

Beardsley—		
Tins, large size, 1 and 2 doz. in case		1.50
" small size, 2 doz. in case		.90
Small Tumblers, 2 doz. in case		.90
Large Jars, sealed, 2 doz. in case		1.50

## Loose Codfish.

Extra Large Georges Cod		.08
Large Bank		.07 1/2
Medium Bank		
Pollock		
Hake		
In original cases, 450 lbs., 1/4 c. less.		





PACKED ALSO IN 2-POUND CARTONS

## A LOT TO MOVE FOR THE MONEY

¶ Go look at that bulky barrel of granulated sugar in your back room and roughly calculate how much you're going to make on it, after business expenses are paid.

¶ A lot of weight to move for the money, isn't it?

¶ If none of the sugar in that barrel was going to be given away, it wouldn't be so bad, but bulk sugar always means part given away in "good measure." You can't cut this out on bulk sugar but you can on **Franklin Carton Sugar**. In fact, we've cut it out for you, you sell the same weight that you pay for. A profit on **Franklin Carton Sugar** which will pay you we'll, would hardly be cost on bulk sugar, owing both to the overweight and the much greater cost of handling. **Franklin Carton Sugar** costs next to nothing to handle.

*Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::*

**The Franklin Sugar Refining Co.**  
PHILADELPHIA, PENNA.



**"THE GRAPE JUICE THAT  
NEEDS NO PUSHING"**

THERE is only one of that kind. It's Welch's of course. This statement was made by a dealer in writing us for display material. He wanted to push a good thing along. You like to push an easy selling, profitable line.

No need of explaining about Welch's to your customers. They have seen it widely and persistently for many years and the chances are they are using Welch's if they use Grape Juice.

You can buy cheaper grape juice but you will waste much time trying to induce your customers to give it a trial, will have dissatisfied customers and part of the stock will be on your shelves at the end of the active grape juice season.

Make no mistake this year. Get Welch's. Order from your jobber. Write us for display matter.

**The Welch Grape Juice Company**  
Westfield, N. Y.


## RETAILERS

Should Sell the  
**Genuine No. 2 Norway**  
**Mackerel**

Count 220 to 250 to the barrel.

**Fat and Appetizing**  
Can be sold at 15 to 18 Cents Each.  
They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**



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Seeded Raisins—		
Owl, extra fancy, 36 is.....	.07 3/4	
Fancy, 36 is.....	.07 1/2	
Blue Pennant, 36 is.....	.07 3/4	
Parrot, 36 is.....	.05 3/4	
Souvenir, 36 is.....	.06 1/2	
Glen Rosa, 36 is.....	.07 3/4	
Blue Ribbon, 36 is.....	.06 1/2	
California Seedless Raisins—		
Gold Cord, bleached, 36 is.....	.10	
Not-A-Seed, 36 is.....	.07 3/4	
Griffin, 50 is.....	.06 1/2	
Gray's, 36 is.....	.06 1/2	
Loose Muscatels, 3 crown, 50-lb. boxes.....	.05 1/2	
Sultanas, 50-lb. boxes.....	.04 3/4	
Thompson's, 50-lb. boxes.....	.05	
Prunes—	25 lb.	50 lb.
Fancy Santa Clara, 20-30.....	.14	
" " 30-40.....	.09 1/4	.09
" " 40-50.....	.08 1/2	.08 1/4
" " 50-60.....	.07 1/2	.07 1/4
" " 60-70.....	.06 1/2	.06
Ruby, 30-40.....	.09 3/4	
" 40 50.....	.09 1/4	
" 50-60.....	.08 3/4	
Oregon, 40-50.....	.07 3/4	
" 50-60.....	.07 1/4	
Silver.....	.11 3/4	
Currents—		
Fancy, re-cleaned, new, 40 is.....	.08 1/4	
Extra choice, re-cleaned, new, 40 is.....	.07 3/4	
Fancy, re-cleaned, 30 lbs. loose.....	.08	
Citron—Extra, fancy, new (all whole pieces),		
10-lb. hinge lid boxes.....	.13 3/4	
Lemon Peel, fancy, 10-lb. hinge lid boxes.....	.12 1/4	
Orange Peel—		Per lb.
Fancy 10 lb., hinge lid boxes.....	.12 1/4	
Dates—		Per lb.
Fard, fancy, new, boxes about 14 lbs.....	.11 3/4	
Hallowe'en very fcy, new (Glden) abt. 70 lb.	.05	
Orient, new, pitted, 30 packs.....per pack	.06	
Figs—		
Fancy, new, Cal., 10-is.....per box	.77 1/2	
Extra fancy new Smyrna layers, 5 crown,		
boxes about 12 lbs.....per lb.	.11 3/4	
Fancy new Smyrna layers, 5 crown, boxes		
about 12 lbs.....per lb.	.12 3/4	
5 or 10 box lots....."	.12	
Apricots—		Per lb.
Blenheim, extra fancy large, very bright		
Santa Claras, 25 lb. boxes.....	.15 3/4	
5 or 10 box lots.....	.15 3/4	
Fancy Royals, new, 25 lb. boxes.....	.14	
Extra choice Royals, new, 25 lb. boxes.....	.13 3/4	
5 box lots.....	.13 3/4	
Choice Royals, new, 25 lb. boxes.....	.12 3/4	
5 or 10 box lots.....	.12 3/4	
Moorpark Slabs, fancy, very bright, 50 lb.....	.12 3/4	
Cherries—		Per lb.
Fancy fancy California, pitted, 25 lb. boxes..	.21	
Pennsylvania, pitted, 25 lb. boxes.....	.19	
Nectarines—		Per lb.
Fancy, white, 25 lbs.....	.09 1/2	
5 or 10-box lots.....	.09 1/4	
Peaches—		Per lb.
Fancy Muir, 25 lbs.....	.09 3/4	
Extra choice Muir, 25 lbs.....	.09	
Choice Muir, 25 lbs.....	.07 1/2	
Good, 25 lbs.....	.06	
Extra choice Yellow, 50 lbs.....	.07 3/4	
Whole, 50 lbs.....	.05 3/4	
Fancy, pared, 25 lbs.....	.18 1/2	

## FOREIGN AND DOMESTIC GREEN FRUITS.

Jamaica Bananas—		Per bunch.
Selected, 10 hands, packed 1 in barrel.....		2.00
“ 9 “ “ 1 “ .....		1.60
“ 9 “ “ 2 in crate .....		1.40
“ 8 “ “ 1 in crate.....		1.25
“ 8 “ “ 2 in crate.....		1.10
“ 8 “ “ 3 “ .....		1.10
“ 7 “ “ 2 “ .....		.80
“ 7 “ “ 3 “ .....		.80
Cocoanuts—		Per sack
Porto Rico, extra fancy, 80 size.....		3.75
Jamaica, extra fancy, 100 size .....		3.25
Florida Grape Fruit—		
Fancy Brights, 36-46-96 .....		4.00
“ 54 64-80 .....	5.00	5.50
Russetts, 36-46-96 .....		4.00
“ 54 64-80 .....		5.00
Messina Lemons—		Per box
Extra fancy, 300 size.....	2.75	3.25
“ 360 size.....	3.00	3.50
Choice, 300 size .....		3.00
“ 360 size .....		3.25
California Lemons—		Per box
Extra fancy, 300 size.....		3.75
“ 360 size.....		3.75
Choice, 300 size .....		3.25
“ 360 size .....	3.25	3.50
Pineapples—		
Fancy, 18-24.....	2.00	2.50
Fancy, 30 size.....	2.25	2.50
Fancy, 36-42 size .....	2.00	2.25
California Oranges—		
Extra fancy Navels, 96-112.. .....		3.75
Extra fancy Navels, 126-150.....	3.25	3.75
Extra fancy Navels, 176-216.....		3.75
Extra fancy Navels, 250, 288-324.....	3.25	3.50

## HORSERADISH.

Tumblers, 10-c. size, s doz.....per doz.  
Tumblers, 5-c. size, s doz....."  
Tumblers, 10-c., Lord's Prayer, s doz....."  
Tumblers, 1st. cut glass, 10-c., s doz....."

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INK.

Arnold's, black, 32.....per bottle  
Continental, red, 1 doz.....  
" black, 3 doz.....  
Royal, black, 3 doz.....  
Superior, black, 3 doz.....  
Stafford, Commercial, 32.....per bottle

**LAMP GOODS.**

	<b>Per case of 6 doz.</b>		
Lamp Chimneys—	No. o.	No. 1.	No. 2.
Macbeth Pearl Top.....	4.20	4.50	5.10
Acme Victor Top.....	3.60	4.20	4.80
Pure Flint, Lustre Top.....	2.70	3.30	3.90
Crystal Crimp Top.....	2.15	2.70	3.30
No. o. Tubular Lantern Globes .....	5 doz.		2.75
Cold Blast .....	5 doz.		3.75
Jumbo Chimneys, plain.....per doz.		No. 1.	No. 2.
“ “ dec., 107..	“	.75	.85
		.90	1.00
Banner Burners.....	No. o.	No. 1.	No. 2.
	.45	.55	.75
<b>No charge for packages.</b>			
Oil Cans—	<b>Per doz.</b>		
1-gal., glass .....			2.25
1-gal., galvanized, Pearl.....			1.90
5-gal., Lennox, spout .....			5.50
5-gal., “ spigot.....			6.50
5-gal., Columbia.....			7.00
5-gal., Banner.....			8.00
5-gal., Climax, pump .....			10.00
5-gal., Home Rule, pump.....			12.00
Lanterns—			
No. o. Standard .....			4.50
No. o. Dash .....			6.50
Cold Blast .....			8.00

## LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb .....	1.50
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## LYE AND POTASH.

	Per case.
Banner Lye, 4 doz.....	3.75
Babbitt's Lye, 4 doz.....	3.25
Lewis' Lye.....	3.25
Red Seal, 2 doz.....	1.90
" 4 doz.....	4.00

## MATCHES.

Double Dip Brands—		Per case
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots...		3.35
Black Diamond, Dia. 5 size, 100 bxs., 4 cs...		3.00
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots...		4.25
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots		3.75
Crescent, Dia. 5 size, 144 bxs., 4 cs. lots		3.75
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots		3.50
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.		.95
" " " 2½ gr. cs., 8 cs. lots		2.35
" " " 5 gr. cs., 4 cs. lots...		4.70
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs...		.85
" " " " 3 gr. cs., 7 cs. lots		2.55
" " " " 5 " 4 "		4.25
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.....		2.50
Parlor Brands—		
Search Light, Dia. 5 size, 4 cs. lots.....		4.25
" " Dia. 1 size, 2½ gr. cs., 8 cs. lots.		2.40
" " " 3 gr. cs., 7 cs. lots.		2.85
" " " 5 gr. cs., 4 cs. lots.		4.75
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots		3.50
" " Dia. 5 size, 144 bxs., 4 cs. lots		3.75
Chips, Dia. 8 size, 50½ bx. pkgs., 10 cs. lots		1.65
" " 100½ bx. pkgs., 5 cs. lots.		3.30
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.....		.93
" " " 3 gr. cs., 7 cs. lots.....		2.70
" " " 5 " 4 "		4.50
Doric, Dia. 1 size, 1 gr. cases		.90
" " 5 " "		4.50
Big Buffalo, Dia. 8 size, 144 bxs.....		3.85
Little Stars, Dia. L. S. size, 10 gr. cs., 2 cs. lots		3.80
Vulcan, Dia. 5 size, 144 bxs.		4.20

## MINCE MEAT.

Atmore & Son—	
<b>Extra Family, Seedless—</b>	<b>Per case.</b>
No. 5, 6 glass jars.....	4.50
No. 3, 6 glass jars.....	3.10
No. 10, 37 and 68, wooden pails.....	per lb. .13
Barrels, halves, quarters and kits...	“ .10 1/2
<b>Family, Seedless—</b>	<b>Per box.</b>
No. 3, 6 wooden pails.....	3.65
No. 10, 6 wooden pails.....	6.50
<b>Celebrated, Seedless—</b>	
Bbls., 1/4s and 1/2s.....	per lb. .08 1/2
Wooden pails, 18, 37 and 68 lbs.....	“ .09 1/2
Wooden kits, Nos. 30-35.....	“ .09
Wooden kits, Nos. 30-35.....	“ .08
<b>Keystone—</b>	<b>Per lb.</b>
Bbls., 1/4s and 1/2s.....	.07 1/2
Wooden pails, 18, 37 and 68 lbs.....	.08 1/2
Condensed cartons, 3 doz. to case.....	gross 11.00
Condensed cartons, 6 1/2 doz. to case.....	gross 11.00
Barrels, 1/4s, 1/2s.....	per lb. .10
Wooden kits, Nos. 30-35.....	“ .08
Wooden kits, Nos. 35-40.....	“ .10 1/2

—19—

Schimmel's—		
Bbls., ¼ bbls. and 30-lb. kits.....		.07½
18 and 37-lb. kanakins.....		.07½
10-lb. kanakins, 6 to crate.....	per doz.	10.30
5-lb. " 6 to crate.....		5.75
5-lb. glass jars, 6 to crate.....	"	6.15
Campbell's, 30-lb. palls.....		.08
Mrs. Wells, bbls., ¼ bbls. and 30-lb. kits.....		.06
New Year, bbls., kegs and 30-lb. kits.....		.05
Crescent, bbls., ¼ bbls. and 30-lb. kits.....		.04½
National, bbls., ¼ bbls. and 30-lb. kits.....		.07
Southwest bbls. ¼ bbls. and 30-lb. palls.....		0.06½
Brick's Nonpareil Brand—		Per lb.
Bbls. 440 lbs., ½ bbls. 250 lbs. ¼ bbls. 125		
lbs, ⅜ bbls. 65 lbs.....		.09
Tubs, 70 lbs., 35 lbs., 18 lbs.....		.09
Charge for packages as follows: 70 lbs., 60c.;		
35 lbs., 40c.; 18 lbs., 25c.	Returnable if	
in good order.		
Tins, 5 lb., ½ doz. in crate.....	Per crate	
Brick's Old Homestead—		Per lb.
Bbls., 28 lb. pails, etc.....		.07½
35, 28 and 18 lb. tubs.....		.08
Packages not returnable.		
None Such—New Eng. Cond.		Per case
12 oz. pkgs., per ¼ gr.....		2.90
12 " " " ½ ".....		5.75

## OILS.

Stove Gasoline.....	Per gal.
Headlight, 150 test.....	.15½
	.11

## OLIVES.

Extra Queen—			Per doz.
Imported, No. 10, 2 doz.....	10	2	2.70
“ “ 19, 1 “ .....	19	1	4.50
“ “ 32, 1 “ .....	32	1	6.80
“ “ 16, 2 “ .....	16	2	2.40
“ “ 8, 3 “ .....	8	3	.90
Cyldr., imported, No. 10, 2 doz.....	10	2	1.45
Fancy, No. 16, 1 doz.....	16	1	2.30
“ “ 14, 2 “ .....	14	2	2.20
Special, No. 14, 2 doz.....	14	2	1.50
Stuffed—			
Ring, 3 doz.....	3		.90
Fancy, No. 14, panel bottle, 2 doz.....	14	2	2.25
“ “ 10, “ 2 “ .....	10	2	1.40
Olives in bulk—	1 gal. pails.	2 gal. pails.	5 gal. kegs.
X.....	1.35	2.65	5.65
XX.....	1.45	2.85	6.15
XXX.....	1.75	3.35	7.00
XXXX.....	2.00	3.85	8.00
XXXXXX.....	2.40	4.20	10.25
Mammoth.....	2.70	5.15	11.60
Kegs, large, 1 gallon.....			1.60

**PURE OLIVE OIL.**

Special importation, large, 1 doz. case.....	7.00
“ “ medium, 2 doz. case.....	8.00
“ “ small, 2 doz. case.....	5.00
Trois Croix, French, 8-1/2 gal. cans, case.....	12.00
“ “ “ glass, small, 2 doz. case	
“ “ “ med., 2 doz. case	
<b>Table and Cooking Oil—</b>	<b>Per doz.</b>
Cottonseed, large, 1 doz.....	1.90
“ medium, 2 doz.....	.95
“ small, 2 doz.....	.48
Wesson's Cooking, 30—No. 2.....	Per case 7.00

## American Oil.

	Per doz.
Stohrer's, No. 8, 2 doz.....	.55
" No. 16, 2 doz.....	.90
" No. 32, 1 doz.....	1.85
Keystone, bottles, 2 doz.....	.90

## PICKLED MEATS AND FISH.

PICKLED MEATS AND FISH.		
Lamb's Tongue, glass jars, pints.....	per doz.	4.75
"	quarts.....	5.75
"	10-oz. jars.....	2.50
"	10-lb. pails.....	per pail 2.50
Tripe, 10-lb. pails.....		.90
"	5-gal. kegs.....	per keg 2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.00
"	5-gal. kegs.....	per keg 2.25
Pickled Beef Salad, in glass.....	per doz.	1.10
"	Tripe, in glass.....	" 1.10
"	Ox Heart, in glass.....	" 1.10
"	Pigs' Feet, in glass.....	" 1.10
Russian Sardines.....	per keg	.75
"	5-lb. pails.....	per pail .50
"	10-lb. pails.....	1.00

## POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.....	.18 3/4
Loose, bbls., 30 lbs.....	.18
1/4-lb. packages, 12-lb. boxes.....	.20

### PEANUT BUTTER.

McLaren's—	Per doz.
Small, s doz.....	.90
Medium, s doz.....	1.50
Large, 1 doz.....	2.75
Peanutene, No. 2 jars, s doz.....	1.85
" No. 4 jars, 3 doz.....	.95 1/2
Beardsley's—	Per doz.
Small jars, s doz.....	.90
Medium jars, s doz.....	1.85
Large jars, 1 doz.....	2.25

—30—

## PICKLES.

<b>PICKLES.</b>		
45 gals., 1200s.....		9.25
45 gals., 2500s, Williams Bros., fancy.....		
10 gals., 300s, " .....		2.25
10 gals., 450s, " .....		2.65
10 gals., 600s, " .....		2.65
16 gals., 600s, " .....		4.50
16 gals., 600s, " dills .....		4.50
45 gals., 1400s, " .....		10.25
C. & B., Chow or Gherkins, pints.....		3.50
" half-pints.....		2.40
Celery Sauce, Yorkshire, s doz.....per doz.		1.00
Chow, " pints, s doz. " "		1.00
Gherkins, sour, " " " "		1.00
Mixed, " " " "		1.00
Assorted, " " " "		1.00
Gherkins, sweet, " " " "		1.25
White Onions, " " " "		1.40
Sweet Pickles, 500s to 600s, 5 gal.....per keg		8.75
" 1,000s, 5 gal....."		3.40
" 2,000s, 5 gal....."		5.85
Chow-Chow, No. 1, 5-gal. kegs.....		1.95
" No. 2, 5 gal.....		1.75
Chow and Mixed Pickles, a gal.....per pail		1.00
Williams Bros.—		Per doz.
No. 8, Sour Gherkins, a doz.....		.85
No. 8, Sweet Gherkins, s doz.....		.85
No. 8, Sour Mixed, s doz.....		.85
No. 8, Sour, assorted, s doz.....		.85
No. 8, Chow-Chow, s doz.....		.85
No. 8, Onions, s doz.....		.87½

## VINEGAR.

	Per gal.
Pure ex. cider, 45 grain.....	.15½
“ “ 40 “ .....	.14½
Distilled, 45 grain.....	.09
“ “ 40 “ .....	.08½
Fermented, 45 grain.....	.09½
“ “ 40 “ .....	.08¾
Lutz & Schramm pure cider.....	.21
“ distilled white.....	.13
“ pickling white.....	.20

## PROVISIONS.

Hams, skinback, 18-so lbs.....	.19½
" 14-16 lbs.....	.17½
" 10-12 lbs.....	.18½
Picnics, 6-8 lbs.....	.13½
Dried Beef, sets, city smoked.....	.19
" tenders and knucks.....	.19
" air dried, sets.....	.21
" " tenders and knucks.....	.21
Jersey Pork, butt..... per bbl.	27.50
" family.....	30.00
Breakfast Bacon, rib in.....	.21
" boneless.....	.23
S. P. Bellies, 14-15 lbs.....	.16½
Bologna, 25-lb. boxes.....	
Boiled Boneless Ham.....	.29
Beef Tongues, smoked, 5-6 lbs.....	11.00
Cooked Compressed Ham, 25-lb. boxes.....	
Covered Hams, ¼-cent extra; Covered Shoulders, Picnics and Bacon, ¼-cent extra.	
Swift & Co.—	
Premium brand Hams, 8 to 10 lbs.....	.18¾
" 12 lb.....	.18¾
" 14 to 16 lbs.....	.18¾
" 18 lb.....	.20
" skinned, 18-so lbs.....	.21
" boiled, skinned, fat- less.....	.32
" Bacon.....	.26
" Dried Beef, insides.....	.52
" Beef Tongues, short cut.....	.21
Winchester brand Hams, skinned, all aver.....	.19
" 8 to 10 lbs. aver.....	.18
" 12 lbs. aver.....	.18
" 14 to 16 lbs. aver.....	
" 16 to 18 lbs. aver.....	
" Picnic.....	.13½
Above average loose, if packed ¼ cent a lb. advance	

## LARD AND COMPOUNDS.

	Pure, per lb.	Compound, per lb.
Tierces, about 340 lbs. ....	.14%	.11
Plain tubs, 50 and 60-lb. cans.....	.14%	.11%
10-lb. tin pails, 60 lbs. ....	.15%	.11%
5-lb. " 60 lbs. ....	.15%	.11%
3-lb. " 60 lbs. ....	.15%	.11%
Swift & Co.—		
Premium brand, tierces .....		.15%
Silver Leaf brand, tierces .....		.14%
Jewel, compound, tierces.....		.10%
Coteswot, tierces .....		.11%

## DRESSED MEATS.

DRESSED MEATS.		Per lb.
City Dressed Beef—		
Choice, native.....	.....	.11 ½ - .12 ½
Common.....	.....	.10 - .11
Western Dressed Beef—		
Choice, native cattle.....	.....	.11 ½ - .12 ½
Common to fair.....	.....	.10 - .11
City Dressed Veal—		
Prime.....	.....	.14 - .15
Good to choice.....	.....	.12 - .14
Dressed Hogs—		
Pigs.....	.....	..23 ½
Hogs, heavy.....	.....	.13 - .14
" 120 lbs.....	.....	..14
" 140 lbs.....	.....	..14
" 160 lbs.....	.....	..14



Positively  
The Best  
Wagon  
Ever Built  
For the  
Grocery  
Trade

Strong,  
Easy-  
Running,  
Finest  
Steel Tires,  
Wheels  
Second-  
Growth  
Hickory



This wagon is exceedingly handsome and almost everlasting. There are more "J. M." wagons in use in Philadelphia than all other makes combined. We have a number of them ready for your name and colors.

Tell us your ideas of a wagon, we will send you a catalogue in which you will find something very much like it. If it isn't there, we will build it for you.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.

In buying Coffee it is important to know that you get what you buy.

We give you a positive guarantee that each and every order must be exactly like the sample shown.

Our guarantee is backed by our reputation secured through nearly one hundred years of honest business dealings.

Samuel Wilde's Sons Co., Eleven Dutch Street, New York.

Importers, Coffee, Tea and Spices.

## Your Trade in Crackers

May not be as important as your trade in Coffee; but it can be largely and profitably increased if you will make a little more effort in favor of

## EXTON'S CRACKERS

Hand them out in a judicious manner to the extent of a pound or so occasionally



**To Taste them is to Buy**

Always the same EXTON flavor and a satisfactory profit for the dealer.

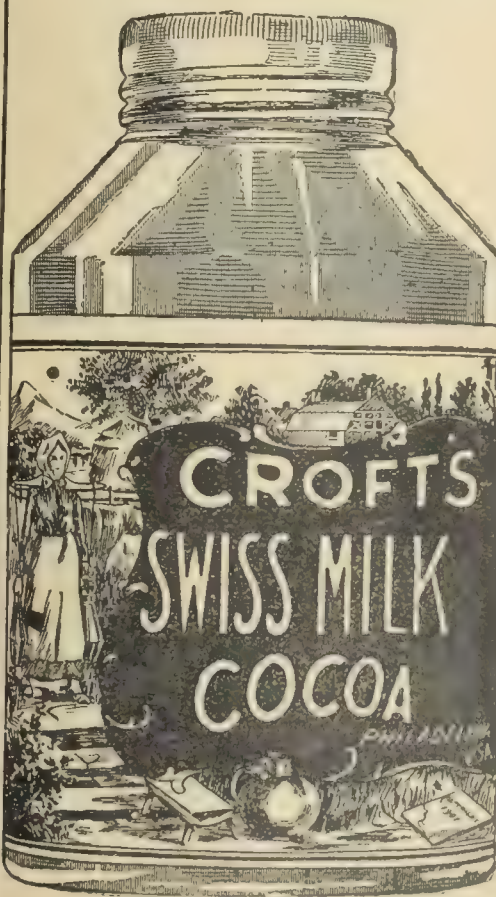
**A. EXTON & CO., = Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton-made Oyster and Butter Crackers stamped "EXTON"

**THE BEST KNOWN AND KNOWN AS THE BEST**

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

## Bought Simply. Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of Croft's Swiss Milk Cocoa simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

**40 cents a pound**

Packed in ½-lb. jars, 6 and 12-lb. boxes

**CROFT & ALLEN CO.** PHILADELPHIA  
Pennsylvania . .



Jellies—		
No. 32, jars .....		.97
No. 4½, toy pails.....		2.35
American, pure apple, tumblers, assorted slices.....		.88
Schimmel's, No. 10, tumblers.....		.83
National, No. 10, tumblers .....		.78
" No. 6, tumblers .....		.49
Preserves—		Per lb.
Schimmel's, pure, 30-lb. pails.....		.13
National, 30-lb. pails.....		.09
Southwark, 30-lb. pails.....		.06
" 4½-lb. toy pails, ¼ doz.....		4.15
Fruit Butters—		Per do.
Apple, No. 32, jars .....		.98
" Southwark, No. 3, tins.....		1.00
" No. 5, toy pails.....		3.70
" 30-lb. pails.....	per pail	1.08
" 20 lb. crocks .....	per lb.	.07
" Schimmel's, 30-lb. pails.....	"	.06
Prune, 30-lb. pails .....	"	.07
Peach, 30 lb. pails.....	"	.07
Jams—		
Schimmel's, pure, jars, 2 doz.....		1.70
Southwark, assorted, jars, 2 doz.....		.93
Orange Marmalade—		
Hardley's, imported.....		1.80
Schimmel's, pure.....		1.65
Warrock's Guava Jelly—		
1-lb. tumblers.....		4.00
¼-lb. ".....		3.00

<b>McCormick &amp; Co., Bee Brand—</b>	<b>Per doz.</b>
<b>Vanilla, Rose, Pistachio, No. 3 size.....</b>	<b>.90</b>
<b>No. 3 size.....</b>	<b>2.00</b>
<b>No. 4 size.....</b>	<b>2.25</b>
<b>Almond, Apple, Apricot, Banana, Black-</b>	
<b>berry, Peach, Pear, Pineapple, Rasp-</b>	
<b>berry, Strawberry, Violet, No. 3 size.....</b>	<b>.85</b>
<b>No. 3 size.....</b>	<b>1.75</b>
<b>No. 4 size.....</b>	<b>2.00</b>
<b>Lemon, No. 3 size.....</b>	<b>.90</b>
<b>Orange, No. 3 size.....</b>	<b>.90</b>

	Per lb.
Extra Fancy Head, XXXX, 100-lb. bags.....	.07½
Fancy Head, 100-lb. bags.....	.06½
Extra choice, 100-lb. bags.....	.05½
Prime, 100-lb. bags.....	.05½
Japan style, fancy, 100-lb. bags.....	.04½
“ choice, 100-lb. bags.....	.03½
Java, fancy, polished, 100-lb. bags.....	.05

B. Fischer & Co.—

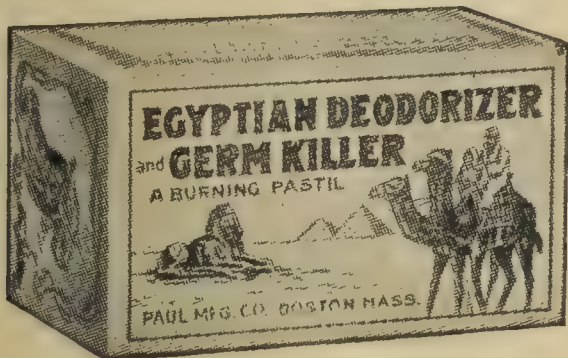


Fischer's, choicest head, 1, 2½ and 3-lb. bags	..07½
Queen Quality, fancy head, 1, 3 and 5-lb. bags	..06½
Imperial, fanciest Japan, 1, 3 and 5-lb. bags	..04½
Coronet, selected head, 1 and 3-lb. bags.....	..05½
Cracked, head, 1-lb. bags .....	..04
Strictly pure uncoated, head, 1 and 3-lb. bags	..06½
Naja, strictly pure uncoated, 1-lb. bags. ....	..05

Clicquot Club Co.—	Per case
Ginger Ale, extra dry, pints, a doz.....	2.10
Sarsaparilla, extra quality, pints, a doz.....	2.10
Blood Orange, extra quality, pints, a doz.....	2.10
Birch Beer, extra quality, pints, a doz.....	2.10
Lemon Soda, extra quality, a doz.....	2.10
Root Beer, extra quality, pints, a doz.....	2.10
Sheboygan Ginger Ale, 10 doz. crates or bbls.	9.00
Sheboygan Ginger Ale, a doz. in crate, per crate.....	1.80
Root Beer Extract, Hires', 1 doz.....	1.35
Hires' Root Beer, Carbonated, a doz.....	.87½
Hires' Ginger Ale, Carbonated, a doz.....	.87½
Welch's Grape Juice, case quarts, 1 doz.....	4.25
“ “ “ “ pints, a doz.....	4.75
“ “ “ “ ½-pints, 3 doz.....	4.50
“ “ “ “ 4-ounce 6 doz.....	5.00
“ “ “ “ ½-gallons, 8 bottles	5.00
Schuhle's Grape Juice, quarts, 1 doz.....	4.00
“ “ “ “ pints, 2 doz.....	4.50
“ “ “ “ half pints, 3 oz.....	4.00
“ “ “ “ 4 oz., 6 doz.....	5.00
a per cent. discount on 5 case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.50
Pints, 2 doz.....	4.75
½ pints, 3 doz.....	4.50
4 ounce, 6 doz.....	5.00
½ gallons, 8 bottles.....	5.25
Gallons, 4 bottles.....	5.00
5 and 5 per cent. discount on 5 case lots	



Want to make your  
Customers grateful to you?



Most of them will be bothered with mosquitoes and most of them don't know how to drive them away. Tell them **Egyptian Deodorizer** will not only do that but it will drive away all kinds of insects and at the same time purify the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your customers about it and you will soon want more. A splendid profit which you might just as well have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**



## What This Picture Means

Here is a picture of the butter that made us the best known butter house in the East. **Gurnse** butter.

The **Gurnse** butter plan is to produce a dairy butter that we know is fancy and surround it with such restrictions that we can keep it fancy. Make it regular and dependable—the hardest thing to do with butter, and the most unusual.

The fact that we have done this is proven beyond question by the enormous trade in **Gurnse** butter that we have in Philadelphia and in a constantly widening territory centering in Philadelphia. Possibly the money-back guarantee we authorize grocers to give with **Gurnse** has something to do with it.

Wrapped in brine-dipped parchment.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—34 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Sells Because It Satisfies

Many times  
imitated but  
never equaled



One of  
the famous  
Three Leaders

**CHAS. W. YOUNG & CO**

Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

## HOUSEWIVES OF TWO GENERATIONS

Soaps may come and soaps may go, but **Babbitt's Best** will go on forever.

At least it seems so. It's one of the oldest laundry soaps on the market, and every year has seen more sold than the year before.

Why? Because **Babbitt's Best** soap is unequalled as a cleaner and housewives of two generations know that.

There is no safer soap to sell and no *good* soap more profitable.

MADE BY

**B. T. BABBITT**  
NEW YORK



-25-

## POLISHING AND CLEANING COMPOUNDS.

Kleanatub, 1/2 gross.....	1.50
Bon Ami, 10-cent size.....	1/2 gross 2.50
Electro Silicon, 1 doz.....	per doz. .75
Putz Liquid, large, 3 doz.....	per gross 16.50
" " " 3 doz.....	per doz. 1.45
" " small.....	per gross 7.00
" " ".....	per doz. .65
Putz Paste, large.....	per doz. .55

## LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs.	5 boxes.
Acme, Lautz Bros.....	100	3.00	
Ark, Fairbank.....	100	1.86	
America, C. F. Miller.....	72	2.90	
Best, B. T. Babbitt.....	100	3.80	
Borax, Dreydoppel.....	40	2.70	
" Naphtha, Eavenson.....	100	br.l. 3.90	
" " ".....	100	br.l. 4.90	
" Pearl, Young & Co.....	40	2.80	
" Novelty, Day & Frick.....	40	2.85	
" Red Seal, Tomson.....	100	4.00	
Bee, Colgate & Co.....	100	3.90	
Big Master, Lautz Bros.....	70	2.85	
Circus.....	100	3.60	
Crystal, Brooke.....	100	3.80	
Coal Oil Johnny.....	100	4.00	
Fels-Naphtha, Fels & Co.....	100	75 4.00	
5 case lots.....		3.95	
Flint Polish, Day & Frick.....	36	36 1.30	
German Mottled.....	72	60 3.35	
Grand Pa Wonder, Beaver Sp. Co.....	50	large 3.25	
" " ".....	50	small 1.95	
Glycerine Tar.....	50	1.95	
Ivory, P. & G.....	100	10 oz. 7.00	
" " ".....	100	6 oz. 4.00	
Lenox, ".....	100	12 oz. 3.50	
Lifebuoy, Lever Bros.....	50	2.00	
Marseilles White, Lautz.....	100	5 ct. 4.00	
" " ".....	100	6.00	
Miller's, C. Miller & Co.....	100	4.00	
Mayers, Elkinton.....	50	37 1/2 2.00	
Mineral Scouring, Wrigley.....	100	3.35	
" " ".....	27	1.00	
New York City, Babbitt.....	60	60 3.15	
Octagon, Colgate & Co.....	100	75 3.90	
Oleine, P. & G.....	84	60 3.50	
" Penna., Miller.....	60	60 2.00	
" Phila., Lautz Bros.....	72	60 3.35	
" Eavenson, Eavenson.....	84	60 3.50	
" Conway, Conway.....	60	60 3.30	
" Kirk's, Kirk & Co.....	60	50 2.75	
" Monarch, Miller.....	60	50 2.30	
" C. & C., Globe Sp. Co.....	60	5 ct. 2.25	
Ozone, Fairchild & S.....	100	75 3.95	
Polo, P. & G.....	120	2.50	
Pound Bleacher, Day & Frick.....	60	2.65	
P. & G. Naphtha, P. & G.....	100	75 3.85	
Quaker City, Eavenson.....	100	11 oz. 3.50	
Sapolio, E. Morgan.....	365	gro. 9.00	
" " ".....	725	gro. 9.00	
Star, P. & G.....	100	75 3.50	
Sunlight, Twin, Lever Bros.....	100	4.00	
Scouring, Young & Co.....	48	1.85	
Sunny Monday.....	100	4.00	
Velvet, P. & G.....	100	10 oz. 3.85	
White Chief.....	100	4.00	
" " ".....	50	2.10	
Windsor.....	100	100 4.00	
Swift & Co.—			
Pride, 100 12 oz.....		3.50	
Borax, 100 12 oz.....		3.85	
Naphtha, 100 12 oz.....		3.85	
Old Mill, 100 12 oz.....		2.90	
Wool, 100 6 oz.....		4.00	
Wool, 100 10 oz.....		6.75	

Five box lots and over delivered freight prepaid at buyer's station, with the exception of Ark.

## Toilet Soaps.

American Queen Violets, 2 cakes in box, dz. bxs.....	.75
Bread Box Assortment, 85 cakes.....	3.00
Buttermilk Cosmo, per gross.....	7.00
Castile Conti, White, per lb.....	.17
Add one cent per lb. for Castile cut in cakes.	
Cutaneous Medicated, 3 cakes in box, per doz.....	.70
Elder Flower, 5 1/2 oz. cake, 1 doz. box, per doz.....	4.75
Fairy, 100 cakes.....	4.00
Glycerine, 50-5 c. cakes, per pall.....	2.00
Hand Sapolio, 1/2 gross, per box.....	2.25
Lava, 100 cakes.....	3.85
" " ".....	2.00
Miller's, per doz.....	.75
Pumiss, Jergens, 100 cakes, per box.....	3.85
Haskin's Pumiss, 365.....	1.40
Sewing Basket, 24-5 c. cakes.....	.88
Sweetheart, 50 cakes per box.....	1.95
" " ".....	3.60
Witch Hazel, 3 cakes per gross.....	3.60
Morrison Soap & Talcum, 2 doz. bxs., per case.....	4.75

## Soap Powder.

Brytime, 48 cans.....	3.25
Soapline No. 1, 36 is.....	Per box 2.50
" 2, 100 7-oz.....	" 2.50
" 3, 100 12-oz.....	" 4.10
Pearline, 36 10-cent 1-lb. pkgs.....	" 2.85
" 72 5-cent 8-oz. pkgs.....	" 2.85
" 100 4-cent 6-oz. pkgs.....	" 2.75
Gold Dust, 24 4s.....	" 4.50
" 100 12-oz.....	" 4.00
Babbitt's 1776, 100 6-oz.....	" 2.50
Young's Pearl Borax, 60s.....	" 3.60
Snow Boy, 60 is.....	" 2.40
" 24 4s.....	" 4.00
" 30 No. 2 pkgs. to box.....	" 2.40
Kirkoline, 24 4s.....	" 3.65
" 100s.....	" 3.30
Granma, 2 for 5, 100s.....	2.00
Ree, 100 1-lb. pkgs.....	3.90
Eavenson's Naphtha Borax, Brown, 100 10-oz.....	3.90
" Blue, 100 12-oz.....	4.90
Imperial Cleanser, 6 doz.....	.45
Star Naphtha, 100 5s.....	3.75
Miller's Powerine, 100s.....	Per case 3.75

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Old Dutch Cleanser, 48 cans.....	Per case 3.40
L I X R Washing Tablets.....	5.20
Swift & Co.—	
Pride Washing Powder, 24 4s.....	4.00
Pride Washing Powder, 100 is.....	4.00
Pride Washing Powder, 100 5s.....	3.50
Pride Cleanser, 50 cans.....	3.00

## SPECIALTIES.

Anker's Bouillon Capsules.....	1.00
Mustard—Prepared.....	
Campbell's, jar, 2 doz.....	Per doz. .90
Campbell's, with spoon, new.....	.90
Gulden's, No. 6, with spoon, 2 doz.....	1.05
Beer Mug, fancy, large size, 2 doz.....	.75
Milk Jar, glass top, 2 doz.....	.80
Water Tumblers, glass, No. 10, 4 doz.....	.45

## WHOLE SPICES.

Pepper, Black.....	Per lb. .10 1/2
Allspice.....	.07
Cloves.....	.15
Mace.....	.54
Nutmegs, large.....	.20
" medium.....	.17
Cinnamon Bark, Canton.....	.16
" Java Thin Quills, 5-lb. rolls.....	.34
" Saigon.....	.60
Whole Mixed Spices, bulk, 6-lb. boxes.....	.12
Green Ginger Root.....	

## CORN STARCH.

Davis, 48 5-cent packages.....	per case 1.80
" 36 10-cent.....	" 2.70
Duryea's, 40-lb., 1-lb. packages.....	.08 1/2
" 20-lb., ".....	.08 1/2
Niagara, 40-lb., ".....	.05 1/2
Cream, 48-lb., ".....	3.60
Kingsford's, 40-lb., ".....	.07 1/2
" 20-lb., ".....	.07 1/2

## LAUNDRY STARCH.

Argo, Gloss, 24 5-cent packages.....	.95
Gilbert's Laundry, 40-lb. boxes.....	.03 1/2
" Patent Gloss, crates, 12 6-lb. wd. bxs.....	.06
" Linen Gloss, 3-lb. cartons.....	.06 1/2
Kingsford's, Pure, 3-lb. cartons.....	.06 1/2
" Pure Gloss, 40 1-lb. packages.....	.06 1/2
" Silver Gloss, 12 6-lb. wd. bxs.....	.08 1/2
Duryea's, Superior, 3-lb. cartons.....	.06 1/2
" Satin Gloss, lb. packages.....	.07 1/2
" Superior B, bulk.....	.04 1/2
" Satin Gloss, crates, 12 6-lb. wd. bxs.....	.08 1/2
Niagara, laundry, 50-lb. bulk.....	.03 1/2
" 1-lb. packages, 48 lbs.....	.05 1/2
" 3-lb. cartons, 48 lbs.....	.05 1/2
" 6-lb. boxes.....	.06
Celluloid, 64 10-cent packages.....	4.75
" 64 5-cent.....	2.40
Elastic, 64 10-cent packages.....	5.20
" 64 5-cent.....	2.60
Dreydoppel's Mournin Starch for black goods, 36 packages.....	per package .08
Starch Polish, 20 cakes.....	per box .60

## STOVE POLISH.

Enameline Paste, small, 1/2-gross.....	Per gro. 4.50
" large.....	7.20
" Liquid, large, ".....	7.20
" small, ".....	5.25
Mason's Stove Polish, large.....	doz. .75
" regular.....	1/2 gro. 1.15
Electric Paste, 1/2-gross boxes.....	4.50
Magic Paste, 1/2-gross boxes.....	4.75
Climax Enamel, 1/2-gross.....	per gross 10.50
Black Jack, 1/2-gross.....	" 7.50
Rising Sun.....	" 5.75
Sun Paste, 5-cent size.....	" 4.90
" 10-cent size.....	" 7.20
X-Ray Stove Polish—	
5-cent size, No. 5, per box of 1/2-gross.....	1.25
Per box of 1/2-gross.....	2.90
14 dozen to gross.....	1.00
10-cent size, No. 10, per box of 1/2-gross.....	2.25
Per box of 1/2-gross.....	4.50
Per gross.....	9.00

## SUNDRIES.

Bird Food—	
Rosenstein, 40 packs.....	per pkge. .06 1/2
Weikel's, 24 packs.....	per box 1.50
Bird Gravel—	
Red or White, small, packages.....	per doz. .35
Ref, 36 packages.....	" .60
Silver, 36 ".....	" .60
Bath Brick, 25 bricks.....	per box .65
Toothpicks, Eureka, 100 boxes.....	case 1.85
" Perfection, 2 doz.....	per doz. .42 1/2
Royal Glue, 1 doz.....	per doz. .85
Carpet Tacks, Wooden Keg, 1/2-gross case, assorted, 6, 8, 10s.....	per case 1.80
Carpet Tacks, Tinned—	
6-oz.....	per doz. .25
8-oz.....	" .31
10-oz.....	" .35
Matting Tacks—	
No. 10, steel.....	per doz. .12
No. 11, steel.....	" .17
No. 12, steel.....	" .18
Fli-Stickon, Fly Ribbon.....	per gross 4.80
Fli-Stickon, 1/4-gross display carton.....	1.20
Fly Paper, Tanglefoot.....	per case 2.70
" Sticky, 10 cartons.....	2.15
Sticktite Fly Paper, 100.....	per case 3.00
" 10 cartons.....	2.35
Wax, White and Yellow.....	per lb. .30

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## ROPE, TIE YARN, ETC.

Clothes Lines—	
Cotton, 50 feet.....	per doz. .90
" 60 ".....	" 1.05
" 75 ".....	" 1.35
" 90 ".....	" 1.70
" 100 ".....	" 1.75
Coils or Spools.....	per lb. .10 1/2
Jute—	
Coils on spools.....	Per lb. .08 1/2
Tie Yarn—	
5 lb. bales.....	Per lb. .26
Colored assortment.....	.30
Cones.....	.26

## SYRUP AND MOLASSES.

All Molasses in 1/4 bbls., 3c. per gal. additional.	
Porto Rico—	
Fancy, A. & Co.....	.25
Choice.....	.22
Special.....	
New Orleans—	
Ex. fancy, new crop.....	.42
Fancy, new crop.....	.37
Choice, new crop.....	.36
Mixed New Orleans—	
Fancy Gold Mine.....	.34
Extra choice.....	.32
Choice.....	.29
Good.....	.27

## Glucose.

Best, for confectionary.....	2.60
------------------------------	------

## HONEY.

Seiser's, lunch bottles, 2 doz.....	per doz. .95
Seiser's, medium bottles, 2 doz.....	" 1.35
Schimmel's, 10-oz. bottles, 2 doz. in case.....	1.45
" 6-oz.....	.95
New England Maple Syrup Company.	

## REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason's Quart Jars—	Per doz.
4 doz. in barrel.....	.95 1/2
1 doz. in case.....	.95
Lyle's Imported, No. 2 cans, 2 doz.....	1.90
Globe, No. 2 tins, 2 doz.....	.85
Globe, No. 2 1/2 tins, 2 doz.....	1.00
Globe, No. 5 tins, 1 doz.....	1.95
Globe, No. 10 tins, 1/2 doz.....	1.80
Banner, in jars, compound.....	.95 1/2
White Clover, in jars, compound.....	.95
*Karo, 10-cent size, 2 doz.....	per case 1.90
Karo, 25-cent size, 1 doz.....	" 2.35
Duff's Molasses.....	Per doz.
Gal. cans, screw cap, 1/2 doz. to case.....	6.60
1/2-gal. cans, screw cap, 1 doz. to case.....	3.50
Qt. cans, screw cap, 2 doz. to case.....	1.85
Palmetto—	
No. 10 cans, short gal., screw cap, 1/2 doz. to case.....	3.90
No. 5 cans, short 1/2-gal., screw cap, 1 doz. to case.....	2.80
Full qt. cans, plain top, 2 doz. to case.....	1.40
No. 2 cans, 2 lb. size, plain top, 3 doz. to case.....	.97 1/2
Red River—	
No. 2 1/2 cans, 2 1/2 lb. size, plain top, 2 doz. to case.....	1.00
Stromeyer's—	
Penn Mar Table Syrup, 15.....	4.20
Penn Mar Table Syrup, 25.....	3.60

## MAPLE SYRUP.

Vermont, gal. tins.....	per gal. 1.25
" 1/2-gal. tins.....	7.75
Hazen's, qt. bottles.....	4.00
" pt. bottles.....	2.40

## WOOD AND WILLOW WARE.

## Brooms.

No. 6, R. P., ancy.....	Per doz. 4.10
" 7, " ".....	4.35
" 3, Hurl.....	3.75
" 4, " ".....	4.00
" 5, " ".....	4.35
" 6, " ".....	4.60
Clipper.....	4.70
Gem.....	4.35
Fancy No. 6 Perfection.....	4.70
Diam No. 7 (Royal) ebony stained handle.....	4.95
Lehigh.....	4.15
Nu x 6.....	4.60
No brand.....	4.25

## Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector.....	3.25
" 101, Tidal Wave.....	2.65
" 123, Seal Globe.....	2.40
" 786, Leader.....	2.50
" 41, A.....	2.50
" 940.....	3.10
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector.....	3.75
" 80, Double Seal Globe.....	3.30
" 85, Double Stag, Wide Head.....	3.00
" 687, Double Leader Swing, Protector.....	3.10

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## Buckets.

Electric, 3 hoops.....	Per doz. 1.75
Painted, 2 " flat.....	1.55
" 3 " ".....	1.75
Galvanized, 12 qt.....	2.00
" 14 qt.....	2.25
Indurated Fibre.....	2.90

## Butter Dishes.

No. 1, Solid oval.....	Per M 1.10
" 2, " ".....	1.45
" 3, " ".....	1.65
" 4, " ".....	2.15
" 5, Wire ends.....	1.15
" 6, " ".....	1.50
Picnic Plates, 8 in.....	2.20
" 9 in.....	2.50
Crates contain 250 each.	

## Clothes Pins.

5 gross.....	Per box .50
Tibbals Clothesline Hooks.....	per doz. .35

## BRUSHES. Scrub Brushes.

No. 170, solid back.....	Per doz. 1.25
75, " ".....	1.15
25, " ".....	.90
75 X, Solid back.....	1.10
00, Hand, solid back.....	.45
1, Extra fancy large grass.....	1.10
2, Marble.....	1.00
3, Medium.....	.90
4, Grass.....	.88
5, Grass.....	.45
6, Grass.....	1.15

## Stove Brushes.



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, June 20, 1910.

No. 25.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Bell { Filbert 3286.  
Filbert 3287. Keystone, Race 746.  
Private Exchange.

NEW YORK OFFICE:

Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:

825 Lewis Building.

P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR

To United States and Mexico ..... \$3.00  
To Canada ..... 3.50  
To Great Britain and Continent of Europe  
and Asia ..... 4.50  
Single Copies ..... .10

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## United States Government Begins Prosecution Against Southern Wholesale Grocers' Association

**Charges That It Is a Conspiracy to Restrain Trade and Competition. Complains of Its Plan to Freeze Out Firms Not Members, and Its Limited Price Plans. Organization Has Been in Trouble Before.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 17, 1910.

A move not altogether unexpected was made by the United States Government last Wednesday when it instructed the United States Attorney for the Northern District of Alabama to begin a prosecution against the Southern Wholesale Grocers' Association, its officers and members, on the ground that its methods make it a conspiracy and combination in restraint of trade under the anti-Sherman law. It was known that the Government has for some time been investigating the Southern Association, and that it had carefully preserved the evidence given before the Senate Food Investigating Committee as to the way the organization referred to has worked. The Government claims to be able to prove that the Southern association has maintained a high scale of profit through various methods of eliminating competition, and that this has had the direct effect of increasing the cost of living.

The main charges made by the Government against the association are as follows:—

The combination was organized for the purpose of and has resulted in coercing and preventing manufacturers from selling the actual necessities of life direct to the retail dealer or consumer or to any wholesale grocer in the Southern States unless said grocer is listed in a so-called "Green Book," published and distributed by the association.

Manufacturers are persuaded, urged, coerced by the association to fix limited selling prices at which staple articles of food are to be sold and to refuse to sell such commodities to any wholesale grocer who does not maintain the prices so fixed and listed.

In certain lines manufacturers and producers have been induced to bill their goods at an enhanced price and to turn over a percentage to the president of the association, who rebated the same to the jobbers maintaining such limited selling price.

No firm could become a member of the association or be listed in the "Green Book" unless a majority of the other firms in the locality gave their approval; and that unless

such firm was duly listed, it was unable to secure direct buying privileges from those manufacturers who observed certain "rules of practice" adopted by the association.

There are also other contentions, all bearing on the main accusation that the association used every effort to keep competition down as low as possible. The Government claims to have received many complaints from residents of the South against the association. It contends that the cost of coffee, sugar, cereals, soap and other staples was particularly affected by the organization's methods.

The members of the Southern Grocers' Association are scattered through Alabama, Arkansas, Florida, Georgia, Indian Territory, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and the District of Columbia. It has had considerable trouble with the law before, having been sued by several wholesale grocers who claimed that the association froze them out, prevented them from buying from manufacturers and finally compelled them to retire from business. The most notable of these was Hinton G. Clabaugh, who several months ago recovered a very large verdict against the association on the above ground, and who, it is said, settled the case recently for \$10,000. Clabaugh has been fighting the association ever since, and repeated his charges against it before the Senate Food Investigating Committee.

It is understood that the association recently had itself incorporated in such a way that it might continue as it had gone and still comply with the law.

HOLT.

### Southern Fruit Shippers Against Excessive Freight Arrangements.

Complaint was made during the week to the Interstate Commerce Commission by the Georgia Fruit

Exchange, of Atlanta, representing about 10,000 fruit growers in that State, against the Southern Railway and other carriers operating to the North and East of what is alleged to be unreasonable and discriminatory minimum carload weights on fruit. The roads now require that a carload of fruit shall weigh 22,500 pounds as a minimum. This weight, the shippers allege, is excessive, and

should be not to exceed 19,000 pounds on account of the difficulty of proper handling and refrigeration. The complainants also urge the Commission to require the railroads to furnish cars sufficient to carry and properly refrigerate the fruit shipped claiming that a considerable part of it is lost by decay in transit through inadequate refrigeration and too dense packing in the cars.

## Grocers of One Town Co-operatively Deliver 12,000 Orders a Month at the Cost of Four Cents Each

**In Grinnell, Iowa, Co-operative Delivery Has Done Away With Five Teams and Several Men, Besides Doubling Number of Deliveries a Day.**

It is astonishing how much more progressive the retail merchants of the West are than those of the East, in the matter of adopting co-operative delivery. Several weeks ago the facts were presented regarding the workings of co-operative delivery in two Western towns, and there is now some information at hand as to a similar enterprise in another Western town—Grinnell, Iowa.

From a statement made by Grant Ramsey, secretary of the Grinnell Retail Grocers' Association, and himself a grocer, it appears that there are seven grocers in Grinnell. Before they adopted co-operative delivery the seven grocers were using ten teams and wagons all the time. Now the same groceries are delivered with five teams and five men, except on Saturday, when they put on an extra wagon. The grocers, to start with, turned in all their horses and wagons for one month to see if the system could be worked out all right. At the end of the month every man was delighted with the system and they then had the horses and wagons appraised to get the proper adjustment of the capital stock of the company.

A manager was hired at \$75 per month, whose sole duty it is to manage the system. The five deliverymen are paid \$10.50 per week. A large barn is rented near the stores, where all the horses and wagons are kept.

The price that each should pay for having his delivering done

was arrived at in this way: Cards were printed and every three months—four times a year—each grocer fills out these cards for a month, handing them in to the manager every night. At the end of the month it is very easy for the manager to figure out the percentage of cost to each man, as he knows just exactly how many orders were delivered for each grocer. Before the system started hand bills were printed and put in all orders going out for two weeks and also printed in the papers, so that the people were thoroughly familiar with the time the loads would start, etc.

Under co-operative delivery four deliveries are made a day where only two were made before. The Grinnell grocers delivered 12,000 orders last month at a cost of 4 cents per order. This month they expect to cut down this cost a little.

The four deliveries are made at 8, 9.30 A. M. and 2 and 4 P. M.

Huckleberries are scarce and have advanced to 13 to 16 cents per quart. Heavy rains in the South are the cause. The demand is good.

### ELTON J. BUCKLEY

Editor "Grocery World and General Merchant"

**Attorney and Counselor at Law**

643-648 Land Title Bldg., Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609  
Keystone, Race 746

**Corporation Practice, Cases Under Food Laws  
Trade-Mark Registration  
General Practice**



**If you don't sell Rennet, could  
you sell it?**

**If you do sell it, could you sell  
more of it?**

If your answer to the first question is no, and your answer to the second is yes, or uncertain, then you'll be interested in **SHINN'S LIQUID RENNET**.

**SHINN'S RENNET** pays the retailer an even hundred per cent., but that alone isn't enough to make you sell it. Before you sell it be sure for everybody's sake it's the best rennet made. Go as far as you like in that; the further you go the surer you are to come back.

One point about **SHINN'S RENNET** is its scrupulous cleanliness. Without doubt it is the cleanest rennet made. But even that isn't enough of itself. Here's the main thing—it makes junkets, curds and whey in from two to five minutes—makes them rich and even—and it is guaranteed against spoilage.

There are hundreds of grocers who won't let any other rennet inside their stores.

**Shinn & Kirk**

**1400 Spruce Street,      =      Philadelphia**



# Philadelphia Retailers Try Cutting Meat So As to Show Profit

Philadelphia Association Holds Meat Cutting Test on Beef and Lamb. Results of Various Cutters. Small Gross Profits in Every Case. One of Judges Analyzes Results and Contends They Show Retailer Is Making No Meat Profit.

A most interesting demonstration of the proper method of cutting meat, so as to minimize waste and get as much profit out of the transaction as possible, was held at the rooms of the Philadelphia Retail Grocers' Association last week, the occasion being the regular weekly meeting. A committee consisting of W. B. Thompson, W. L. Jackson, C. K. Dewees and O. A. Patterson had been appointed, and had provided for the test two complete rounds and rump of beef with legs on weighing 140 pounds each and costing 13 cents per pound. There was also a whole lamb weighing forty pounds and costing 18 cents per pound.

Three members of the organization tried their hands at cutting the carcasses—W. Mattis and D. J. Woods each cut up a round of beef and W. R. Rapp the lamb. Judges appointed to analyze the results were C. Y. Scully, M. N. Pennepacker, A. L. Fretz, A. Plumer and F. J. McCaffrey. The results were as follows:—

By W. Mattis.		
Rump and Round.		
140 lbs., 13c.		\$18 20
2 12-16 lbs. back of skirt, at 12c.		\$0 33
3 6-16 lbs. top of sirloin, at 16c.		54
2 8-16 lbs., at 10c.		25
2 9-16 lbs. suet, at 6c.		17
13 6-16 lbs. shin, at 8c.		1 07
1 12-16 suet, at 6c.		11
9 14-16 lbs. pin bone, at 20c.		1 98
25 lbs. rump steak, at 25c.		6 26
4 8-16 lbs. round bone, at 4½c.		18
7 4-16 lbs. middle of round, at 18c.		1 30
6 4-16 lbs. back of round, at 14c.		88
2 6-16 lbs. suet, at 6c.		16
5 6-16 lbs. bone, at 2½c.		12
21 lbs. round steak, at 23c.		4 86
7 8-16 lbs. suet, at 7c.		54
5 6-16 lbs. skirt steak, at 14c.		76
5 2-16 lbs. back of round, at 16c.		93
9 6-16 lbs. middle of rump, at 20c.		1 96

135 15-16 lbs. 22 40  
Profit if sold at the prices scheduled \$4 20

By D. J. Woods.		
Rump and Round.		
140 11-16 lbs., 13c.		\$18 20
3 5-16 lbs. skirt steak, at 15c.		\$0 53
2 11-16 lbs. back of skirt, at 12c.		33
3 lbs. top of sirloin, at 14c.		42

7 6-16 lbs. pin bone, at 20c.	1 47
28 lbs. rump steak, at 25c.	7 00
23 2-16 lbs. top of round, at 24c.	5 55
9 4-16 lbs. bottom of round, 20c.	1 85
12 3-16 lbs. shins, at 8c.	98
11 14-16 lbs. back of round, at 16c.	1 91
5 4-16 lbs. middle rump roast, 20c.	1 05
6 9-16 lbs. back rump roast, at 20c.	92
12 lbs. suet, at 6c.	72
7 lbs. fat, at 2½c.	18
4 lbs. round bone	10
5 lbs. bones	04

140 lbs. 10 oz. 23 05  
Profit if sold at the prices scheduled \$4 85

By W. R. Rapp.		
One Side of Lamb.		
40 lbs. lamb, at 18c.		\$7 20
Shoulder, at 20c.		76
Breast, at 10c.		12
Rib chops, at 32c.		77
Neck and rack, at 22c.		58
½ kidney		02
½ liver		09½
½ heart		01½
Loin chops, at 32c.		97
Leg, at 24c.		1 25

4 58  
Profit for half lamb 98

There was considerable difference of opinion among the members present as to whether the proper prices had been assigned to the various cuts. Some members contended, in the case of the meat cut up by Mr. Mattis, that had he sold the cuts over the counter in the ordinary way, he would have received only \$19.71, or a profit of \$1.51.

Mr. M. N. Pennepacker, who was one of the judges, does not agree that the meat if cut up in the store and sold would have yielded anything like the profit shown in the above table. He makes the following analysis, which will be extremely interesting to all dealers handling meats:

The rump and round cut up by Mr. Wood, one of which we speak from personal observation, weighed 140 pounds, and cost 13 cents per pound, or \$18.20. Out of this Mr. Wood cut \$23.05, showing a profit of \$4.85. It is our firm belief that if actual selling conditions had obtained, the showing would have instead been a loss, or nearly so. To particularize: The flank or skirt steak was credited on the test as weighing three pounds five ounces. If the steak had been trimmed, as we have always seen such steaks trimmed, it would not

have weighed over two and one-half pounds. As the steak was marked up at 16 cents per pound, that would have made 13 cents difference in one item of 53 cents.

Then there was the rough meat on the back of the flank, usually trimmed off when fresh and used for making cheap Hamburg steak. Two pounds eleven ounces, at 12 cents per pound, 33 cents, was credited to this item. As the only way it would have brought 12 cents per pound would have been by mixing it with leaner meat, this item seems excessive. Ground by itself it would have appeared nearly all fat.

Twenty-eight pounds of rump steak, at 25 cents per pound, amounting to \$7, is another record we do not think can be reached under practical conditions, the whole rump proper only weighing about sixty pounds.

The average meat cutter cuts his rump and round apart and offers his steaks in desirable sizes.

Mr. Wood in getting off the rump steaks left the round and rump together until the last rump steak was cut, and the last big steak grazing the side of the round bone. Some of the steaks were such as customers would readily buy. Others were not. As one of the members said of one steak, "It looked big enough for a horse blanket." Then the short steaks, near the back of the rump, were weighed in with the others at 25 cents per pound.

The middle cut of the rump, usually sold as a roast, and weighed up with the bone in at 20 cents per pound.

The back end of rump, with all the bone in and with very little fat trimmed off, was credited with six pounds nine ounces, at 14 cents per pound, 92 cents. A pretty dear bite, when there could not have been three pounds of clear meat on it.

Then there was 23½ pounds of top of the round, priced at 24 cents per pound, cut nearly to the back of the round, with a generous hunk of the bottom included. This is shown by the fact that while there was 23½ pounds of top, there was but 9¼ pounds of bottom for it to rest on.

The piece sometimes left along the side of the round was cut in with the rump steaks at 25 cents per pound, every ounce of it.

This, as before stated, was made possible by leaving the rump and round in one piece until rump was entirely cut up.

Am not attaching any blame to Mr. Wood for the way he did it. He has argued all along that a profit could be made on good rumps and rounds costing 13 cents per pound. He merely took his way of demonstrating that he was right.

In addition to the foregoing there is the additional fact to be taken into consideration that meat is very rarely sold and priced all at one time, as at the demonstration. Not in grocers' stores, anyhow. Many pieces are sometimes held for several days, and have to be trimmed or sold at a reduction on account of poor appearance.

I believe that in spite of the apparent profit shown the test convinced many of those present besides the writer that at present wholesale and retail prices the dealer who retails high-grade meat is either working for the profit of the wholesale dealer or for the love of his customers. What he gets for his trouble would not pay his ice bill.

It would be well for members to see for themselves just what they can cut out of the meat they are selling. To be certain they are right, weights as well as prices should be recorded, so as any mistake could be

detected. The fat and bones could be kept in a separate box until the whole piece was disposed of.

It means a little trouble to know exactly what you are making or losing on your meats, but it will save you many dollars.

Ignorance is about as expensive an encumbrance as a business can stagger under.

In the following list will be found the results of the demonstration we have been discussing, tabulated so as to show what each part contributed to the total result.

The rump and round as charged on the bill weighs one pound more than the committee allowed, so there may be 13 cents difference between our calculation and others that may be presented. Otherwise it would be found correct:—

RUMP.		
lbs.	ozs.	
7 6		Pin bone, at 20c..... \$1 47
28		Rump steak at 25c. . . 7 00
5 4		Middle rump, at 20c.. 1 05
6 9		Back rump, at 14c. . . 92
47 3		\$10.44

ROUND.		
lbs.	ozs.	
23 2		Top, at 24c. .... \$5 55
9 4		Bottom at 20c. .... 1 85
11 14		Back, at 16c. .... 1 91
4		Round bone ..... 10
48 4		\$9 41

FLANK.		
lbs.	ozs.	
3 5		Skirt steak, at 16c.... \$0 53
2 11		Back of skirt, at 12c.. 33
3		Top Sirloin ..... 42
9		\$1 28

FAT AND BONES.		
lbs.	ozs.	
12 3		Shin, at 8c. .... \$0 98

TOTALS.		
lbs.	ozs.	
47 3		Rump . .... \$10 44
48 4		Round . .... 9 41
9		Flank . .... 1 28
12 3		Shin . .... 98
24		Fat and bones ..... 94
140½ lbs.		\$23 05
Cost, 140 lbs., at 13c.		18 20
Profit . . . . .		\$4 85

TOTALS.		
lbs.	ozs.	
47 3		Rump . .... \$10 44
48 4		Round . .... 9 41
9		Flank . .... 1 28
12 3		Shin . .... 98
24		Fat and bones ..... 94
140½ lbs.		\$23 05
Cost, 140 lbs., at 13c.		18 20
Profit . . . . .		\$4 85

Contributed.  
**Wants Seconds Tomatoes Forced Out Entirely.**

**Maryland Canned Goods Firm Says They Bring a Price Too High for Their Quality and No. 2 Standard Tomatoes Would Do Just As Well.**

In this age of reform, honesty and chasing sinners, why not chase the second tomato out of existence?

The No. 3 second tomato usually sells for about 5 cents per dozen less than the standard price for the same size.

The No. 2 standard tomato usually sells for 20 cents per dozen less than the standard No. 3.

The contents of the No. 2 can at 20 cents per dozen less is



usually far more superior, nutritive, tasty and attractive than the contents of the second tomato at 15 cents per dozen more. If there is a class of trade that demands a can of tomatoes below the standard price, why not give them a No. 2 standard at a much lower price? Of course, it may be argued that all tomatoes packed cannot grade a standard or better. If such is the case, why not sell these goods as off-standard, but at a price in proportion to No. 2

standard, considering nutritive value, etc. If the jobbing fraternity would offer their customers who demand second 3s at a lower price a good can of No. 2 at 15 cents per dozen less, this would soon put an end to the "intentional" packing of second 3s, and as a result the annual consumption of tomatoes would be mightily increased.

H. P. STRASBAUGH,  
Strasbaugh, Silver & Co.  
Aberdeen, Md., June 15, 1910.

## Government Begins Attack on Butter and Egg Boards

**Asks for Injunction Destroying the Chicago Body, Which Follows Practically the Same Methods of the New York and Philadelphia Boards. Issues Quotations Which Are Below the Market, Compelling Producers to Take Less Than Market Values.**

A legal action begun by the Government in Chicago, Ill., on Monday last is of interest and importance to the trade of all sections where butter and egg boards are located. That practically means the entire East, for such boards are located both in New York and Philadelphia, and their methods are precisely the methods which the Government is now attacking in Chicago.

The action referred to is directed against the Chicago Butter and Egg Board, and takes the form of a petition in the United States Court asking for an injunction to keep the Board from issuing quotations, and also asking that the Board be dissolved.

The Chicago Butter and Egg Board has made the quotations both on butter and eggs which fixed the Western markets on both products. The gist of the charge against the Board is that its quotation committees send broadcast quotations which during the last three years have varied from one-half cent to a cent and a half under the actual price in the open market. In this way, it is charged, "insiders" on the Board, particularly those who are members of the Quotations Committee, buy from the original producers at a lower price than dealers who go into the open market.

The Government petition recites that the Board meets daily.

Members post the amount of produce they have to sell and other members bid for what they want. Actual trading over, it is alleged, the quotation committees meet and "fix" the official quotations for the day. These, it is alleged, are usually placed under the actual market price, and, it is alleged, are intended merely to mislead farmers and other producers. Members of the quotation committees, who serve for three months, it is charged, also have an undue advantage over other members of the Board, in that they may make contracts long in advance, and on the day of delivery make a quotation, regardless of actual values, to suit their own needs on the day of delivery.

The New York and Philadelphia Butter and Egg Boards follow precisely this plan of adopting, as official quotations, prices that are below the actual market values. Whatever be the motive, the result of this practice is to compel producers of eggs and butter to take less for their products than the market warrants. If the Chicago Board is open to attack on that ground, so are the Boards of New York and Philadelphia.

Practically all wholesale sales of butter are based on the quotations of some Butter and Egg Board, hence the importance of the matter.

## Picnic Specialties for Independence Day

*No Lunch Basket Complete Without Them*

### BURK'S Meat Loaf

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can be served cold for luncheon or warmed in the oven in one piece it takes the place of a roast.

### BURK'S Lunch Roll

(Copyrighted)

#### SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled. Weigh about 7½ lbs. each.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

Meat Loaf and Lunch Roll were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK  
Girard Avenue and Third Street  
PHILADELPHIA



# WITH THE EDITOR

Students of the modern department store system of merchandising have been wondering when the limit would be reached. It would seem as if no more incongruous elements could possibly be packed together in a department store than are already there, but Gimbel Bros., the Philadelphia department store people, have just gone the rest of the world one better, in the following offer, cut from one of their last week's advertisements:—

## Live Bait

Minnows, at 25c a dozen.  
Worms, at 50c per 100.  
—Sporting Goods Store, Fourth floor.

As time goes on other odd and peculiar lines may be added to the department store stock, but never while the world lasts will anything be added which is more inherently incongruous to the dry goods line from which all department stores have sprung.

The meat-cutting demonstration at the meeting of the Philadelphia Retail

**Meat Profits As They Really Are.** Grocers' Association last week

was more than an interesting function to attract members—it was a complete refutation of the charge that retailers are making exorbitant profits on meat.

The results of the test appear in another column. One of the two grocers who cut up a round of beef showed a gross profit of \$4.20 on the investment of \$18.20, and the other showed \$4.85. This is respectively  $23\frac{1}{3}$  and about  $26\frac{2}{3}$  per cent. From which, be it remembered, must be deducted the cost of doing business before the net profit is found. If the cost of doing business averages 17 per cent., as most authorities claim, the dealer has made 6 1-13 to  $9\frac{2}{3}$  per cent. net on his investment.

And some members even deny that he made that much, for at the test there were members, including one of the judges, whose

statement appears elsewhere, who contended that sold over the counter the various beef cuts would not have brought the prices appraised on them. One member said that so sold the gross profit would have been only \$1.51, or about  $8\frac{1}{3}$  per cent.—not enough by nearly 9 per cent. to pay the cost of doing business!

The lamb yielded 98 cents gross on a cost of \$4.58—about  $21\frac{1}{3}$  per cent., or  $4\frac{1}{3}$  per cent. net.

What a bitter injustice to hold men making no more profit than this up before the country as the chief factors in the high cost of meats!

The success of some "schemes" for the introduction of a new food product is the

**The Weak Link in the Chain.**

subject of an article in the current number of "Printers' Ink," on "Putting a New Soap on Dealers' Shelves." It devotes most of its space to the case of the B. J. Johnson Soap Co., of Milwaukee, Wis., who have been endeavoring through enormously heavy advertising to float a soap known as "Palmolive."

The main advertising done by the Johnson concern was a full page advertisement both in the "Ladies' Home Journal" and the "Saturday Evening Post" offering a cake free to the holder of the printed coupon. The soap company authorizes the statement that the "Post" brought orders for 200,000 cakes of soap and the "Journal" for 1,275,000 cakes! In other words, the combined advertisements produced substantially a million and a half of people who were apparently willing to try "Palmolive" soap. Obviously the scheme was enormously expensive and would need to perform almost a miracle if it brought back a fraction of its cost in any reasonable time.

In the "Grocery World and General Merchant's" judgment, schemes like this, unless they work with the retailer, are as certain to waste the largest percentage of their ammunition as a fisher-

man would who scattered his bait upon the sea with neither hook nor line to capture the fish attracted by it. Of course an offer to give away a cake of soap will attract enormous returns. But whether it will inspire repeat orders, and whether those repeat orders will find the goods waiting for them at the grocery store are vastly different questions. An enormous percentage of the requests for free samples comes from grafters pure and simple—people who are well satisfied with their own soap, and couldn't possibly be induced to change, but to whom a free sample of anything looks irresistibly good.

These scheme companies are coming to realize this. The author of the "Printers' Ink" article says: "C. S. Pearce, the sales manager, frankly says that the house-to-house fashion of giving goods away has a decided weakness because of a lack of definite selling scheme in connection with the retailer."

The retailer is not a fool. If he can be shown, in connection with a given product, first that the manufacturers are going about creating a demand for it, and second that it pays him a profit sufficiently good to warrant him in handling it, he will in a majority of cases take the article on. The trouble is that many manufacturers, even this very Johnson concern, don't think it necessary to consider the dealer at all. They reason that if they inspire consumers to ask him for their goods he will be forced to put them in. Of course this was never true in any profitable degree, and is less true to-day than ever before.

The "Grocery World and General Merchant" has from time to time discussed the varied effects of competition, both on the quality of the merchandise sold and the morals and prosperity of the seller. In many lines the time seems to have passed when an article will sell absolutely on its merits. "What premium do you give with it?" or "How many

trading stamps?" are asked a thousand times every day, and in some consumers' minds the real merit of the goods they are paying their money for is the least important phase of the transaction.

One phase of competition is the extent to which manufacturers are being compelled to rack their brains to offer the consumer something besides merit in the goods. A poster which lies before the writer is issued by one of the largest soap manufacturers in the country. It is intended to be posted in retail stores and bears some photographic suggestions as to how a woman can make over his large soap box into a bric-a-brac cabinet or a book case! This manufacturer feels the trend of the times. His product is far beyond every other of its class, yet he dare not depend even upon obvious superiority. He knows there must be a bonus somewhere to ease the itching palm of the greedy consumer. Some day, if not now, the climax of this absurdity will be reached, but no man can tell what will happen when it is.

There is no doubt that the Southern Wholesale Grocers' Association, the latest defendant in a Government anti-Trust prosecution, has gone much further in its efforts to keep competition low and prices high than any other wholesalers' association in the United States. Already a huge verdict stands against it in a case involving its efforts to destroy a concern not affiliated with it, by constraining manufacturers to refuse to sell it. That such a practice is illegal is hardly open to debate, particularly since one court has said so after hearing all the evidence.

**The Government Suit Against the Southern Wholesale Grocers' Association.**

And the courts will probably say so again now at the instance of the Government. That a powerful aggregation of merchants, being practically all those operating in their section, has no right to compel manufacturers who are dependent on them for



distribution, to refuse to sell a house that declines to join the combination, is too plain to need demonstration. The time has passed when the right to live can be settled by the right of might.

So that so far as this part of the association's work is concerned, the "Grocery World and General Merchant" believes and always has believed it was illegal and wrong. But there are other counts in the indictment about which the "Grocery World and General Merchant" does not feel so sure. One of them accuses the association of inducing manufacturers to fix limited selling prices and to refuse to sell to those who cut below. That is being done every day by every wholesale grocers' association in the land and has never before been directly questioned. That a manufacturer may fix a price and refuse to sell those who will not keep it, has long since been established, but whether he can allow himself to be persuaded to do so by others is the question here. The "Grocery World and General Merchant" believes it should be held that he can, always provided that

the methods used to persuade him stop short of conspiracy. This case should be of much service in opening the question and getting it decided.

Another practice which the Government complains of is being done by every other wholesalers' association—the practice of billing goods at a long price, subject—if limited prices are maintained—to the payment of a rebate through the association. This is simply a method of compelling the maintenance of limited prices by denying a rebate to the man who cuts. It is probably legal if limiting prices at all is legal.

Of course all these questions are simply phases of the one large question: Is it legal to meddle in any way whatever with the prices of merchandise? Is there anything a seller of merchandise can legally do to keep the price of his wares from being forced lower and lower until it is below the cost of production or the cost of selling, with the result that makers and dealers are destroyed? If the court's answer to this is no, then God help us all.

### Parcels Post Bill Likely to Be Recommended.

Understood House Committee Will Ask Congress to Pass a Measure Trying Cheap Rates for Packages on Rural Routes.

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 17, 1910.

It is understood now that the House Committee on Post Offices and Post Roads will recommend the passage within the next few days of a parcels post bill. It will be confined to rural routes, and to take advantage of it, parcels must originate on the route, that is, they must be shipped from some point on the route. This shuts out the mail-order houses.

HOLT.

Lima beans are late and scarce. The few about are held around \$3 per basket.

### ASSOCIATION NEWS.

Easton, Pa.

The Easton association, at a recent meeting, elected Mr. H. E. Arnold as its secretary to fill the

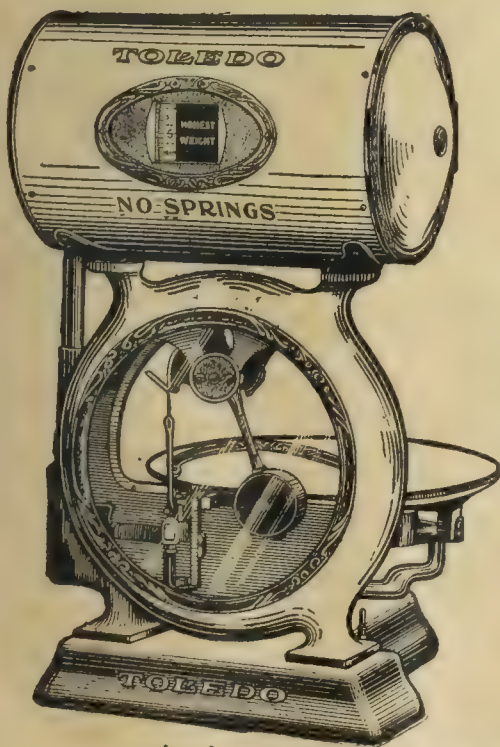
vacancy of Mr. P. F. Miller, who officiated in said position for the past two years. Mr. Arnold is a hustler and has made quite an addition to the membership already with some twenty odd Philipsburg, N. J., grocers. They became members at the last meeting.

### Oklahoma Retailers' Association.

The "Grocery World and General Merchant" acknowledges the receipt of an invitation to attend the fifth annual convention of the above organization, which will be held at Oklahoma City on June 21st, 22d and 23d. Among the subjects for discussion are: "Displaying Window Trimming, Card Writing, Advertising"; "Necessities of Organization," by John A. Green; "Laws, Just and Unjust," by C. C. Lawson, Sedalia, Mo.; "Reciprocity, a Cure for Unfair Trading," by Ellis L. Howland, of Battle Creek; "Who Is the Consumer," by I. L. Doley, St. Joseph, Mo.

Florida is shipping all the watermelons and the price ranges from 25 to 60 cents. The demand and the quality are good.

# The United States Circuit Court on May 16, 1910, ISSUED AN INJUNCTION against the MONEYWEIGHT SCALE CO. at Chicago, Ill.,



and all its Agents and Salesmen, ordering them to stop selling Dayton Fan Shaped Scales, which the Court declared to infringe our patent. This is our Scale which they imitated and infringed.



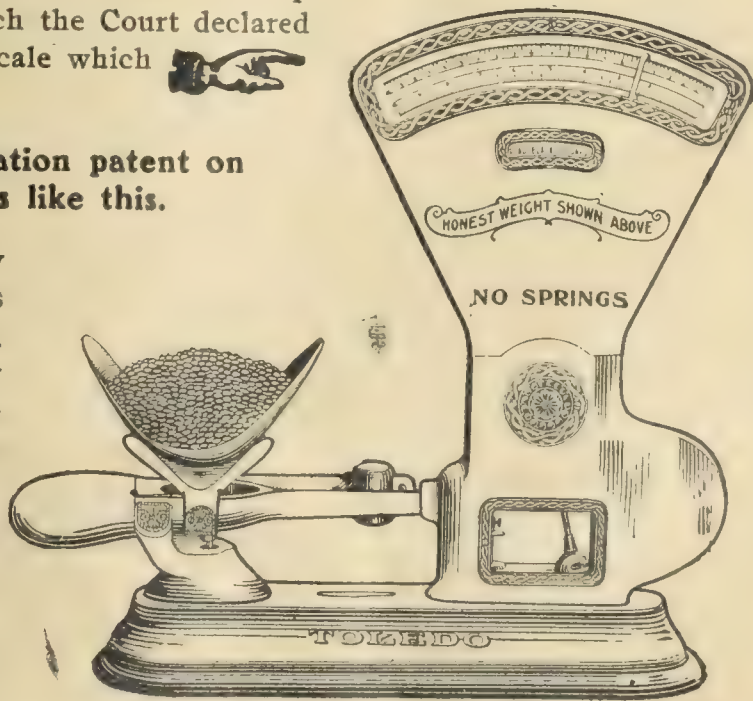
We also own the foundation patent on Platform Cylinder Scales like this.

We claim this patent is also infringed by the Moneyweight Scale Company by its sale of Dayton Barrel-Shaped Platform Scales, and having now established our exclusive right to the fan-shaped scale, we shall now proceed with suit against the Dayton barrel-shaped scale.

## WARNING

All users of such scales are hereby notified that our attorneys will bring such suits in the United States Courts against the Makers, Sellers or Users of such scales as may be necessary to protect us against the infringement of said patent. Do not involve yourself in costly litigation.

**TOLEDO COMPUTING SCALE CO., Makers of Honest Scales, TOLEDO, OHIO**





## The New York Letter

**Health Board Gets After Georgia Peaches. Short Weight Rumpus Still Boiling. Jobbers Urged to Work for Uniform Bill of Lading. Various Trade Items and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, June 16, 1910.

The New York City Board of Health has been busy this week seizing shipments of peaches from Georgia. The inspectors from the Board of Health who made the seizures say that the majority of the peaches now arriving from Georgia are of an inferior quality and come here too green for consumption. They are sold, it is claimed, to the peddlers on the East Side where they are a serious menace to the health of the consumers.

A conference was held between the receivers and representatives of the Board after the first seizure was made. The Board offered to allow the receivers to accept the goods subject to an inspection. Some of the receivers are unwilling to do this because they fear such a large proportion of the fruit will be condemned, that they will not be able to realize enough on the good fruit to pay the freight charges, to say nothing of the original cost of the peaches. Large quantities of the fruit are falling into the hands of the railroad in this way. This fruit will be inspected and all that passes inspection will be auctioned off by the railroad for salvage.

About 500 crates of peaches have already been seized and many more of the same kind are on their way here. The peaches are known in the trade as "Greensboro" and are the earliest to ripen. Letters of protest against the action of the Board have been received by Mayor Gaynor from the Governor of Georgia, the Mayor of Atlanta, Congressmen of that State and other influential citizens.

B. C. Fuller, chief of the fruit division of the Board of Health, says that while he does not wish to act unfairly towards the dealers, he must enforce the law and will allow no fruit to be sold here unless it is ripe and fit for consumption.

\*\*\*

Upon manufacturers and wholesalers, including manufacturers

of patent scales, the burden of responsibility for short weights was placed in statements made this week. This turn in the discussion came unexpectedly to some people.

Brooklyn grocers have a habit of speaking right out in meeting or elsewhere and they have quite naturally taken up some phases of the question that had not before received much attention. At Monday night's regular meeting of the United Retail Grocers' Association of Brooklyn the topic of short weights and the recent exposures of dishonest practices was brought up for discussion. President Henry Lohmann was in the chair and called on the members to tell just what they thought.

The general sentiment seemed to be that while the public has been getting short weights and measures from some stores, the grocers themselves have been swindled at the hands of the manufacturers and wholesalers. After taking up the question of selling goods, some of the members were in favor of passing to the question of buying.

One of the members became so earnest in his plea for honest dealings that he called the attention of those present to the ancient custom of nailing up tricky dealers by the ears as a punishment for cheating.

Some of the members suggested that a committee investigate the jobbers and manufacturers and find out how short are the weights and measures used in selling to the retailers, but others thought that this was the business of the Bureau of Weights and Measures. This phase of the subject may be brought up for further discussion at another meeting.

A resolution was adopted setting forth the desire of the retailers to deal honestly with customers and the work of the city's Bureau of Weights and Measures was indorsed. The maxim "honesty in business dealings, purity of goods and full measure to every one" was incorporated in the resolution.

The attention of the meeting was called to the alleged fact that short measures of berries are coming into the market and members were warned to buy by the quart and not by the basket. One of the members said that some of the baskets received lately were round cornered, instead of square, and were short in measure.

\*\*\*

Letters have been sent to the members of the National Wholesale Grocers' Association by Secretary Beckmann urging them to work for the passage by the Senate of Congressman Steven's new uniform bill of lading. The letter says "This is a matter of vital interest to all shippers and should have the active support of all members of the National Wholesale Grocers' Association. Your Bill of Lading Committee has supported the measure and worked earnestly to secure uniformity in bill of lading laws and practices."

\*\*\*

Secretary J. T. Austin, of the American Specialty Manufacturers' Association, returned this week from his trip through the South and Middle West. He said that the membership of the organization had been increased considerably as a result of his trip. The Southern Wholesale Grocers' Association, he said, are co-operating with the specialty association in improving conditions in the South.

"In Chicago," Mr. Austin said, "all the jobbers, with one exception, are doing all they can to eliminate trade abuses. Some retailers, however, are still ordering goods promiscuously and at times refuse to accept deliveries."

This condition, Mr. Austin said, had been discussed at a recent meeting in Chicago and it was decided to engage a local secretary in that city to look after all complaints and see that jobber, manufacturer and retailer do each his part.

\*\*\*

Governor Hughes signed the full-sized bottle bill this week. The law will go into effect January 1st. It requires that all bottles or jars used for milk or cream be of full measure and that the manufacturer have blown in each bottle the number of his trademark, so that the Attorney-General may know against whom to proceed if the law is violated.

Any dealer who uses a bottle not so marked shall be adjudged guilty of giving false or insufficient measure. A penalty of \$500 is provided for violations.

\*\*\*

Long Island lobster fishermen are urging the State to establish a salt water hatchery near Orient Point. The fishermen claim that unless such a move is made the lobster fishing off Long Island will soon be a thing of the past. There are at present two hatcheries on the island, one at Cold Spring Harbor, and the other at Fort Pond Bay. It is claimed, however, that these two hatcheries are not sufficient and that their situation is not so favorable as one at Orient Point would be.

\*\*\*

Importers of Smyrna figs are now worrying over the course that the Government will take with respect to their products. This is the time when contracts are usually made with the producers, but dealers here feel that it is rather risky to invest money in figs, not knowing whether or not they will be admitted. The importers agree that the Department of Agriculture is perfectly right in protecting consumers from unclean and unwholesome figs, but they feel that a definite ruling should be made as to just what sort of figs will be admitted. At present the only assurance they have from the department is that it will be reasonable with them. It is thought by some that if the Government continues its course the Turkish Government may believe that this country is laying an embargo on her products and may retaliate by refusing admission to some of our products.

\*\*\*

Several retailers in Brooklyn have been swindled in the past couple of weeks by a woman, who seems to make a specialty of robbing grocers. She enters the store and after talking with the clerk or proprietor for a few minutes, she orders a few articles. Then she finds that she has no change with her and asks the grocer to send with her a boy with the goods and change for a \$5 bill. This is gladly done generally. The woman leads the boy or clerk to an apartment house which she is familiar with, takes the bundles and change at the door and goes in. After waiting a few moments, the clerk

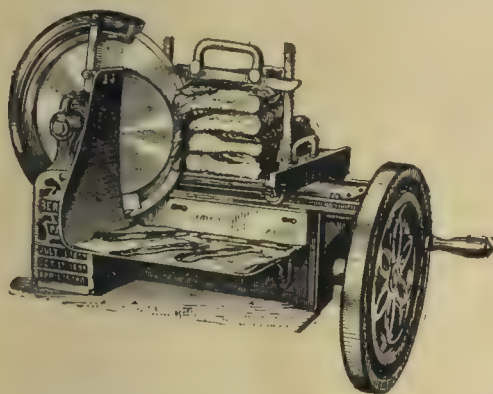


# We Cannot Get Along Without It

Oakmont, Pa., May 23, 1910.

American Slicing Machine Co.,

Gentlemen:—We simply could not get along without the American Slicing Machine. It has increased our bacon sales fourfold, has doubled our boiled ham sales, and increased our dried beef sales from almost nothing to 20 and 25 pounds a week. People who did not trade with us come here



now for their sliced meats. I am certainly glad that your salesman succeeded in selling me this machine.

(Signed) James G. Foster

Get all the trade in your locality in this line by slicing your meats just as wanted.

Save labor, save waste,

and save the packers' profits on jarred meats. Fifteen thousand dealers say it is the best investment they have ever made. Send for free catalogue.

**American Slicing Machine Company**  
1351 Republic Building, Chicago

Ask Your Jobber For

## Supreme Brand Corned Beef

(formerly Fairbanks Lion Brand)

*All Supreme Brand Canned Meats are 1910 pack. Attractive labels. Choicest quality.*

**W. A. MILLAR & CO., AGENTS**

427-31 NORTH SECOND STREET, PHILADELPHIA



## SPECIAL MAIL ORDER SERVICE

## SOMETHING GOOD GOING ON ALL THE TIME!

Service! Satisfaction!  
No Auction Goods!  
No Old Stock Taken  
Over for Bad Debts!  
No "Bargains"!  
Every Article Genuine!  
Make the Test and See!

Fancy California Prunes, 35-45 to lb., Coast packed and strictly fancy quality, in 25-lb. boxes, per lb. . . . . \$0.09

Choice Domestic Marrow Beans, per bushel . . . . . 3.00

Ruby Prunes, 50-60s, per lb. . . . . .07½

Ruby Prunes, 60-70s, per lb. . . . . .06½  
In boxes of 25 lbs. each

A few more cases left of Genuine Imported English Malt Vinegar in 20-oz. bottles; while they last, packed 2 doz. to case, per doz. . . 1.00

New Cape Shore Large Mackerel have been expected for the past few weeks, but vessels have not yet arrived, but reports are they have but very few fish, and price, when made, will no doubt be extremely high. We, therefore, recommend good small Irish Mackerel, count 400-425 fish, per bbl. . . . . \$14.50

Smoked Norwegian Sardines, ½s, decorated roll top, key-opening tins, 50-60 fish, 100 tins to case, per case . . . . . 13.50

*All Quotations F. O. B. New York.*

SEND FOR SPECIAL MAIL ORDER BLANKS AND ENVELOPES.

**FRANCIS H. LEGGETT & CO. NEW YORK**

PROPRIETORS OF PREMIER BREAKFAST COFFEE AND PREMIER AFTER DINNER COFFEE

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





investigates and finds that his new customer has escaped by a rear door. The police are looking for the woman, who is known as the "woman in blue," as she is always dressed in that color.

#### SUMMARIZED MARKET CONDITIONS.

The coffee market is rather quiet, but prices in all grades are well maintained. Buying is mostly to fill in depleted stocks and orders in small lots. Rios are steady, but not as active as they were last week. Santos are in fair demand and prices are firm, as supplies are not large. Maracaibos are firm, but are not attracting much attention. Bogotas and Mexicans are steady.

Higher prices are predicted in some quarters for Ceylon teas, as it is claimed that this year's crop is considerably smaller than that of last year. Figures received here show that nearly 9,000,000 pounds more of these teas had been shipped from Colombo to the United Kingdom up to June 1st last year than were received up to the same time this year. It is expected that the June crop will also be less than last year's. There is a good demand for all lines of teas, with prices steady.

Refiners are again taking an interest in raw sugars. Several large sales were noted during the week, the American Refinery being especially active. Prices are steady.

There is better business in the refined sugar market this week. While little new business has been booked, the withdrawals are heavy and the refiners are so busy shipping out orders that for the time they do not mind the lack of new business. Withdrawals on old orders will soon be over, and unless business is stimulated, cutting in prices is anticipated.

Flour prices advanced a little this week, but quotations are still very low. Buyers are looking for small lots at low prices and refuse lots that do not show first-class quality. Last year at this time, considerable new flour was sold ahead, but the millers this year have discouraged these transactions, as it is thought that they do the trade no good.

Several large Baltimore packers announced this week the prices on the new season's pack of peas. These quotations are somewhat

higher than those of the Southern packers, which were announced some time ago, but this is warranted, it is claimed, by the superior quality and the higher cost of production. Local jobbers are taking their time in thinking over the new prices, so little business has been done as yet in the new pack. Spot supplies are small and as there has been a good demand on account of the uncertainty of the new crop, prices are firm. The local demand for tomatoes has been checked by the advances in price, but a good business is being done with the country. Corn is firm and scarce.

The demand for California canned fruits is slackening, most buyers having completed their purchasing. Southern fruits are quiet. Gallon apples are in good demand and prices show an upward tendency.

Butter dropped about a cent this week, dealers trying to bring out a little more business. Receipts continue excessive and the demand is not up to what dealers think it should be. The best creamery can be got at 28 cents and some sales were made at  $\frac{1}{4}$  of a cent under this quotation. There is more disposition to store butter at this lower price.

Prices on Western eggs dropped a cent this week, the best eggs from this section now selling at 22 cents. Many of the fine grade eggs have been withdrawn from sale as a result of this decline. The market is firmer this week and there is more demand for eggs for storage purposes. Fresh gathered extras are still at 24 to 26 cents.

FRED. A. MCGILL.

#### Failures Fall Off in May, 1910.

**Fewer Grocery and General Store Disasters Than in May, 1909, with Smaller Liabilities.**

Fewer grocers and general storekeepers failed in May, 1910, than in 1909, and the liabilities were relatively less. The figures are as follows:—

Grocers—May, 1910, 182; liabilities, \$509,387; May, 1909, 188; liabilities, \$658,672.

General Storekeepers—May, 1910, 71; liabilities, \$537,398; May, 1909, 125; liabilities, \$696,128.

Cucumbers are mainly from Norfolk and range from \$1.25 to \$1.75. The demand is good.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

#### To Buy Coffee Roasting Machines.

Jersey City, N. J., June 9, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Will you kindly give me the names of manufacturers of coffee roasting machines.

With thanks for your kindness, I am,

Yours truly,  
L. GILINO.

A. J. Deer & Co., Hornell, N. Y., and Reuter-Jones Mfg. Co., St. Louis, Mo.

\*\*\*

#### Thinks With the Stroller.

Memphis, Tenn., June 8, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—I am now fully convinced that the old adage about great minds running in the same channel must be true. As an evidence of this fact I have only to refer you to "The Stroller's" article in your issue of May 30th and my article in the current issue of our "Grocery Magnet," a marked copy of which is being mailed to you under separate cover.

Both articles on identically the same subject appeared simultaneously, and in the language of "The Stroller," "ain't this conclusive proof that great minds do run in the same channel?"

Yours truly,  
E. A. MOORE,

Secretary and treasurer Currie-McCaw Co., wholesale grocers.

The copy of the "Grocery Magnet" is at hand, and the article referred to is here republished for the general good:—

#### THE RETAIL GROCER—HIS POSSIBILITIES AND LIMITATIONS.

The idea prevails among many retail merchants that owing to restricted fields of operation and supposed limitations of the retail business, it is possible to go so far and no farther. Year in and year out these merchants are satisfied with their usual average of sales, believing as they do, that nothing can be done to increase the volume.

When a merchant once decides that his limit has been reached, or that he is getting "his share" of the business and ought to be satisfied, right then and there he starts backwards. There is no such thing as standing still in business, it is either progress or retrogression. No one

can expect, or even hope to get all the business where competition exists, but, by proper efforts it is an easy matter for every one to get more business.

How many recognize the value of being a little different from the other fellow and of having a store which rises above the common level because it is distinctive? Anything out of the ordinary, if consistent with good business and right principles, will attract attention and bigger sales will result. The consuming public is forever looking for something new and the retailer who conducts his business in such a way as to excite the interest of his customers either in his goods or his methods is apt to be the leading merchant of his town.

Several years ago a young man who received his business training in a large city, lost his health, and was forced to seek restoration in the country. He stopped by chance, as it were, in a small town of three or four stores and became interested by observing the easy going, non-progressive ways of merchandising as practiced in the town. The young man, being experienced in the hardware business, conceived the idea of opening a hardware store and devoting his special attention to show window displays. It didn't take long for his store, with its immense (for that town) plate glass windows, full of artistically arranged goods to become the centre of attraction, and likewise the centre of trade in his line. The old-time merchants predicted an early failure, because, as they said, the town was too small for such "tomfoolery," but the young man knew that human nature is the same the world over, and, by adding other lines, soon became the merchant prince of his town, and to-day his store is known as the show window store.

The advertising possibilities for the retailer of a small town are simply great, and so often we hear of some one who made a wonderful success selling goods in a small town, while his competitors were discussing his newfangled ways of doing business. It all depends on whether or not one is willing to take advantage of the various means at hand for developing and pushing sales. Don't imagine that because your territory is restricted, your opportunities are necessarily limited.

We will be very glad to hear from any retail merchant who may have some ideas to advance on this subject, or some personal experience to relate which would be of common interest.

Nearby pie cherries range from 6 to 7 cents per pound and are fairly plenty. White cherries are 7 to 8 cents. California cherries are not coming very good and range from 90 cents to \$1.65. The demand for cherries is good.





THE BIGGEST THING IN ANY BUSINESS  
IS A

# National Cash Register

The object of business is **profit**—not a bare living, but a legitimate profit on the business done.

No merchant should be satisfied with less than the **whole profit**.

The National Cash Register **guards** the profits and **stops losses**.

It **enforces** the correct record of all money coming in and going out.

This accounts for it all and furnishes an immediate cash balance.

A National **enforces** a record of every transaction in the store—**Cash Sales, Charge Sales, C. O. D. and Approval Sales, monies Collected and Paid Out.**

By "enforcing a record" we mean that each transaction **must be correctly recorded** on the register.

This prevents all losses and safeguards the profits.

Over 800,000 National Cash Registers have been sold. Bigger values than ever before.

Prices as low as \$15. Send for catalogue showing pictures and prices. It will not obligate you in any way.



PRICE

**\$50**

**No. 331**

**Total Adder**

Shows amount of each sale to everyone.

Adds all cash received into one total.

Shows total number of customers waited on.

Enables you to balance your cash quickly.

Assists in making change.

Total Adder with all latest improvements. 22 keys registering from 1c. to \$3.99, or from 5c. to \$1.95.

No. 226  
Detail Adder  
Price  
**\$30.00**



Detail Adder with all latest improvements. 20 keys registering from 5c. to \$1.95, or from 1c. to \$1.99.

No. 420  
Total Adder  
Price  
**\$75.00**



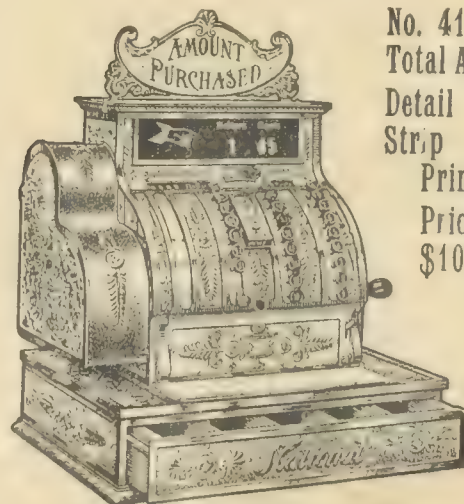
Total Adder with all latest improvements. 27 amount keys registering from 1c. to \$9.99. 4 special keys

No. 1054  
Total Adder  
Detail Strip  
Printer  
Drawer  
Operated  
Price  
**\$80.00**



Total Adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c. to \$59.99, or from 5c. to \$59.95. 5 special keys

No. 416  
Total Adder  
Detail Strip  
Printer  
Price  
**\$100.00**



Total Adder with all latest improvements. 25 amount keys registering from 1c. to \$7.99. No sale key. Prints record of all sales on detail strip.

**The National Cash Register Co.**  
**DAYTON, OHIO**





#### LV.—The Fellow Servant Rule in Suits Against Employers.

Every business man who employs clerks or employees is liable to have actions brought against him at any time for damages based on a charge of negligence. In all courts where civil cases are tried, damage suits against employers constitute a large percentage of the court business. In many of these cases what is known as the fellow-servant rule arises and frequently decides the whole matter. Some practical explanation in this article therefore, as to what this rule is, and how it would be applied.

The fellow-servant rule, of which every reader hereof has doubtless heard, is that an employer is not liable to his employee for damage caused by the negligence of another employee whose work is about on the same plane as that of the employee who received the damage.

For instance, I was interested in a case only recently in which a clerk of a retail hat store was badly damaged by tripping over an open cellar door in the back part of the salesroom. He sued his employer for damages. The employer proved at the trial that the door was left open by another clerk, and the judge threw the case out on the ground that the damage was caused by the act of the fellow-employee, or "fellow-servant," as the court always expresses it, and the employer was not responsible.

Of course in such a case the injured clerk would have an action against the clerk whose negligence injured him, but it would probably do him but little good.

This is an ancient rule, dating back to 1837, but it is being gradually relaxed. Congress has recently passed a law modifying the fellow-servant rule very decidedly, and so have a few of the States. Without doubt it is a

great protection to the employer, but in equal degree a hardship upon the employee. The rule really rests on two legal principles: First, that after an employer has used due care in selecting his employees, he has done all he could. In other words, he cannot be asked to guarantee to one employee that another one will not be negligent. Second, every employee, when he takes a position, assumes the ordinary risks of the business, one of which is that he may suffer through the negligence of a fellow-employee.

If it can be shown, however, that an employer has been careless in selecting his employees, and has knowingly employed one whose negligence injured a fellow-employee, the fellow-servant rule does not apply.

An illustration from an actual case comes to mind. A wholesale dealer employed a packer whom he knew to be an habitual drunkard. In spite of his intemperancy, the employee was a rapid and careful workman. One day while drunk he upset a heavy packing box on a fellow packer and crushed one of the latter's hands so that the use of it was never recovered. The victim sued the employer, who plead that he was not liable because the damage came from the act of a "fellow-servant." But the court said "no; the fault was yours. You knowingly hired an incapable man; the negligence of that incapable man caused the damage, and you must pay." The jury gave a verdict for \$3,750, which was sustained by the Supreme Court.

Another type of case in which the fellow-servant rule is modified obtains in Arkansas, Georgia, Idaho, Kansas, Ohio, Illinois, Kentucky, Missouri, North Carolina, Texas, Tennessee and Utah, to a greater or less degree. It is

known as the "superior servant rule." Perhaps I should first explain that "fellow-servants" are employees who have a common work—that is, whose work is of same or similar character—and who have the same employer. Two retail clerks in a given store, for instance, are fellow-servants in the eyes of the law.

The "superior-servant" rule is invoked where one employee is damaged by the negligence of another employee a little higher than himself in station. In such a case the States I have named hold that the employer is responsible.

For instance, I recall a case in which the head bookkeeper of a department store negligently overturned a quart bottle of ink upon an overcoat belonging to a minor bookkeeper. The garment was ruined, and some hard feeling developed, resulting in suit being brought against the common employer. He defended under the fellow-servant rule, but the court said the superior servant rule was the true one; that inasmuch as the negligence which caused the damage was that of an employee superior to the one damaged, the employer must pay.

The superior-servant rule is regarded by the other States, however, as bad law. They refuse to recognize any distinction between employees of different grade, and in cases like the bookkeeper case, they hold that the fellow-servant applies and the employer is not liable.

There is another group of cases in which all States agree that the fellow-servant rule does not apply, and that is where the damage is caused by an employee whom the law calls a "vice principal," that is, one who stands in his employer's shoes.

A vice principal is an employee who performs such duties as the

law makes it obligatory on the employer to do—duties which the law refuses to let the employer delegate to somebody else. Of course he can as a matter of fact delegate them, but he is liable if he does and injury follows.

For instance, the law says a duty devolves on every employer to provide a safe place for his employees to work. Nothing will relieve him from that duty except actual performance of it. He cannot tell his foreman to do it, and blame it on the foreman if it isn't done. If it isn't done, and some employee is damaged because of that fact, the blame is the employer's and not the foreman's, and the fellow-servant rule doesn't apply. The injured party can sue the employer and recover.

In the case I have outlined the foreman would be a vice principal, because he would be in charge of work which the law says the employer shall be personally responsible for. But the law draws a very delicate distinction just here. An employee may be both a vice principal and a fellow-servant. Take the foreman. So far as he is in charge of keeping the premises safe to the employees, he is a vice principal, but if he should also perform the duties of a clerk, he is a fellow-servant, as to those duties, to the other clerks. If the negligence which caused damage was in connection with his duties as a safekeeper of the premises, the employer can be successfully sued. But if the negligence complained of occurred while he was working as a clerk, the fellow-servant rule applies, and the employer cannot be sued.

There is still another interesting phase of the fellow-servant rule, and that is the "different department" principle. This is recognized in Illinois, Georgia, Kentucky and Tennessee, and to a lesser degree in Arizona, Nebraska, Missouri, Utah, West Virginia and Ohio. It does not obtain in other States. This rule holds that where an employee in one department of a business is guilty of negligence which damages an employee in another department, the latter is not barred by the fellow-servant rule, but can sue the employer and get damages. This is on the principle that when the employee assumed the risks of his business, he only assumed the risk of negligence



from fellow-employees who were working along with him and with whom he came into regular and immediate contact.

(Copyright, June, 1910, by  
Elton J. Buckley.)

Question: "J., Pa.—If a debtor wishes to pay a judgment that is outlawed, but wishes to pay only the original sum without interest, if he gets a receipt in full from the creditor will that satisfy the judgment, or would such a payment bring the judgment to life again? That is, would it make the debtor liable for the full amount?

Answer.—A receipt in full would not be enough, as the courts will always allow it to be shown that a receipt does not mean what it seems to, if that is the case. The way to protect yourself here is to get a general release from the creditor, reciting all the facts, and accepting the sum you desire to pay in full settlement both for principal and interest.

Question: W. H. Clotfelter, Richfield, Pa.—Some time in April I ordered some 500 herring and a few roe shad; can't recall the exact amount of shad, but I think it was nine shad. I went to the station on the day that the fish were to arrive, which was a distance of twelve miles from my home. When my team arrived there were no fish there and in a day or two I got word from the fish people in Baltimore that, owing to weather conditions they were unable to ship the fish on the day specified. Not knowing what day the fish would arrive, I waited until I should get word from the freight agent that they were there. On Friday the fish arrived, but it was impossible to get word to me before Saturday at 2 o'clock, when our mail brought the word that the fish were there. So I again sent my team the twelve miles distance especially for the fish. When the team arrived the freight agent had in the meantime telegraphed to the fish men at Baltimore (not taking into consideration that I had no word yet that they had really arrived) asking what he should do with the fish. Now here I want to say that instead of sending me 500 herring and a few shad they sent me all shad and not one herring, and I had the herring sold. The fish men in answer to the telegram ordered the freight agent to dispose of the fish to the best advantage, which he did, but they failed to bring within \$2.47 of what the fish were billed to me at. Now the firm is making strenuous efforts to collect this unjust

bill from me. I had never refused the fish, but would have had great reason to do so on account of the firm not shipping at all what I had ordered. Please advise if there is a law that would compel me to pay this unjust claim. In my estimation I would be entitled to damage for being disappointed twice when I can prove that I called for the fish immediately after I got word of their arrival at the station.

Answer.—In my judgment no liability whatever rests upon you. The Baltimore fish house sent what you did not order. Even if the goods had come in time and been delivered to you, you could have refused to accept them on that ground. But even if they had been exactly what you ordered, you are not responsible for the loss. The Baltimore house apparently defaulted on its agreement to ship on a certain day. Being without notice of that fact, you say you drove twelve miles to get them. For this loss of time, etc., you can collect as damages for breach of contract. When the goods were finally shipped, you should have had notice from the shipper. They apparently gave you no notice whatever. This means that they contributed to their own loss. As soon as the goods came the agent gave you notice, and you went after them within a reasonable time afterward. Without waiting to see whether you were coming after the goods or not, the agent apparently wires Baltimore and gets instructions to sell the fish to the best advantage. When you reach the station they are sold. The loss is due to the combined negligence and asininity of the freight agent and the Baltimore fish house. On your statement of facts you are no more liable than I am. Further than that you can collect any damages you can prove of the Baltimore house for breach of contract.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be

## We Will Guarantee to Sell These Goods for You

Would you trade a postal for a 100 per cent. increase in your Sardine trade?

We have a coupon plan of building up a retailer's business in Sardines. It is dignified, high-grade and doesn't compromise you in any way—you don't have to give customers' names.

We guarantee this plan to sell **Skipper Sardines**. Isn't that worth investigating?

**Angus Watson & Company**

SOLE PROPRIETORS "**Skipper**" Sardines.

1011 Chestnut Street, Philadelphia, Pa.

Branch of Angus Watson & Co., Newcastle-upon-Tyne, England



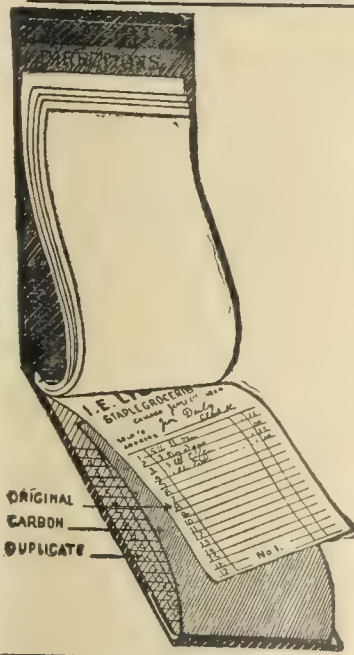
**CRYSTAL DOMINO SUGAR**

**2 lb AND 5 lb SEALED BOXES!**

**2 lb BOXES—60 IN CASE (120 lbs)**

**5 lb BOXES—24 IN CASE (120 lbs)**

**BEST SUGAR FOR TEA AND COFFEE!**



## Use Duplicating Salesbooks

and avoid mistakes, errors and disputes with customers.

Two bills at one writing, they must correspond. The customer gets one, you keep the other.

Our prices are so low that you cannot afford to be without them.

For sample sheets, prices and description, write

**E. C. Fell Manufacturing Company**  
Duplicate and Triplicate Salesbooks

1112-1114 SANSOM STREET :: PHILADELPHIA

## "BALTIC" Fruit Jar Rings

—FOR—

**MASON FRUIT JARS**

**WHITE RUBBER EXTRA THICK SUPERIOR QUALITY**

The "BALTIC" Jar Rings are made of a high-grade quality of white rubber, and being several times the thickness of the ordinary Jar Ring, will ensure a perfectly airtight joint where other rings will not.

The extra thickness and superior quality of these Rings provide against any unevenness of the surface of the cap, or of the shoulder of the jar, which is often the cause of fruit spoiling.

Please your customers and save their fruit by calling their attention to the fact that

**THE "BALTIC" RUBBER RINGS**  
are the best and most reliable

**FISHER, BRUCE & CO.**  
221 MARKET STREET PHILADELPHIA



answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

#### All Coffee Companies Can Pack Premiums If They Like.

A curious case was brought to the attention of the Interstate Commerce Commission by a company in Louisville engaged in the shipment of roasted coffee. The company inclosed in each package a light article of small value as a prize to advertise the brand of coffee and to stimulate its sale.

To this the railroads objected. It was shown at the hearing of the case that the roads granted the same or a similar privilege to other shippers. This is held by the Commission to be a discriminatory practice against the complainant company and the defendant lines, the Southern Railway, the Chesapeake and Ohio and the Louisville and Nashville, are ordered to grant to the complaining company the same privileges they accord to other shippers beginning August 15th.

## Food Products Found Short Weight and Otherwise Deficient

Government Loses One Case Under Food and Drug Law and Wins Twelve. Several Syrup Cases. Two Brands of Cheese Found to Be Frauds.

The "Grocery World and General Merchant" presents this week the facts of another batch of cases brought by the Federal Government under the Federal Food and Drug law:—

#### JUDGMENT No. 324—ADULTERATION AND MISBRANDING OF SYRUP.

On or about April 22, 1908, D. R. Wilder Manufacturing Co., Atlanta, Ga., shipped from the State of Georgia to the State of Mississippi forty-four cases of syrup. Analysis of samples of this product made in the Bureau of Chemistry, United States Department of Agriculture, showed it to be adulterated and misbranded, in that a substance, namely, glucose, had been mixed and packed with it in a manner to reduce, lower and injuriously affect its quality and strength, and was substituted in part for the genuine article and was misbranded, in that it was labeled "Georgia Cane, Wilder's Uniform Brand Syrup" in prominent type "Best in the world. The syrup that made Georgia famous. \* \* \* This package contains 85 per cent. pure Georgia Cane and 15 per cent. pure corn syrup, which is added to prevent granulation," which form of labeling was false, misleading and deceptive and tended to deceive and mislead the purchaser. The goods were seized and the claimant compelled to file a bond.

#### JUDGMENT No. 325—MISBRANDING OF SYRUP.

On or about April 2, 1909, Rigney & Co., of Brooklyn, N. Y., shipped from the State of New York to the State of Missouri thirteen cases of a syrup labeled "Aunt Jemima's Sugar Cream, a Blend of Rock Candy and Maple Syrup Cream, Rigney & Co., Brooklyn, N. Y." An analysis of this product, made in the Bureau of Chemistry of the United States Department of Agriculture, showed it to be adulterated and misbranded in that glucose products had been mixed and packed with it so as to reduce, lower and injuriously affect its quality and strength, and in that said glucose products had been substituted in part for the

genuine article, and was misbranded in that it was labeled "Aunt Jemima's Sugar Cream, a Blend of Rock Candy and Maple Syrup Cream," which statements were false, misleading and deceptive because the product was not a blend of rock candy and maple syrup cream, but contained a liquid, of which 12.9 per cent. was glucose products, and further in that the said product was offered for sale under the distinctive name of another article. In this case the Government lost and the goods were ordered released.

#### JUDGMENT No. 328—ADULTERATION AND MISBRANDING OF FRUIT SYRUPS.

On or about August 28, 1909, Victor E. Shields and William H. Shields, trading under the firm name of the National Sales Co. of Cincinnati, Ohio, shipped from the State of Ohio into the State of Indiana, consignments of food products labeled respectively, "Cherry Syrup," "Peppermint Syrup," "Pineapple Syrup" and "Orange Syrup." Samples of these products were procured and analyzed, finding that the products were adulterated and misbranded in that another substance, namely, an imitation cherry flavor and syrup, was substituted wholly or in part for the genuine food product and was artificially colored in a manner whereby to conceal its inferiority, and was misbranded in that it was offered for sale under the distinctive name of another article; the peppermint syrup was adulterated in that another substance, namely, a dilute extract of peppermint, was substituted, wholly or in part, for the genuine food product and that said dilute extract of peppermint was mixed and packed with the product so as to reduce, lower and injuriously affect its quality and strength, and was artificially colored in a manner to conceal its inferiority, and was misbranded in that it was sold under the distinctive name of another article; and the pineapple syrup and the orange syrup were adulterated in that there had been substituted, wholly or in part, for the genuine food products, an imitation pineapple flavor and syrup, and an imitation orange flavor syrup, and that said products were

each artificially colored in a manner to conceal their inferiority, and each was misbranded in that they were each sold under the distinctive name of another article.

On April 4, 1910, the defendants entered a plea of guilty and were fined \$25 on each of four counts.

#### JUDGMENT No. 330—MISBRANDING OF CANNED APRICOTS.

On or about October 14, 1908, G. H. Waters, Pomona, Cal., shipped from the State of California to the State of Indiana 200 cases of canned apricots. Examinations of samples of this product made by the Bureau of Chemistry showed it to be misbranded in that each case was labeled in substance in a manner to indicate that each of the cans contained therein weighed two and one-half pounds, whereas in fact the gross weight of each of the cans contained therein averaged from two pounds three ounces to two pounds five ounces, and praying seizure, condemnation and forfeiture. On June 25, 1909, I. R. Howard entered an appearance, filed his claim to the goods and also filed an answer to the libel, and on the same date the court entered its decree of condemnation and forfeiture and directed that the goods be released to the claimant upon the payment of costs and the filing of a bond conditioned that the said goods should not be disposed of contrary to the laws of the United States.

#### JUDGMENT No. 332—MISBRANDING OF BUTTER.

On or about August 17, 1909, G. Herman, of Pierceville, Ind., shipped from the State of Indiana to the State of Ohio 160 boxes of butter labeled "Extra Quality Red Ribbon Brand Elgin Creamery Butter. The Andrew Rohan Co., Exclusive Distributors, Cincinnati, Ohio." Examination of samples of this product showed it to be misbranded in that they were labeled "Elgin Creamery Butter," which statement was false, misleading and deceptive, and tended to deceive and mislead the purchaser into the belief that the product was what is known as "Elgin Creamery Butter" made at the Elgin Creameries at or near Elgin, Ill., whereas, in truth and in fact, it was not made at the Elgin Creameries, but was made by G. Herman, at his creamery at Pierceville, Ind., and praying seizure, condemnation and forfeiture.

On August 19, 1909, the claimants filed an answer admitting the facts alleged in the libel and on August 24, 1909, the case came on for hearing and the court entered a decree of condemnation and forfeiture, and directed that the goods be released on the payment of costs and the filing of a bond to be approved by the court, conditioned that the said goods shall not be disposed of contrary to the laws of the United States or of any State, Territory or insular possession thereof.

#### JUDGMENT No. 334—MISBRANDING OF OATS.

On or about May 19, 1909, L. F. Miller & Sons, Philadelphia, Pa., shipped from the State of Pennsylvania to the State of Florida 1,500 sacks of oats labeled: "100 lbs. Miller's Fancy Clipped White Oats." Examination of samples of this product showed it to be misbranded in that each sack was labeled "White Oats," which form of labeling was false, misleading and deceptive, inasmuch as they did not contain white oats as they purported to contain, but contained a mixture of white oats, barley and other grains, and praying seizure, condemnation and forfeiture.

On June 11, 1909, the case came on for hearing and the court rendered its decree of condemnation and forfeiture, and directed that the goods be released to the owner upon the payment of costs and filing of a bond to be approved by the court conditioned that the said goods be not disposed of contrary to the laws of the United States or of any State, Territory or insular possession of the United States.

#### JUDGMENT No. 337—ADULTERATION AND MISBRANDING OF TURPENTINE.

On or about February 27, 1909, Jacob Frank, Charles Frank and Emil Frank, trading under the name of the Frank Tea and Spice Co., of Cincinnati, Ohio, shipped from the State of Ohio to the Territory of Arizona a consignment of a drug product labeled "Strictly Pure Turpentine, Packed by the Frank Tea and Spice Co., Cincinnati, Ohio, Dove Brand Turpentine, Frank Tea and Spice Co., Cincinnati." Samples were procured and analyzed, finding that the product was adulterated and misbranded in that it was sold under a name recognized in the United States Pharmacopœia and the National Formulary and differed from the standard of strength, quality and purity as determined by the test laid down therein official at the time of investigation, in that it contained 4.8 per cent. of mineral oil, which is not a constituent of turpentine as determined by the said test, and did not state its own standard of strength, quality or purity on the label; and was misbranded, in that it was labeled "Strictly Pure Turpentine," which statement was false, misleading and deceptive, and tended to deceive and mislead the purchaser into the belief that he was procuring an article of the recognized standard strength, whereas, in fact, the product was not of the recognized standard strength as determined by the test laid down in the United States Pharmacopœia and National Formulary.

On February 26, 1910, the defendant entered a plea of guilty and the court imposed a fine of \$10.

#### JUDGMENT No. 339—ADULTERATION AND MISBRANDING OF FLAVORING EXTRACTS.

On or about August 16 and September 7, 1907, the Forbes Bros. Tea and Spice Co., of St. Louis, Mo., shipped from the State of Missouri to the State of Mississippi and the State of Texas consignments of products labeled, respectively: "Forbes Elegant Flavoring Extract, Highly Concentrated Lemon Flavor for flavoring Sauces, Custards, Jellies, Ice Cream, etc. Prepared by Forbes Bros., St. Louis, Mo.;" "Forbes Elegant Flavoring Extracts, Highly Concentrated Strawberry, for flavoring Sauces, Custards, Jellies, Ice Cream, etc. Prepared by Forbes Bros. & Co., St. Louis, Mo.;" and "Pure Concentrated Extract of Lemon Flavor, Imperial Extract Co., of St. Louis, Mo."

Samples of these shipments were procured and analyzed, finding that the said shipments were adulterated and misbranded, criminal informations were filed against the Forbes Bros. Tea and Spice Co. in the District Court of the United States for the Eastern District of Missouri, charging the above shipments and alleging that the product labeled "Forbes Elegant Flavoring Extract, Highly Concentrated Lemon Flavor," was adulterated, in that a highly dilute alcohol solution of citral had been substituted in whole or in part for the genuine food product, and had been mixed and packed with it so as to reduce,

(Continued on page 28.)



# One Barrel of Exton Crackers



is no better than another barrel. Every single cracker will stand the test—any test—that may be made. Crispness, Delicacy, Flavor, Keeping Quality—all are found in the **EXTON**. Our reputation of sixty years is behind every pound of Crackers and the retailer is safe in guaranteeing the product. Unsurpassed for lunch or for picnics. Order from your jobber.

**A. EXTON & CO., = Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton-made Oyster and Butter Crackers stamped "EXTON"

**THE BEST KNOWN AND KNOWN AS THE BEST**

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

YOU CAN GET

## Ritter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
**Philadelphia, Pa.**

WILDE'S COFFEE DRAWS TRADE	The Reasons Why	{	CUP
			QUALITY
			PRICE
			BLENDING
			ROASTING

**All guaranteed—backed by  
one hundred years of fair  
business dealings.**

**Samuel Wilde's Sons Co.**

Importers COFFEE, TEA and SPICES

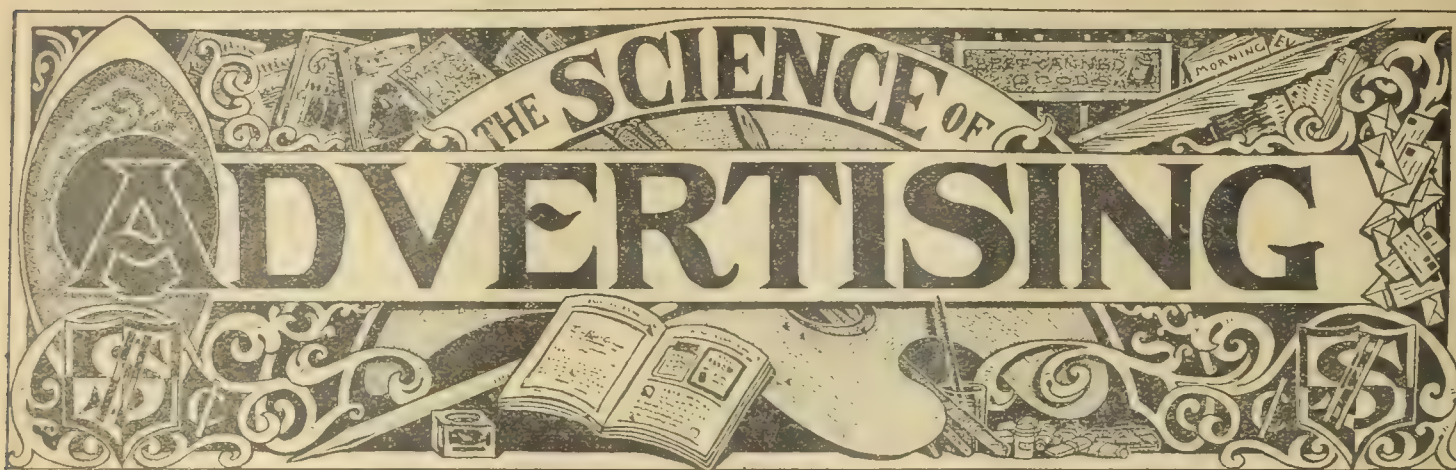
11 Dutch Street, New York

## Much Praise

has been given  
Fels-Naptha — and every  
word deserved. Always  
that Fels-Naptha “did  
everything claimed for it.”  
Of these, most important,  
the saving of work,  
time, and boiling  
or scalding water.







Mt. Sterling, Ky., May 30, 1910.  
Editor "Science of Advertising."

Dear Sir:—I am sending you samples of small ads. which are being run in weekly local papers by the firm in which I am interested. If you have space in your columns, I would be pleased to have you criticize those inclosed.

Yours truly,  
J. W. VANARSDALL.

The advertisements inclosed all measured 4 inches single column and are here reproduced:—

pression, or to leave something to be done by the reader before he can get all the information he needs about the goods. That being applied means that most persons reading an advertisement of early vegetables will conclude "Well, I'd like to have some, but the price is likely to be too high." Even though such person is dealing with this very store, and

get results in my judgment, than it was in the original. Isn't it plain that this *must* be so? If the reader of this advertisement saw from it that she could get a cucumber for 5 cents, she would be much more likely to buy—if she liked cucumbers—than if she was left to speculate on and discover the price for herself.

ing to a keener science than almost everybody else, particularly the sort of advertising that aims for direct results. No department store that I know of ever offers a single article without naming the price. Why do they spend money to quote prices if they haven't found that it pays?

\*\*\*

The advertisement beginning "Telephone No. 10" is the poorest of all, in my judgment. It is simply an announcement that this store sells a list of things that every meat store sells, without the slightest intimation that they are any better here than the general run. Change the name and the telephone number of this advertisement and you can probably fit it to any store in Mt. Sterling—or in any other place—that sells meats. This test alone makes it bad advertising. If an

## NEW Vegetables

We can deliver today  
Lettuce,  
Onions,  
Radishes,  
String Beans,  
Tomatoes,  
Cucumbers,  
Squash,  
Rhubarb,  
Everything in Season.

*Vanarsdell & Co.*  
EVERYTHING TO EAT

9 West Main Phone 10

*Vanarsdell & Co.*  
EVERYTHING TO EAT

Telephone No. 10  
for  
Tenderloin Steaks,  
Sirloin Steaks,  
Porterhouse Steaks,  
Beef Roasts,  
Mutton Roasts,  
Pork Roasts,  
Veal Roasts,  
Mutton Chops,  
Pork Chops,  
Veal Chops,  
Home-made Sausage,  
Bologne Sausage,  
Frankfurter Sausage,  
Country Hams,  
Breakfast Bacon,  
or anything you want  
in the  
Meat and Grocery Line.

*Vanarsdell & Co.*  
EVERYTHING TO EAT

## "Country Delicacies"

That will suit your taste.

### Country Sausage

Made Fresh Every Day.

### Country Ham

By the Ham or Sliced.

### Country Lye Hominy

The Old-Fashioned Kind.

### Country Sorghum

Pure and Very Fine.

### Country Dried Apples

Fine, Stewed or in Pies.

*Vanarsdell & Co.*  
EVERYTHING TO EAT

9 West Main Phone 10

Frankly, I don't consider this very good advertising. It is not in my judgment hopelessly bad, but could be greatly improved. There is some merit in the advertisement headed "New Vegetables," because it has news in it, and will probably be read on that account. Very probably it will bring some results, because the fact that Vanarsdell & Co. have these new things for sale will attract some business from people who have been waiting for them. Prices, however, should have been given. It is never good policy for an advertisement to leave the reader under a false im-

pression, or to leave something to be done by the reader before he can get all the information he needs about the goods. That being applied means that most persons reading an advertisement of early vegetables will conclude "Well, I'd like to have some, but the price is likely to be too high." Even though such person is dealing with this very store, and

forms an impulse to inquire the price of something that attracts her, a dozen things may defeat the impulse, and at the same time defeat the advertisement. Further than that, you have no idea how many people are so super-sensitive that they will not inquire for prices when they can avoid it, for fear that they will be too high. All these little points help to form the psychology of advertising, and it therefore becomes important to consider them. Had the price of everything quoted in this advertisement been given, it would have been much more likely to

The advertisement "Country Delicacies" is open to the same objection. It is a better advertisement than the other, because it has more to say about the things advertised, but it is weak because it lacks prices. Possibly omitting prices didn't do the harm that it did in the vegetable advertisement, because consumers have an idea about how much everything named here costs. Still, the price should have been given. Wherever it can be it should always be given. Take a leaf out of the book of the department stores in this respect—they have probably brought advertis-

advertisement has no distinctiveness and no individuality, it is as certain *not* to get results as any advertisement can be.

\*\*\*

More matter, please.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.





Manufacturers now realize there is no better advertising medium than the very grocerymen to whom they sell their products; consequently, they are now giving to grocers a substantial part of their advertising appropriation by packing "**HAMILTON BONDS**" in each case of their goods.

With these "**HAMILTON BONDS**" you can buy almost anything you need—fixtures for your store, or comforts for your home.

In reply to a card from you we will gladly send you a clear explanation of the "**HAMILTON PLAN**," which will plainly show to you the importance of pushing the goods in which are packed the valuable "**HAMILTON BONDS**."

## THE HAMILTON CORPORATION

Guaranteed Resources \$1,000,000

**29-35 WEST 32D STREET**  
**NEW YORK CITY, N. Y.**



# THE STROLLER'S COLUMN



## A Collection Department By Request.

Troy, N. Y., June 8, 1910.

Dear "Stroller":—Your correspondence department in the last issue of the "Grocery World and General Merchant" was a great success. My wife and I read it with much hilarity. My wife suggested that I ask you to try your hand at composing some collection letters I could send to a choice collection of old mossbacks who have owed us various sized grocery bills for a long time. I have done everything I could to induce them to come across with some coin, but they have all been proof against me. I have a considerable list who own no property and therefore it would be no use to sue them. Possibly you could write some letters that would do some good. My wife says suppose you try. I don't ask you to exercise that mighty intellect of yours for nothing. I will be glad to give you 99 per cent. commission on all collections your letters make.

Yours in the cause,

R. H. MACMILLAN.

Well Mac, I thank you for this modest expression of appreciation. I knew *somebody* would size me up at my true worth.

There's only one thing in your letter I don't like—why leave out that lonely 1 per cent.? Let it come with the rest, Mac, and show you're a real sport.

This business of collecting bad grocery bills hits me where I live. If there's anything that gets my goat, it's the mean skunk who can pay for his food and don't. Skunk? He's more than a skunk—he's a low-down pick-pocket! I could never be a collection agency, for I'd want to use a gun all the time. Did you see that in the "Grocery World and General Merchant" about a grocer that shot a customer who wouldn't pay his bill? Well, I ain't anarchist enough to say that was all right, but there's this much about it—if the fellow who was shot gets well, I'll bet he either pays cash for his groceries after this, or is the promptest little man on the street about paying.

No, I couldn't be a collector, except with fellows smaller than I am, that I could threaten to lick with some effect. And

I ain't sure I can write letters that will do the trick, either. Still, I know that not only you, Mac, but the whole world is waiting for me to help out on this thing, so I'll make a stab at it.

But there's one condition about it—if any of you fellows use my letters, and anybody who gets 'em comes to the store to lick you, you don't tell 'em I did it. That would be too rude for any use.

Besides, I have troubles of my own.

Now, here's a letter you might write to a fellow who's owed you a bill for quite a while, but has never been stirred up about it. It's my idea of a mild and lady-like note:—

Troy, N. Y., June 1, 1910.

Mr. N. G. Johnson

Dear Sir:—I want to bring to your attention that matter of my little bill. You have owed me \$24.68 since March of 1908, and have not seen fit to pay it, though the food it was to pay for has kept you alive for a considerable time. You will remember that you have several times said you would pay it, but have never kept your word. Webster defines a man who runs up a grocery bill that he won't pay, though he repeatedly says he will, as a dead beat and a liar. Webster does not, as yet, however, mention your name when he says that, but he may be intending to use you as an illustration, for all I know.

If as soon as you receive this letter you send me this money, I will change the opinion of you that I now hold.

Yours in expectation,

R. H. MACMILLAN.

The chance is this letter will bring N. G. to the store.

Maybe he will have the \$24.68 in his hand and maybe he won't. At any rate, he will likely come, and you can have the rheumatism in your leg that day and be up stairs in bed. Let your wife talk to him, for "it is a traitor to his country who would lay a hand on an American woman."

I heard that at a great show the other night entitled "Allentown, Pa., After Dark, or the Girl With the Piano Legs."

But if N. G. Johnson pays no attention to the letter, I should fire another one at him. This time I should make him see right off the bat that I wanted the money. He may not have seen through the first letter, being written in such lady-like words. Here is the second one:—

Mr. N. G. Johnson.

Dear Sir:—About that \$24.68 again. You have not answered my letter of June 1st about it, though it was as polite a letter as you have ever received from a person to whom you owed money. I am coming to believe that the parent who gave you the first two initials of your name was a good deal of a prophet. Let me congratulate you on living up to those initials so well.

And now about the bill. You have bought \$24.68 worth of food from me which you used to keep yourself alive. In doing that you have not only ripped it into me, but you have insulted society as well, for so far as I can see, there is no reason at all why you should continue to clutter up the earth, particularly at other people's expense. If the court should make you show reason why you should not be knocked in the head and cut up into pork chops and lard, where would you be?

I now demand the \$24.68 at once.

Respectfully yours,

R. H. MACMILLAN.

If N. G. smiles this away, he's a holy wonder. When I get a letter like this—what am I talking about? I mean if I should get one—I'd come across if I had to sell my straw hat. There are things in this letter that no white man can set to happy music.

There ain't one chance in a hundred that N. G. won't drop in to see you after he gets that. In preparation for his little visit I should load up a squirt gun with kerosene and mackerel brine mixed. The kerosene is good for the hair and the brine sets the smell. Don't use the gun, though, unless N. G. wants more reasons why he should pay the bill.

In order to make sure beyond all question, I'll give you one more letter. If this don't bring him he's a dead dog and you might as well receipt the bill and send it to him:—

Mr. N. G. Johnson.

Dear Sir:—You have not replied to my two polite notes intimating that I would like a settlement of my bill. The way I figure out your case is this: The goods that I supplied you and your family with were the necessities of life. You could not have lived without them and they did cause you and your family to live for a certain measurable time. You have not paid for that food, therefore you are in the position of having been kept alive by food furnished by me without payment. I figure, for this reason, that your life belongs to me for the same length of time that my food kept you alive. I demand, therefore, that you present yourself at my store to-morrow with your whole family, including grandpa and mother-in-law, and work this bill out. My cellar needs cleaning and I have three barrels of mackerel that grandpa can curry, this being light work. Yourself I shall put to work polishing the six store spittoons inside and out. They have not taken stock since I bought them nine months ago, and are fully ripe.

Permit me to say that any man owing \$24.68 for groceries and failing to take notice of *this* letter, would starve his blind mother to death.

Respectfully yours,

R. H. MACMILLAN.

The man who could ignore a pleading letter like this is would be a mighty hard-hearted cuss.

THE STROLLER.

## Flavoring Extract Men Want Uniform Food Laws.

The flavoring extract manufacturers, at last week's session of their convention in New York City, adopted several resolutions, one of them against the net weight bill now before Congress; another in favor of uniformity in State food rulings in conformity with the Federal law, and another approving the National Pure Food and Drugs Act. These resolutions read as follows:—

Resolved, That the Flavoring Extract Manufacturers' Association of the United States is opposed to any further legislation that shall have the effect of increasing the cost to the consumer, as instanced by the proposed weights and measures bill now pending before Congress.

Resolved, That the association use its influence to have a bill drawn and presented to Congress which shall secure to the flavoring extract manufacturers the same right of drawback on domestic alcohol when exported as is now secured by the manufacturers of medicinal and toilet preparations.

Resolved, That the association reiterates its belief that all interests will be best served if all the State food law rulings be brought into conformity with the National Food and Drugs act.

Resolved, That the association indorses the National Pure Food and Drugs act, and pledges itself to observe the same and assist its members in carrying it out.

Blackberries are plenty and poor. The range is 5 to 9 cents per quart and the demand is quiet.



### Your Customers

ask your advice on matters of food products. You want to be posted, don't you? Then study the following. It's instructive.



#### Minute Gelatine (Flavored)

is made from the highest quality of gelatine—other kinds may use a cheaper gelatine as colors and flavors can conceal its inferiority. In it the most expensive vegetable colors are used—others may be colored with cheap vegetable or coal-tar colors. True fruit flavors are used. They cost more but they are better. —Artificial, ethereal flavors are found in others. They are cheaper and easier to get. Minute Gelatine (Flavored) is made to sell on quality—not by advertising or low prices only. Don't take it that all other flavored gelatines have all the bad points mentioned. Most of them have some. None of them have all the good points of Minute Gelatine (Flavored). Decide for yourself. Let us send you a package free and try it beside any other flavored gelatine you may select. That's fair isn't it? When writing for the package please give us your jobber's name.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.

## A FOOD LUXURY

IS BOUGHT FOR ITS QUALITY

Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

### HEINZ 57 VARIETIES PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers, or money back.

### H. J. HEINZ COMPANY

Members of American Association for the  
Promotion of Purity in Food Products.

## Summer Comfort

The recent cold weather will serve, by comparison, to make the heated term seem even more oppressive than is usually the case. During the summer months Portable Electric Fans will make your place of business or home livable—at your residence they make the eating of one's meals a pleasure and sleep refreshing.

Make your installation now.

### The Philadelphia Electric Company

TENTH AND CHESTNUT STS.



## How Often Have You Said This?

Almost every grocer, if he's particular, has said to himself exasperatedly: "I wish I was in position to make my own butter; maybe I could get it to suit me then."

Gurnse butter is the sort the most fastidious grocer would make for his own trade if he could. It isn't possible to make any better butter, and neither is it possible to make butter run more regularly than Gurnse runs. It is a brand you can depend on, no matter how much is at stake, and you can send it out week after week to the most

particular customer, in full confidence that it will never disappoint.

A fancy dairy butter that we make, know all about, and stand behind to the limit.

Packed in 20, 30 and 50-pound boxes—pounds and half pounds—33 cents. Prices subject to market changes.

**P. F. BROWN & CO., 39-41-43 South Front St., Philadelphia, Pa.**



## Here's What You Need in a Coffee

Our real *JAVA* and *MOCHA* COFFEE has the *QUALITY* to *PLEASE* your customers and the *UNIFORMITY* to *HOLD* them which means it is *the* coffee for you to *PUSH*. We import and roast it ourselves and know it can have no superior because *IT IS REAL* Java and Mocha. In cartons to retail at 35c. per lb. We also supply the trade with other grades in bulk at prices you ought to know about.

**L. H. PARKE & CO., 232-234 Market Street, Philadelphia, Pa.**



# THE GROCERY MARKETS

## Tea.

The tea market is still quiet, though the undertone is by no means weak. Spot teas show no change for the week and no developments of any character. The markets on this side are given somewhat added firmness by the fact, as reported, that the markets for new teas on the other side have opened higher.

## Coffee.

The coffee market has still been quiet during the week, though some little strength has developed. Good roasting grades of Santos are in some demand at prices that feel a little firmer, though without any actual advance as yet. Probably there will be no material advance. Rios are unchanged and quiet. Mild coffees are considered rather cheap, but still are quiet. Java and Mocha are quiet and unchanged.

## Sugar.

The raw sugar market has weakened somewhat during the week, partly due to lack of demand. The weakness has not affected refined sugar as yet, and may not. All refiners are now about on the same basis, and the demand is good.

## Syrup and Molasses.

Glucose has shown no change for the week, and neither has compound syrup. The latter is in fair demand for the season. Sugar syrup is unchanged and wanted. Molasses quiet and unchanged.

## Fish.

Mackerel has shown some additional weakness during the week, due to increased supplies and the prospect of still further increases. New mackerel will be along from Norway in a few weeks, and new fish are already coming from Ireland and our own shores. The demand for mackerel is only fair. Cod, hake and haddock have been in rather unusually good demand and the price is firmer. Domestic sardines show no change whatever and a light demand. Imported sardines quiet and easy. Future Columbia River salmon has sold fairly well on the opening basis announced last week,

which is considerably above last year. Spot salmon is scarce and firm.

## Canned Goods.

Tomatoes on spot are firm, but not very active. Practically the bottom is 67½ cents county, which is equivalent to about 70 cents delivered to Eastern points. The small spot stocks and some prospect of a reduced pack are responsible. The present quotation marks an advance of 10 cents from the lowest point. Future tomatoes are likewise firmer, and about the best that can be done is 70 cents county. The demand is fair. Spot corn is firm and hard to get, and future corn is about in the same position. Spot peas show no particular change. New pack peas are on the market, ranging from 70 cents per dozen up to 85 cents, all for standard early Junes. The packers are trying to get more for their this year's pack on the ground that they are paying more for raw material. Old spot peas are unchanged and quiet. Most of the cheap lots that have been kicking about for weeks are gone. Apples are unchanged, the quotation to come forward being considerably below the price on spot. Peaches show no change and light demand. Spot California canned goods are only wanted in a very small way, prices being unchanged. Futures have sold but fairly, no change in list prices having occurred since the opening. Small Maryland canned goods are unchanged and quiet.

## Dried Fruits.

Spot prunes show no change from last week and but light demand. Future prunes still maintain their high basis—around a 4-cent basis coast—but the demand is small, as the trade believe prices should and will be lower. Peaches are unchanged and quiet, both spot and future. Apricots show no change and but very light demand. Raisins dull at ruling prices. Currants are quiet and steady. Other dried fruits dull.

## Beans and Peas.

Domestic and imported pea beans show no change whatever

and but a fair demand. Both domestic and imported marrows are on precisely the same basis as last week, and so are California limas. The demand for all is fair. Green and Scotch peas are somewhat firmer, but yellow splits are unchanged. Demand fair.

## Butter.

The butter market is comparatively dull at a decline of 1 cent per pound. The dullness is due to the large supply and the lack of demand due to the unseasonable weather. The quality of the butter now arriving is the finest of the year, but no relief from the present heavy situation can be expected until some demand develops for speculation.

## Eggs.

The receipts of eggs continue liberal, and the quality is good considering the season. The market is steady at 1 cent decline from a week ago, the consumptive demand being about normal for the season. Speculation is also taking a fair quantity at prevailing prices. The market seems unlikely to change radically in the near future.

## Cheese.

The consumptive demand for cheese is very light and the market rules steady and unchanged. The make is a little larger than a year ago and prices are ruling 10 per cent. higher. The quality of the present receipts is very fine, as is usual for the season.

## Provisions.

Picnic, regular and skinback hams and bellies and bacon are all steady and unchanged, with a continued light demand. Stocks are still small and the situation firm. Both pure and compound lard are steady and unchanged, with only a fair demand. Stocks of pure lard are light, but compound is more abundant. Barrel pork, dried beef and canned meats are steady and unchanged, with only a fair trade.

## INDIVIDUAL MARKET REPORTS.

### Evaporated Apples, Etc.

The evaporated apple market has held steady here the past week, with very satisfactory trading. Some business continues to

come in for straight carloads and the shippers are enjoying an unusually good demand for small lots considering the season of the year.

The future market is also firm and has been gradually advancing. Prices have worked about ¼ to ⅜ cent from the a week ago and stock is now salable at 6¾ to 6⅞ cents f. o. b. in 50-pound boxes for November shipment and ⅛ cent per pound cheaper for December. The crop conditions are favorable for an exceptionally fine quality this year.

Raspberries are moving along slowly, spot goods selling at 21½ to 22 cents f. o. b. in barrels, and new goods are quotable at about the same figures.

Cores and skins and chopped apples have advanced sharply, owing to a decidedly better demand and scarcity, desirable qualities having sold up to 2 cents per pound f. o. b. Apples for shipment in small quantities are quotable as follows: Prime, 7 to 7¼ cents; choice, 8 to 8½ cents; fancy, 10 to 11 cents, all f. o. b. in 50-pound boxes; cartons, ½ cent per pound higher; cores and skins, \$1.75 to \$2; chops, \$1.75 to \$2, f. o. b. buyers' bags.

C. C. HALL.

Rochester, N. Y.

## Rice.

The unseasonable weather for the past few days has not had a quickening effect on the market. Buyers, however, are taking what they need, paying the price without much demur.

Receipts are light, barely sufficient to keep assortments full. Prices are steady on Honduras styles, some very handsome parcels being offered. Japans continue firm at recent advance. This in sympathy with primary markets.

Advices from the South note improved demand on the Atlantic Coast, a result of the comparatively low prices ruling.

At New Orleans the market is quiet, although the distributive inquiry shows some little improvement. Prices continue firm on both Japan and Honduras, the latter receiving more attention from the trade on account of the reasonable prices and attractive qualities of the lower medium grades.

In the interior, Southwest Louisiana and Texas, stocks of cleaned Japan are being gradually absorbed; prices continue strong on remainder crop, as only a few mills are running and several of



them will shortly close for the season. Offerings of Honduras are fairly liberal.

Cables and correspondence from abroad note generally steady markets, with higher prices asked on Siam styles.

DAN TALMAGE'S SONS CO.  
New York and New Orleans.

#### Dried Fruits.

But little in the way of dried fruit futures has resulted so far, and yet practically all initial quotations have been advanced. Apricots are held very high—too high, we think, while on the other hand peaches are cheap and, with reasonable conditions, should sell readily. Raisins have been neglected for some time, buyers very generally having withheld orders for shipment; as a consequence stocks on this coast are very much lighter than usual at this season of the year. A large business is being done for August-September shipment, freshly seeded from 1909 crop, and some seeders say their capacity is nearly booked up. We are still in shape to offer, but are afraid that prices may be withdrawn at any time. For new crop raisins there has been no business of consequence as yet, buyers and sellers alike awaiting the result of negotiations now pending for the establishment of the business in the primary market upon a stable basis, "a consummation devoutly to be wished," and for which the prospects appear to be more or less favorable.

CORBY COMMISSION CO.  
New York, N. Y.

#### Coffee.

After the lapse of fully five months of extreme dullness in trade, which sometimes bordered on stagnation, a change for the better has finally set in. The improvement, although moderate, is of considerable encouragement to holders, some of whom had shown signs of impatience and were desirous of reducing their commitments.

Prices are now well maintained. If the improvement in the demand continues we will probably witness some advance in values, especially for desirable qualities Santos and washed Central Americans. Rios are neglected.

The world's visible supply is enormous for this time of the year. It amounted to 14,228,000 bags on the 1st instant.

New crop Brazil coffee in conjunction with the larger part of the Santos stock of old crop, will soon be shipped out from Brazil, and will remove whatever stringency there may exist in consuming markets.

The new crop movement may and probably will cause exporters in Brazil to moderate their pretensions to some extent, but it is

"IDLEWILD" Canned Goods  
"IDLEWILD" Spices  
"WINOLA" Canned Goods  
"HAWTHORN" Cigars

Sold and guaranteed by

Crocker Grocery Co., Wholesale  
Wilkes-Barre, Pa.

"Distributors of 'Purina' Scratch and Chick Feeds."

John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"



THE NEW FLAVOR

MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

ORDER FROM YOUR JOBBER OR  
SMITH, MARQUISS & COMPANY, Ltd.  
105 South Front St. PHILADELPHIA

THEY SAY CLOTHES  
DON'T MAKE THE MAN

But you know they help a lot with the ladies, that's the reason we put the handsomest labels you ever saw on Victoria Canned Goods. It induces the ladies to try them once, and their unmatched quality keeps them buying them. You try them and see.

HOWELL & BURSK  
130-32 S. Front St., Philadelphia

COFFEE FOR THE 400

"Four hundred Coffee" is the name of a Blend that will bring customers to you and keep them coming. No one can drink it without praising it. It is known to many people as "The Clean" Coffee because of the trouble and expense we go to to get out every particle of dust and dirt before we put it in air tight cans, to keep it out.

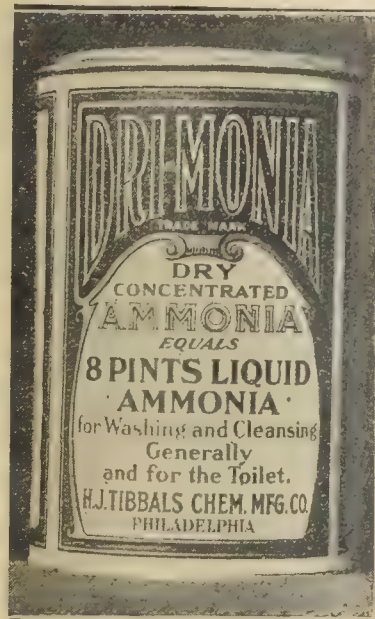
GITHENS, REXSAMER & CO.

15 and 17 S. Front St., Coffee Plant  
40 and 42 S. Front St., Office, Phila.

Something Different  
in Ammonia

Tibbals Dri-Monia

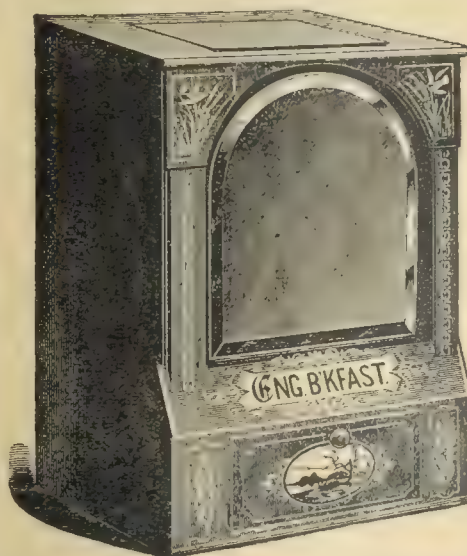
Costs you \$ 9.00 Per Gross  
Brings you \$14.40 Per Gross  
Your Profit \$ 5.40 Per Gross



This is a Concentrated Dry Ammonia in powdered form, packed in cans with perforated tops to sell for 10 cents. Each package equal to one gallon of High-grade Ammonia.

Why buy water?

H. J. Tibbals Chemical Mfg. Co.  
Philadelphia



Canisters For Sale

¶ The Tea and Coffee Canisters you use will help to give a good or bad character to your store. For years I have made a specialty of the sort of canisters that make a store a bright, sparkling, distinctive place of beauty. You will see some rather unusual chances along this line in our catalogue.

¶ Take the canister shown above—one of the classiest things of the sort you ever saw. Made of extra heavy tin plate, has brass knobs and French plate mirror. This is only one of many. The catalogue is what you want.

GEORGE J. KAISER

Manufacturer of Grocery  
and Tea Store Appliances

194 Duane St., New York

FLEISCHMANN'S  
COMPRESSED YEAST  
HAS NO EQUAL

SHOW THESE ONCE!

Anker's  
Bouillon  
Capsules



If you've never sold these Bouillon Capsules, you have no idea of the trade waiting for them. Make delicious and nutritious bouillon, beef tea or soup. Packed 20 in a box; ready for instant use with hot water.

Sole Manufacturers

ROYAL SPECIALTY CO.  
92 Reade St. NEW YORK



How to be  
Sure of  
Good Ham

Just see that it is SWIFT'S PREMIUM HAM. That is all you need to watch. We guarantee every ham that bears SWIFT'S PREMIUM brand.

That is mighty important to you, BECAUSE if a woman gets a good ham from you one time, and a poor one next time, she thinks you don't know your business, or you don't care whether you please her or not.

We get good hogs, selecting them carefully, cure our hams, so as to make them uniformly satisfactory, and then advertise them to make people's mouths water for them. You can be sure a PREMIUM HAM is tender, delicious and appetizing.

Swift & Company, U. S. A.



well to bear in mind that the Brazil crop now harvesting is a small one and for this reason not apt to cause a material decline in prices.

A good trading basis must be reached, however, in order to move the crop readily to consuming centres. The desire of the planters to so market their crop will depend on the prospects for the 1911 to 1912 crop, which prospects will be formed by the September-October flowering.

The plantations are reported to be in splendid condition, and it is expected that the crop following the one now harvesting will be a good one. If these expectations are fortified by a good flowering the planters will naturally desire to market their crop more quickly than if the prospects were less favorable.

A very important feature which will enter into the calculations of the size of future Brazil crop is the production of coffee in a State which heretofore has not figured as a coffee producer. Some years ago a law was passed in the State of Sao Paulo which put a very high, in fact a prohibitive tax on the planting of new trees. This caused some large coffee plantations to be set out in the adjoining State of Parana. These plantations are now beginning to bear fruit, not in a very large way as yet, but inasmuch as planting in that State is still going on, it will become a more important factor in a few years from now.

The claim heretofore made, and justly so, that the trees in the State of Sao Paulo when once past their prime will be less productive loses its force through the addition of Parana as a coffee producer.

At the same period as we are entering a new crop in Brazil, we are witnessing the close of the mild coffee crop movement from producing to consuming markets. The mild coffee crops were 600,000 to 700,000 bags smaller than a year ago and fall short of the requirements of consumption.

In accordance with our advices most of the Central American countries have shipped out their entire crop, and there will be no shipments of any extent until next December-January.

Existing stocks of milds will gradually be reduced from now on, and we do not hesitate to express our opinion that with such reduction in supplies a hardening of values will be experienced.

HENRY NORDLINGER & Co.  
New York, N. Y.

#### Imported Fish Specialties.

Portuguese Sardines.—No improvement in the fishing. A few shipments have been made of the ½ size tins of both boneless sardines and skinless and boneless, and also with bones. These first shipments are expected to arrive here within the coming week or

ten days, and as the market is practically bare, they will go into immediate consumption.

Herring.—The last arrivals of Matjes herring have been quite heavy, which has naturally depressed the market. The quality of this week's arrivals is far superior to that of any of the former arrivals. There is a fairly good demand for them at reasonable prices.

The first shipment of Scotch new large fulls will arrive here probably next week. There is only a very small lot of them coming, which will undoubtedly go into immediate consumption.

Reports from Holland state that the fishing has commenced, but it is very poor and the quality of the fish is very poor.

Norwegian Smoked Sardines.—No reports as to the fishing, although we expect that there are some fish being caught now. Demand continues good, with every indication of a good heavy demand in the very near future; that is, as soon as prices for the new pack have been made.

French Sardines.—Fishing in France shows no improvement. The local demand is fairly good.

STROHMEYER & ARPE CO.

New York, N. Y.

#### Baltimore Canned Goods.

##### No. 1.

The bulk of the business in canned goods in this market have centred in tomatoes, and the trading in that article was, on a large scale. From a weak and depressed state less than a month ago the market conditions have been exactly reversed, and to-day the feeling throughout the trade is that of buoyancy and anticipation. Cheerfulness has replaced the blues, confidence has taken the place of doubt. And this was not accomplished by or through any effort on the part of the canners. It came about through the natural reaction that always follows, sooner or later, when a staple article of merchandise of any kind has been selling for a protracted period below the actual cost of production under the most favorable conditions of manufacture. As usual under such conditions as have prevailed in the tomato market during the last two years, the buying of that article has been of the hand-to-mouth order, and the jobbers everywhere had allowed their holdings to run down almost to zero. Meantime the continuous buying of lots of one or two carloads had gradually taken the goods out of first hands and placed them in line for consumption. That canned tomatoes have not gone out of fashion as an article of steady diet, that the goods have lost nothing as a popular vegetable with the masses, is amply proven by the present demand for them from nearly every State

in the Union east of the Rockies, for both spot and future deliveries.

The weather conditions continue to favor the shippers of fresh vegetables and fruits, who are surely reaping a harvest of shekels to the discomfiture of the canners. The average temperature during this week was more like chilly March than the summer month of June. The cost of canning the new crop of peas is rather higher than was anticipated, but the fine quality justifies the cost. The demand for the new pack of string beans, for July shipment, when ready, is increasing at the present attractive price. Sweet potatoes for spot and future shipment are active and stronger because of the unfavorable weather conditions. Spinach is likely to advance on account of light stocks. Everything is blamed on the weather these days, and the firmness in both spot and future corn is attributed to it. Baked beans are quiet but firm, and kraut is moving slowly. The small assorted orders for the other lines of vegetables have not increased this week.

There never was probably a larger crop of strawberries grown in Maryland and Delaware than this season, but the shippers took them in such large quantities, and at such high prices, that the canners were forced to follow the pace set for them or go without the berries. The crop of cherries, both red and white, was larger than usual, of excellent quality, and they are offered at attractive prices. The first cargoes of the new crop of pineapples from the Bahamas arrived this week, and the new goods are ready for shipment when wanted. Spot gallon apples have advanced a total of 50 cents a dozen since May 1st on account of exceedingly small stocks held here, and No. 3 apples are stiffening up. Spot pears are strong and fairly active because of very small stocks here. New blackberries and gooseberries are selling freely, but raspberries and blue berries are dull. Cove oysters are firm because of light stocks held in this market.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

##### No. 2.

The continued liberal demand for spot tomatoes has depleted country factories and city warehouses to a degree that "everybody" is beginning to realize that it is possible for the tomato market to get a hump on itself. The result is that everything that has the semblance of being a full standard No. 3, in good condition, is wanted at 65 cents, and grades of the better sort are bringing 67½ and 70 cents. Off-standards and out-of-condition lots are well cleaned up and have

sold freely at 62½ cents f. o. b. factory during the past week, and almost every country packer with lots on hand is talking 65 to 70 cents for the remainder of his holdings. The city packers who unloaded at 65 cents a week or ten days ago now regret that they have not a few more lots to run in at 70 cents. Twos have not attracted so much attention during the past week. Strictly standards in first-class condition are firmly held at 50 to 55 cents, the latter for extra quality and sanitary tins. Gallons are still offered in a small way at \$1.75, subject to previous sale and confirmation. The undertone is firm, with prices tending upward and everything offered subject to previous sale, seller's confirmation and market change.

The old cry, "There ain't goin' to be no tomatoes," is being heard and packers are reporting as usual, their annual accustomed fight with cut worms, the flea and the various other pests that render life not worth the living at the packer's end at this season of the year. Cold nights have been more than over-productive of the aforesaid enemies of the tomato plants, and there is sufficient fact behind the customary Macedonian cry to warrant serious consideration of the situation. These reports, having been already spread broadcast among the buyers, has been productive of quite a volume of recent business for future tomatoes, which has been pretty generally accepted, and to a degree that packers are unwilling to book further business except at an advance of 2½ cents per dozen, feeling that the present situation does not warrant great volume of acceptance on the basis of the advance.

The prophet who so closely followed the effect of Halley's Comet in 1835, which is alleged to have been the cause of frost and ice every month during that year, and who predicts a similar occurrence as a result of the visit of this luminary this year, has had his usual effect upon the same citizens who expected to be wiped off the face of the earth when they come within 14,000,000 miles of this same comet's tail. As weather conditions and prophecies cut considerable figure in the canner's prognostication, all such reports necessarily cause comment, discussion oft-times, followed by non-action until there are absolute assurances to the contrary. Unfavorable reports of crop conditions continue to come in from the West, with orders backing up the faith of buyers in that section which are absorbing all the offerings of future 3s standard tomatoes on the basis of 67½ and 70 cents, f. o. b. Report has just donated the intimation that a Western order has just been received for 10,000 cases of



1910 packing 3s standard tomatoes at 70 cents f. o. b. factory, and while it is impossible under present order of confirming reports of this kind, it is needless to say advices of this kind have caused Eastern packers to sit up and take notice, and wonder whether it will not be better to await further developments before taking on further orders of magnitude, lest a still greater demand may follow after the East has fully realized the true situation in the Western packing States.

A few lots of whole grain shoe-peg spot corn remain in packers' warehouses at full prices, with a weekly report of business of fair volume justifying no change of position on the part of owner. Southern Evergreen Maine style seems to be about entirely cleaned up, with the exception of one lot of a couple thousand cases, which is still being offered on the basis of 75 cents, New York delivery.

These lots seem to comprise the offerings and holdings of corn packers in this section and vicinity.

The demand for future corn continues. The adverse weather conditions and cold nights have not favored the growing of corn, which is at one of its critical stages, just peeping out of the ground, or two or three inches tall. Many growers report growing corn as being the wrong color and unhealthy looking, and the kind that does not make the farmer's heart feel glad. It requires warm nights, sunshine and just the right proportion of rain in order to make corn talk, and considering advices and actual observances from almost every quarter up to the present writing, corn seems to be not only dumb, but deaf to the farmer's careful caressing.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

#### Spices.

The market is fairly active, with large trading in shipping positions of black and white pepper. The general tendency is firm and prices will no doubt move upward.

Pepper.—The spot demand is brisk. We note that stocks are exceedingly low and there is little to arrive before August. Cables are unchanged during the week. The general tendency is toward higher values.

Red Peppers.—Supply is small and prices well maintained.

Cloves.—Foreign markets are higher and prices are firmer here. There is only a limited stock offered at present market price.

Pimento (Allspice).—It is reported that the coming crop will be short. The market remains steady; prices unchanged.

Mace very scarce at present; demand good. There has been

some large trading during the week.

Nutmegs.—The demand is fairly good and larger size nuts are being offered at less than cost of importation.

Cassias all steady, but practically unchanged. The consuming season is near at hand.

Gingers.—Very little to arrive over the balance of the year. Stocks are moderate, demand good, and the tendency is exceedingly higher.

Tapioca.—Import prices rule high and steady; in fact, higher than selling price here.

Seeds all in fair demand, especially for pickling needs. Prices steady but unchanged.

Green ginger root rather scarce at present. Demand will increase if the weather gets warmer.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

All the strawberries on the market are from nearby Northern points. The price ranges from 4 to 12 cents and a large part of the receipts are poor. The demand for good berries is good.

California cantaloupes are good and the range is \$2.25 to \$2.75. Floridas are not so good and range from \$1.50 to \$1.75.

Florida tomatoes average \$2. The first few Mississippi tomatoes are in market and bring \$1 per carrier. The quality is fairly good and the demand fair.

Corn has dropped somewhat, and is now worth \$2 to \$2.25. The quality of the receipts is not very good. All is coming from Florida.

For the small nearby peas canners are paying 30 to 40 cents per basket. Sugar peas are 60 to 70 cents. The demand is excellent.

String beans are now coming in from nearby Northern points and bring 75 cents per basket. Southern beans are worth \$1.25 per half-barrel basket.

New potatoes are now in from nearby Northern points and average 50 cents per basket. Norfolk potatoes range from \$1.80 to \$2 per barrel.

New onions are also in from Northern points and have opened at a particularly high price—90 cents. The high price of old onions is the reason.

## Grocery and Specialty Salesmen

If you cover any portion of the States of Pennsylvania, New Jersey or New York, you can carry a well-paying side line that will not interfere in any way with your present work.

Write for particulars.

The Grocery World, 927 Arch St., Philadelphia

## Always the Same

I am so careful in my selections of Cheese that I can safely say of my Emmenthaler, Camembert, Roquefort and other Fancy Cheese, that they are always the same.

Don't you see how important that is to you?

Being Philadelphia's largest importer I can satisfy you as to price.

I always have a complete and satisfactory line of Delicatessen and Fancy Groceries.

Why not give me a trial?

Carl Wilde, 357 N. Second St., Phila.



## It's a Member of the Family

Are you interested in a cereal that after it gets in a home, settles comfortably down and becomes a member of the family?

Then sell *Wheatena*, for that is exactly what hundreds of grocers tell us it does. A family breakfast food that in the average case, proves to be everything that the eater requires in a breakfast food, and so stays on indefinitely.

Good goods, quick, easy sale, and a satisfactory profit. The hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.

## Buy Goods Which You Can Return If You Don't Sell Them

You must sell some Self-Rising Buckwheat Flour. If you sell "Morning Glory" you are absolutely safe. It can't be duplicated in quality and we are so certain it will repeat with your customers we guarantee its sale. We will take what you have left at the end of the season and return your money.

REEVES, PARVIN & CO., Philadelphia  
RIVER FRONT STORES



## FOOD PRODUCTS FOUND SHORT WEIGHT AND OTHERWISE DEFICIENT.

(Continued from page 11.)

lower and injuriously affect its quality and strength, and was misbranded, in that the form of label was false, misleading and deceptive, because it represented the product to be a highly concentrated lemon extract, whereas, in truth, it was not a lemon extract, contained no lemon flavor, and was not highly concentrated, but consisted of a highly dilute alcohol solution of citral; the product labeled "Forbes Elegant Flavoring Extracts, Highly Concentrated Strawberry," was adulterated, in that an artificial compound, made out of alcohol and other chemicals to imitate the flavor of strawberry, had been substituted wholly for the genuine article, and was artificially colored in a manner to conceal its inferiority, and was misbranded, in that the form of label was false, misleading and deceptive, because the product was not highly concentrated extract of strawberry, but an imitation extract of strawberry, prepared from alcohol and other chemicals, artificially colored to conceal its inferiority, and artificially flavored; and the product labeled "Pure Concentrated Extract of Lemon Flavor" was adulterated, in that an artificial compound containing no oil of lemon, and artificially colored in a manner to conceal its inferiority, had been substituted in whole or in part for the genuine food product, and, further, in that the product contained a poisonous and deleterious ingredient, to wit, methyl alcohol (wood alcohol), and was misbranded, in that the label represented it to be an extract of lemon, which form of labeling was false, misleading and deceptive, as it was not an extract of lemon, but a liquid artificially compounded and containing no oil of lemon, and artificially colored in a manner to conceal its inferiority, and, further, in that said article was an imitation of and offered for sale under the distinctive name of another article.

These informations were consolidated and tried as one case, and, a jury having been demanded by the defendants, on November 15, 1909, the jury, after hearing the testimony and argument of counsel, rendered a verdict of guilty, and the court imposed upon the defendant a fine of \$400.

### JUDGMENT No. 340—ADULTERATION AND MISBRANDING OF OLIVE OIL.

On or about May 22, 1909, Anna Gross, trading under the firm name and style of Ignatius Gross, shipped from the State of New York to the State of Connecticut a consignment of a food product labeled "Prodotti Di Olii, OLIO SOPRAFFINO, La Favorita Brand." Samples of this shipment were procured and analyzed, finding that the product was adulterated and misbranded, in that cottonseed oil had been substituted in part for the genuine food product, and was misbranded, in that it was labeled "Prodotti Di Olii, OLIO SOPRAFFINO, La Favorita Brand," and contained a picture of the branches of the olive tree, which said words, together with the picture aforesaid, indicated that the product was olive oil, whereas, in truth and in fact, the product was not olive oil, but, for the most part, cottonseed oil.

On March 29, 1910, the defendant entered a plea of guilty, and the court imposed a fine of \$50.

### JUDGMENT No. 341—MISBRANDING OF ROQUEFORT CHEESE.

On or about January 2, 1909, The McLaren Imperial Cheese Co., of

Detroit, Mich., shipped from the State of Michigan to the State of Illinois, twenty-five cases, each case being labeled "Two Dozen Small Jars McLaren's Roquefort Cheese," each jar labeled "McLaren's Roquefort," and containing the picture of a goat between the words, and below the word "Roquefort," in exceedingly small type, "Manufactured and Blended in the United States." Analyses of samples of this shipment showed that the product was misbranded, in that the said cases and jars of cheese contained therein bore a label which would lead the purchaser to believe that the product consisted of a pure Roquefort cheese, imported from Roquefort, France, and made wholly from goats' milk, whereas, in truth and in fact, an analysis of the sample showed that the product did not consist of pure imported Roquefort cheese, that it was not made in France, and that it did not have the character or properties of Roquefort cheese. The court condemned the goods and compelled the owner to file a bond.

### JUDGMENT No. 342—MISBRANDING OF CANNED CORN.

On or about November 2, 1907, the Morral Canning Co., of Morral, Ohio, shipped from the State of Ohio to the State of Indiana 600 cases of canned corn. Examinations of samples showed that the product was misbranded, in that a portion of the said 600 cases were labeled "Two Doz. Two Pound Morral Brand Sugar Corn, Packed by Morral Canning Co., Morral, Ohio," and the remainder of said 600 cases were labeled "Two Doz. Two Pound Emazetta Brand Sugar Corn, Packed by the Morral Canning Co., Morral, Ohio," which statements were false, misleading and deceptive, and tended to deceive and mislead the purchaser into the belief that each can contained in said cases weighed two pounds, whereas in fact, each of said cans did not weigh two pounds, but averaged from twenty-six to twenty-eight ounces. The goods were condemned, but released under bond.

### JUDGMENT No. 343—MISBRANDING OF A FOOD—"CONCRETA BUTTEROL."

On or about October 23, 1909, G. H. Lowell, doing business under the firm name and style of G. H. Lowell & Co., New York, N. Y., shipped from the State of New York to the State of Pennsylvania a consignment of a product labeled "Concreta Butterol, G. H. Lowell & Co., 321 Greenwich St., New York." Samples were procured and analyzed, finding that the product was misbranded, in that it was labeled "Solid Gold Brand Highly Concentrated Concreta Butterol, G. H. Lowell & Co., 321 Greenwich St., New York," and said label also contained, among others, the following statements:—

1. "This product has the characteristics of rich creamery butter, both in taste and odor."
2. "Imparts the true butter flavor to your goods."
3. "It is absolutely pure and palatable \* \* \*"
9. "Concreta Butterol tones up the quality of butter that has lost its refinement of taste, making it sweet and wholesome,"

which said label was false, misleading and deceptive, and calculated to deceive and mislead the purchaser, because it would indicate that the contents of said can had the characteristics of rich creamery butter, both as to taste and odor, and would impart a true butter flavor to goods, whereas, in fact, the product had not the characteristics of rich cream-

ery butter, either in taste or odor, nor would it impart a true butter flavor to goods.

To this information the defendant entered a plea of guilty, and the court imposed upon him a fine of \$1.

### JUDGMENT No. 344—ADULTERATION AND MISBRANDING OF NEUFCHATEL CREAM CHEESE.

On or about January 6, 1909, the Michigan Produce Co., of Detroit, Mich., shipped from the State of Michigan to the State of Illinois a consignment of a product labeled "Neufchatel Style Jersey Cream Cheese, Made in Detroit, Mich." Samples of this product were analyzed, finding that the product was adulterated, in that there had been mixed and packed with it in a manner to reduce, lower and injuriously affect its quality and strength, a substance, viz., starch, and that said starch had been substituted in part for the genuine food product, and was misbranded, in that it was labeled "Neufchatel Style Jersey Cream Cheese," which statements were false, misleading and deceptive, and tended to deceive and mislead the purchaser into the belief that it was a cream cheese, whereas, in fact, the product was not a cream cheese; as shown by the analysis, the product was made from skimmed milk and contained a large quantity of starch.

On September 14, 1909, the defendant entered a plea of nolo contendere, and the court imposed a fine of \$10.

### JUDGMENT No. 348—MISBRANDING OF OLIVE OIL.

On or about August 7, 1908, the Lange Bros., a corporation, of New York, N. Y., shipped from the State of New York to the State of Massachusetts a consignment of a product labeled "Prodotti Italiani Olio de Oliva Sopraffino. F. Ferrucci Lucca Tocana, Italy. Lange Bros., New York, Soli Agenti per Gli Stati Uniti di America." Samples were procured and analyzed, finding that the product was misbranded, in that the statement on the label "Olio D'Oliva" was false and misleading because it would indicate that the product was pure olive oil, whereas in truth and in fact the product contained a considerable quantity of cottonseed oil.

On April 13, 1910, the defendant entered a plea of guilty and the court imposed a fine of \$50.

### JUDGMENT No. 351—MISBRANDING OF BUTTER.

On or about December 14, 1908, the Beatrice Creamery Co., of Chicago, Ill., shipped from the State of Illinois to the State of Louisiana twenty cases of butter labeled "Original Dundee Creamery, Made expressly for Louis Pfister, New Orleans, La., on the shipping cases, and on the retail packages, 'Louis Pfister, The only Genuine (his trade mark, Original Dundee Creamery) New Orleans, La., P. O. Box 100.'" "Original Dundee Creamery is churned from pure sweet Pasteurized cream by the most approved methods, in the world's cleanest dairy. \* \* \* Examination of samples showed that it was misbranded, that the product was labeled and branded in a manner to indicate that the product was manufactured at the original Dundee creamery by Louis Pfister, Post Office Box 100, whereas in fact the product was manufactured by the Beatrice Creamery Co., at Chicago, Ill. In due course the case came on for trial and the court rendered a decree of condemnation and forfeiture and ordered that the goods be released upon the payment of costs,

and the filing of a bond to be approved by the court, conditioned that the said goods should not be disposed of contrary to the laws of the United States.

### JUDGMENT No. 352—MISBRANDING OF HONEY.

On or about October 7, 1908, E. R. Pahl & Co., Milwaukee, Wis., shipped from the State of Wisconsin to the State of Tennessee twenty cases of honey. An examination of samples showed that the product was misbranded, in that ten of said cases were branded on the outside of each case "One Dozen Pints," and the other ten cases were branded on the outside of each case "Two Dozen One Pint Bottles," which statements were false, misleading and deceptive, in that each of the said bottles in the cases contained considerably less than one pint. Thereupon E. R. Pahl & Co. entered an appearance, set up a claim to the goods, and filed an answer, and on February 5, 1909, the case came on for hearing, and the court entered its decree of condemnation and forfeiture, and ordered that the goods be released upon the payment of costs and the filing of a bond conditioned that the said goods should not be disposed of contrary to the laws of the United States or of any State, Territory or District or insular possession of the United States.

### JUDGMENT No. 354—ADULTERATION OF RYE FLOUR.

On or about November 9, 1908, the Northern Milling Co., Wausau, Wis., shipped from the State of Wisconsin to the State of Illinois 280 sacks of rye flour. Analysis of samples showed it to be adulterated within the meaning of the Food and Drugs Act of June 30, 1906. As it appeared from the findings of the analyst and report made that the said shipment was liable to seizure under Section 10 of the act, the Secretary of Agriculture reported the facts to the United States Attorney for the Northern District of Illinois.

In due course a libel was filed against the said 280 sacks of rye flour, charging adulteration, in that a substance, wheat flour, had been substituted in part for the genuine food product. Thereupon the Northern Milling Company entered an appearance and set up claim to the goods, and on December 22, 1908, the case came on for hearing and the court rendered a decree of condemnation and forfeiture and ordered that the goods be released upon the filing of a bond conditioned that the goods be not disposed of contrary to the laws of the United States.

## New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

- Washington, D. C., June 7, 1910.  
 960,353. Coffee or tea pot. Wm. C. Leimbach, Jr., and Frederick H. Grimberg, Hammond, Ind.  
 960,419. Percolator. Otto Selg, New York, N. Y.  
 960,483. Swinging corner bracket for show cases. Louis A. Becker, Chicago, Ill.

## TRADE-MARKS PUBLISHED FOR OPPOSITION.

- Ser. No. 47,668. "Alibi" for chocolate coated coffee beans. James W. Patterson, New York, N. Y.  
 Ser. No. 49,197. "Country Club" for condensed milk. Scio Condensed Milk Co., Scio, Ore.  
 Ser. No. 49,257. "Marigold" for condensed milk. Western Condensed Milk Co., Newberg, Ore.





CONDUCTED BY IVAN P. THOMPSON

**A Picnic Window.**

Although the weather reminds us more of March than June, so far, picnics will soon be in order. With this in mind the following idea is suggested: First make your scenery by means of soap boxes piled about the floor of your window so that when they are covered with the floor cloth it will give the uneven effect of the "country." Build a tree half way back inside the window and against, say, the right side. Make it of four boards at about a right angle to each other, forming a sort of hollow square. Cover this loosely with thick dark-brown paper, and if you care to take the trouble, have a try at "graining" it. Fasten the boards at the top to the window ceiling and at the base to the floor firmly. Make your branches of light pieces of wood treated as the trunk was. Add bunches of green crepe paper where they will look best and there's your tree.

Now get a green floor cloth and cover the floor and boxes with it—some of the boxes mak-

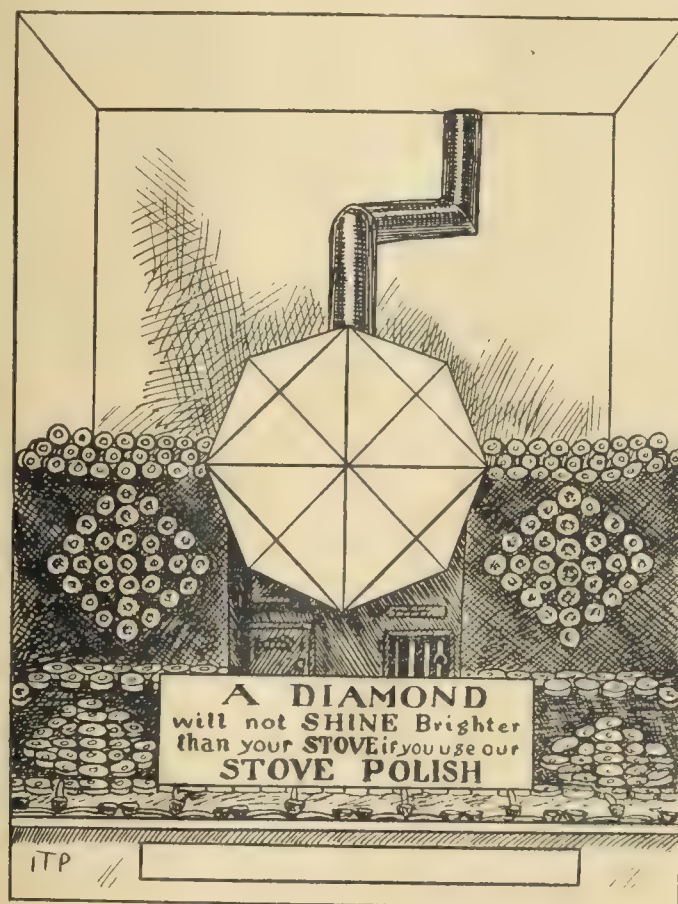
ing a little hill in the far back-ground—and drape it around the foot of the tree. Here and there on the ground place bunches of green crepe paper to look like vegetation other than the supposed grass of the green cloth. From the bough of the tree, extending across the middle distance of the window as in sketch—suspend a swing—a board and two ropes will do—and in it fix a doll. To the right of her place a placard, as in sketch, against a small tree or held up by a green covered soap box.

Now to work back from the extreme front to the swinging dolly, spread a table cloth on the ground in the position indicated by sketch. In the picture are several things good to take to a picnic—lobster (canned), pears, apples, sandwiches, salmon, bread, strawberries, sardines, butter, crackers, cucumbers, radishes, Dutch cheese, lettuce (for salad), pineapples, tomatoes, mayonnaise, pies; glasses, knives, forks, spoons, cups, milk, salt, pepper and packages, the con-

tents of which is left to the imagination, etc.

Back of the lobster, salmon, bread and butter place an open hamper. Back and somewhat to the right, and off the table cloth, place a fallen tree trunk made of covered soap boxes (for strength) and treated as the upright tree was, and across it place a board in such a way that it ex-

to the best advantage, especially the lighter colored ones. Then along the front bottom of the window place a row of brushes. Back of this place a row of polish boxes. Back of this place a range or stove. You can either borrow one and advertise the dealer by a sign, or fake one by covering as many soap boxes as will make a good-sized range front with black paper and drawing the oven door, etc., with white paint. You can make the chimney of the same paper curved into the form of a cylinder, and put three pieces thus made together, as in the sketch. Resting on the front row of polish boxes and against the range place a sign such as in sketch. From the ceiling, by an invisible wire, hang a huge diamond. Make this as you would make a kite. The sketch is practically a diagram. We



tends further on the right side of the log and therefore stays down. On the down end place a doll which, if the see-saw is placed with the up end somewhat further back than the down end, will have her back partly turned to the public gaze. On the up end place another doll which then will almost face her audience. The dolls you can borrow in exchange for the advertising.

**Stove Polish Window.**

First place your floor cloth and let it be of some color that will show off the stove polish boxes

will say the straight lines in the diagram are wooden, say laths, or whatever you find convenient and light. Cover this with white paper. Then paint in with black paint the lines as in sketch. Then you can, if you like, cut out some red, blue, yellow and green triangles of paper fitting where you intend to place them, and stick them on the four triangles, edging the lower part of the centre square, and on the four triangles, filling the upper half of the centre square, leaving the lower half of the centre square white and the upper edges white. On the top of



the range you might put a soap box with the open side facing the centre of the diamond. Cover this with something black so that it is not noticeable from the street, but not of course covering the opening, and in its place a lighted lamp if possible with a powerful reflector, and in the evening do not turn the window lights up too high so that the light in the soap box may illuminate the diamond as in a transparency. To the right and left of the sign arrange the brightest boxes of polish on the floor in the shape of a diamond. Back of this and of the range and at the base of a wall of soap boxes covered with the same material as the floor cloth place two rows of boxes of stove polish. On the side of the wall above mentioned arrange more polish boxes, on end, in the shape of a diamond—one on the right and one on the left of the range. For the bottom support of each of these diamonds use pieces of wood meeting like a V and nailed to the boxes after covering them with crepe paper more or less like the floor cloth. On top of this wall arrange in pyramid form several rows of boxes of stove polish on end. If you can, drop some dark drapery back of this wall in order to intensify the diamond effect as much as possible.

NOTE.—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

These trade-mark criss-cross lines on every package  
**GLUTEN FLOUR** DIET FOR  
and cures  
**DIABETICS**  
Kidney and Liver Troubles, Rheumatism, Obesity  
and ills arising from excess of Uric Acid  
Rich in Protein. Ask your physician. Leading grocers.  
For booklet or sample, write  
**FARWELL & RHINES, Watertown, N.Y., U.S.A.**

**PATENTS**

and Trade-Marks procured promptly and properly in all countries.

**Davis & Davis, Washington, D. C.**

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Sore Spots.**—We all have them. They're hard to bury. When they're touched we rebel. But the toucher is to be pitied. The man to be admired is the man that lives down and lives out the *sore spot*—lives it out so completely that not a trace of the scar is discernible. That counts more than making a million dollars. It takes courage to do that. It takes the full, big rounded out man to boast of a successful battle with himself.

\*\*\*

**About Selling.**—What do you want to sell to-day anyway? Flour? All right. Get the facts. You have an unbleached article. It's a blended flour. It has "spring" to it. It's easily worked. It is a great absorber of liquid. It has strength. It has sweetness and nuttiness and bakes light. That's your foundation argument. That you believe to the letter because it's true. A firm grasp of that "foundation" along with a firm belief that it will bring results—*will bring results*. Exactly the same argument applies to any other article of equal merit. The trouble with the average clerk is he doesn't dig down deep enough for his selling thunder. Give a reason, gentlemen; give a reason and believe with all your heart and soul *in that reason*.

\*\*\*

**"This Is My Store."**—You can't beat that for a motto. The principle of working as though the store and all its interests were your store and its success your success is positively the surest way to "get up." There'll be snarls and drawbacks and discouragements of course. But if you're a fighter and a believer in "you" you'll make the snarls and drawbacks and apparent discouragements stepping stones. Nearly all the big fellows did that.

This-is-my-store principle acted up to won't allow bags to be walked over. Won't allow customers to be neglected. Won't

let unnecessary lights burn during the day. Won't give either 17 ounces or 15 ounces to the pound. Many a young fellow has held this mental ownership so persistently and so intensely that the upshot was a reality. Don't expect to "get up" if you are indifferent.

\*\*\*

**Dummies.**—Now's the time to fix up your store with empty cartons, sometimes called dummies. Fine thing for decorating the iron posts. Splendid to fill up out-of-the-way corners that are in view. And in the hot weather they make neat, clean, wholesome-looking show window material.

Speaking of show windows, I'll tell you an experience we had with olives, which goes to show that it isn't always nicety of arrangement that counts nor always a fine variety of the same line that attracts.

It's the knack of setting up a thing in your window in such a shape that it proves an instantaneous mental photograph. For instance, the writer has tested results in the display of two olive windows four weeks apart. One showed six sizes well arranged and well labeled, built on glass shelves. The other showed six cases with covers removed and where the packing (sawdust) was allowed to fall indiscriminately from the boxes; a few bottles taken from each case and carelessly laid on the sawdust. Nearly 50 per cent. more sales was the result of this show compared with the pretty one, yet it took little time and little labor to complete it, and, of course, called for less open stock. I merely mention this incidentally.

**No Federal Interference With Ohio and Missouri Wines.**

The Federal Food and Drug Board has decided that Ohio and Missouri wines can be sold labeled as heretofore "Ohio" and "Missouri" wines. The ruling on

the subject is "Food Inspection Decision No. 120," and in substance is as follows:—

The question has arisen whether fermented beverages made in the States of Ohio and Missouri by the addition of a solution of sugar and water to the natural juice of grapes before fermentation may be labeled, under the Food and Drugs Act, as "Ohio Wine," or "Missouri Wine," respectively, without further qualification. In Food Inspection Decision 109 it was announced that the term "wine" without qualification is properly applied only to the product made from normal alcoholic fermentation the juice of sound, ripe grapes without addition or abstraction, except such as may occur in the usual cellar treatment for clarifying and aging.

It has been found impracticable, on account of natural conditions of soil and climate, to produce a merchantable wine in the States of Ohio and Missouri without the addition of a sugar solution to the grape must before fermentation. Having regard to the fact that fermented beverages have been produced in the States of Ohio and Missouri by the addition of a sugar solution to grape must before fermentation and sold and labeled as "Ohio Wine" and "Missouri Wine," respectively, for a period of over sixty years, it is held a compliance with the terms of Food Inspection Decision 109 if the product made from Ohio and Missouri grapes by complete fermentation of the must under proper cellar treatment, and corrected by the addition of a sugar solution to the must before fermentation so that the resultant product does not contain less than five parts per 1,000 acid and not more than 13 per cent. of alcohol after complete fermentation, are labeled as "Ohio Wine" or "Missouri Wine" as the case may be, qualified by the name of the particular kind or type to which it belongs.

An Ohio or Missouri dry still wine made as above stated and sweetened with a sugar solution which does not increase the volume of the wine more than 10 per cent., and fortified with tax-paid spirits, may be labeled as "Ohio Sweet Wine" or "Missouri Sweet Wine" as the case may be, qualified by the name of the particular kind or type to which it belongs.

The product made in Ohio and Missouri by the addition of water and sugar to the pomace of grapes from which the juice has been partially expressed, and by fermenting the mixture until a fermented beverage is produced, may be labeled as "Ohio Pomace Wine" or "Missouri Pomace Wine" as the case may be. If a sugar solution be added to such products for the purpose of sweetening after fermentation they should be characterized as "Sweet Pomace Wines." The addition to such products of any artificial coloring matter or sweetening or preservative other than sugar must be declared plainly on the label to render such products free from exception under the Food and Drugs Act.

Peaches are coming from Texas and Georgia. The former bring \$1.75 to \$2.25 per bushel and are the best. The Georgias bring \$1.25 to \$1.75. The demand for peaches is only fair, as they are all clingstones and not very good.





The logical connecting link between the manufacturer and the retailer is the GROCERY AND ALLIED TRADE PRESS OF AMERICA. Every manufacturer whose goods are sold by retailers has a message for retailers, so his first step is to find out the best vehicle to deliver this message for the least money.

Through the publications named below a manufacturer can talk to over 150,000 retailers for about one-tenth what it will cost him to do it any other way.

The GROCERY AND ALLIED TRADE PRESS OF AMERICA is a better connecting link between the manufacturer and retailer than the magazines and newspapers are between the manufacturer and consumer—because they are organized, because their circulation statements are guaranteed, because their rates are standardized and because they have a working co-operative arrangement with the NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES, which makes their columns more interesting to their constituents.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Louis  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

Any manufacturer who believes that it is possible for him to get some information about reaching retailers, which he doesn't have, will be very glad he did, if he writes to

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



# WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

## FOR SALE.

**FOR SALE.**—Corner store, grocery, milk and ice. Will sell for \$375 if sold at once. Store and seven-room dwelling; rents for \$20 per month. Call S. W. Corner Oakford and Bonsall Sts., between 23d and 24th Sts. Federal and Wharton Sts. 1

**FOR SALE.**—Cash grocery. Only one in splendid small city; doing nearly \$60,000 a year. Best location in city, and a money maker. Dissolving is reason for selling. Once in lifetime such an opportunity. Don't reply unless you mean business. Address A. B. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

**FOR SALE.**—Corner grocery, meat and provision store. Established six years. Doing a large business. If sold at once will take \$1,800. West on Market St., West Philadelphia. Address L. C. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

**FOR SALE.**—In West Philadelphia, corner grocery and provision store, doing a good business. If sold at once will take \$800. Address L. G. S., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

**FOR SALE.**—Old-established meat and provision store. Fine fixtures and refrigerator. Location, West Philadelphia. Stable in rear. Will sell for \$1,100 to a quick buyer. Address V. W. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

**FOR SALE.**—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

**FOR SALE.**—Grocery, provision and notion store, Cor. Miller and Madison Sts. Will sell at a very low price if sold at once. House contains eight rooms. Rent, \$18 per month. J. Wilson, Miller and Madison Sts., Philadelphia, Pa. 25

**FOR SALE.**—Meat and provision store. Established five years. Doing a fine business. Will sell for \$550 if sold at once. Dwelling contains nine rooms. Eugene Lux, 3051 Frankford Ave., Phila., Pa. 25

**FOR SALE.**—Country store and dwelling. Good location. Call or write E. J. Rauch, Rauchtown, Clinton Co., Pa. tf

**FOR SALE.**—Small corner grocery store. Must sell on account of sickness. Will sacrifice for \$400 if sold at once. Address B. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

**FOR SALE.**—A small grocery store, established eight years. Doing a fair business. Will sell for \$400 if sold at once. Address 4055 Wallace St., Philadelphia, Pa. 26

**FOR SALE.**—In West Philadelphia, 4411 Aspen St., grocery and provision store, \$1,000; 4413 Aspen St., cafe, \$500. Will sell the two properties to a quick buyer at the low figure of \$10,000. Apply at the above address. 2

**FOR SALE.**—A good corner grocery, meat and provision store. Good reason for selling. If sold at once will take \$1,100. Rent of store and ten-room dwelling, \$34 per month. Address S. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

**FOR SALE.**—Grocery, meat and provision store, N. W. Cor. Huntingdon and Douglass Sts. Seven rooms; \$38 per month. Will sell for \$900 if sold at once. Address J. B. Neff, 3251 Huntingdon St., Philadelphia, Pa. 3

**FOR SALE.**—Grocery store located in northwestern Pennsylvania. Population of city, 8,000; healthy location; good business. Rent and fuel cheap. Three railroads. Good reasons for selling. Address B. D., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

**FOR SALE.**—Two No. 91 National cash registers; cost \$300. One Commercial register, 136 accounts; cost \$75. Good as new. Will sell cheap to quick buyer. Address

P. M. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

## SITUATION WANTED.

**POSITION WANTED AS WHOLESALE** grocery or specialty salesman. Manager of grocery store between three and four years. Want to change for benefit of health. Can furnish reference and bond. Address C. G. Auer, 12 Spruce St., Bethlehem, Pa. 25

**ENGLISH CLERK AND MANAGER, AT** present employed in Philadelphia, wants position as manager of up-to-date grocery store in fair-sized town. Age, 26; unmarried; will go anywhere. Has had six years' experience as manager, and good all-round man. Now has good position as manager but would prefer town to city. Salary to start, \$17 per week. Unquestioned references. Address C 41, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

**EASTERN PENNSYLVANIA YOUNG** man of 23, wants position as head clerk or manager of grocery department. Married, no children; will go anywhere. Has had excellent experience in general groceries and also with teas and coffees. Knows something of chain store methods. Can give strong references. Wanted to start, \$15 weekly, and can soon show right to that much. Address C 40, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

**POSITION WANTED BY MAN, MIDDLE** age, as manager of grocery business or of a general merchandise business. Years of experience. Best references and bond if required. Address X Y Z, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

**PENNSYLVANIA GROCERY CLERK** wants position as manager or buyer. Will go anywhere. Age 30, married, one son. Has had about nine years' comprehensive experience, and can make good. Wants \$1,400 yearly to start, and can prove ability to earn that and more. Address C 39, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

## HELP WANTED.

**HELP WANTED.**—Young man wanted to work in store and take orders and general store work. One from the country preferred. Salary, \$10 per week. Address D. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

**WANTED.**—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." tf

**WANTED.**—An all-round man, capable of taking charge as manager of a meat and grocery store. Must have ability to hustle. Reference preferred. Apply 516 S. Fifty-second St., Philadelphia, Pa. 26

**NEW JERSEY GENERAL STORE-**keeper wants good man for position which may or may not be permanent, or he may close his business. Man needed to do all all-round work, mostly indoor. Will pay whatever he is worth. Man who is careful, willing, honest, sober and able will find this worth considering. Address E. 19, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

## BUSINESS OPPORTUNITIES.

**OLD - ESTABLISHED MEAT, PROVI-**sion and grocery store in the southeastern part of Philadelphia, doing average year's business of \$15,000, with a good class of trade, can be bought very reasonably. Good reason for selling. Can be bought with or without the property. Address B. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

## DO YOU WANT TO SELL YOUR BUSINESS?

We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.

In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.

If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.

Write, call or telephone.

**WARNER & CO.,**  
927 Arch Street, Philadelphia, Pa.  
Phones, Bell Filbert 2500,  
Keystone, Race 746.

## GROCERY, MEAT AND PROVISION STORES.

### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

**WARNER & CO.,**  
927 Arch Street, Philadelphia, Pa.

## WANTED.

**WANT TO BUY A GROCERY STORE** in a town of about 10,000 population. Give price of fixtures and amount of stock, rent of store. Address W. M., 123 Park Ave., Paterson, N. J. 1

## MISCELLANEOUS.

**HIGH-GRADE SALESMAN, FAMILIAR** with the grocery trade, wants to connect with good specialty. Address S. A. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 25

**WE BUY ENTIRE OR PORTION OF** stocks of general stores for cash. Highest prices paid. F. Laison & Co., 1624 S. 5th St., Philadelphia, Pa. 5

**GROCERS' PRINTING MATTER—LET-**ter heads, bill heads, postal cards, pure food stickers, counter pads, folders, all kinds of snappy, up-to-date printing for grocers and general merchants a specialty. H. F. Granzow, Ashland, Pa. 26



**MR. GRO-SIR WHY NOT** make your own collections with our wonderfully effective, quick and simple system. Debtors settle direct with you. Five cents often covers the whole expense of collecting an old account. Can be used in all lines of credit business anywhere in

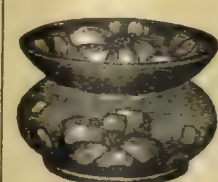
the United States with astonishing results. Complete outfit mailed on 30 days' free trial. It will cost you only \$2, if satisfactory. May we send you full description?—FREE. American G. Collecting Agency, Castorland, N. Y. Send for a copy of "The Creditor's Journal"—It's free. 25

## MANY GROCERS

Find it pays them to read the "good stuff" in

**The Advertising World**  
Columbus, Ohio

Sample free, or four months' trial for 10 cents



No. 1 Cuspidor  
6 1/2 Inch

## THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

**The Peters & Reed Pottery Co.**  
ZANESVILLE, OHIO



# Be Alive! Think! Leave the Rut!

## Push CLICQUOT CLUB Ginger Ale



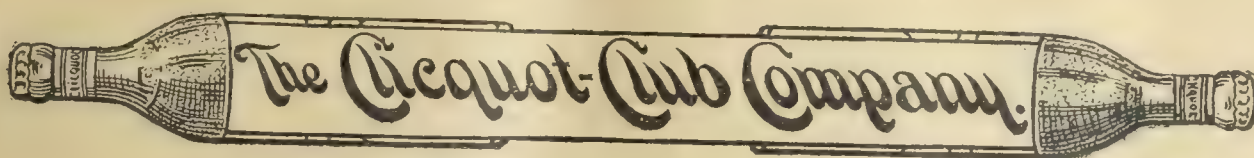
Lots of imported ginger ale was selling before we made CLICQUOT CLUB, but we made CLICQUOT CLUB *better* than the imported and *advertised* it in the big magazines, and the result is more sales every season for CLICQUOT CLUB and fewer sales for imported ginger ales. Recommend CLICQUOT CLUB GINGER ALE to your customers, and once they start buying it they'll never stop, because its Flavor, Purity and Fine Quality will please them and hold their trade. The big pint bottle holds two full eight-ounce glasses—quantity as well as quality.

Other CLICQUOT PRODUCTS with the Clicquot Purity and Flavor:

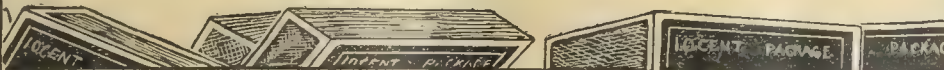
CLICQUOT CLUB SARSAPARILLA  
CLICQUOT CLUB ROOT BEER

CLICQUOT CLUB LEMON SODA  
CLICQUOT CLUB BLOOD ORANGE

CLICQUOT CLUB BIRCH BEER



Millis, Massachusetts



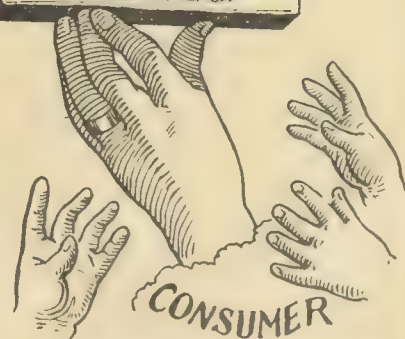
## Have It On Hand: They Want It

It pays to keep Dunham's Original Shred Cocoanut well stocked at all times because its superior flavor and

fine quality have won for it a steady sale—it is **always in demand**. Put it where it can be seen; it will sell itself to those who know it. Recommend "Dunham's Original Shred Cocoanut" to all your customers because, once started they'll always buy it.

Write for particulars of our Premium Plan, it makes every clerk a salesman.

DUNHAM MANUFACTURING CO., Brooklyn, New York

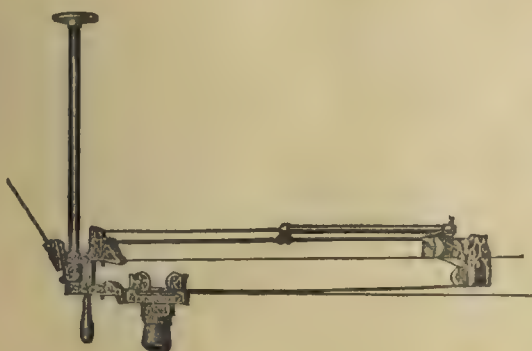








LAMSON



Airline

CASH  
CARRIERS*Keep a check on your sales*

Fix responsibility—lessen labor—reduce  
selling expenses—give quick service—  
please your customers.

*Bulletin E explains all.*

Lamson Consolidated Store Service Company

BOSTON

Philadelphia Office, No. 929 Chestnut Street

SERVICE

## THIS IS THE TIME

to tell your customers about

Shredded Wheat  
and Strawberries

a delicious, wholesome, nourishing combination for the Summer days when the palate is tired of heavy meats and soggy pastries.

You have the Biscuit and the berries. Educate your customers. They will thank you for reminding them of such a healthful, nourishing, appetizing Summer dish.

Heat a Shredded Wheat Biscuit in the oven to restore crispness, then pour the berries over it; serve with milk or cream and sweeten to suit the taste.

If your customers like Shredded Wheat and strawberries they will like Shredded Wheat with raspberries, blackberries, peaches, sliced bananas or any other fresh fruits.

The Shredded Wheat Company, Niagara Falls, N. Y.

Every Week We Get Two Carloads of  
White Rock Butter

from our dairy to supply the trade in Philadelphia. We have been shipping WHITE ROCK BUTTER at this rate EVERY WEEK FOR OVER FIFTEEN YEARS. The same grocers have handled it all these years because it pleased their customers by its *uniformly high quality* and *perfect condition* and because our price is right. You should handle WHITE ROCK BUTTER for the same reasons. Write us for quotations and particulars.

McCanna &amp; Fraser Company

44-46 South Water St., Philadelphia



Wax Beans—		
Small	1.35	
Fancy, small	1.60	
Cut wax	1.05	
Baked Beans—		
Fancy Maine, No. 3, sauce	1.60	
" " " 3, plain	1.45	
" " " 2, sauce	1.25	
" " " 2, plain	1.15	
" " " Picnic sauce	.70	
" " " Individual sauce	.50	
Maryland, No. 3, sauce	1.20	1.25
" " " 3, plain	1.20	1.25
Good, No. 3, plain or sauce	.95	
Campbell's, No. 2, sauce	.95	
Red Kidney Bean—		
New York, fancy, No. 2	.95	
Maryland, Standard, No. 2	.80	
Corn—		
Fancy Maine	1.25	
" " New York, cream crushed	1.00	
" " " Country Gentleman	1.15	
Fancy Shoe Peg	1.00	
" " "	.85	
Maryland, crushed	.85	
Peas—		
Fancy New York, sweet	1.05	
" " " sifted, sweet	1.20	
" " " extra sifted, sweet	1.35	
" " " fancy sifted, sweet	1.65	
" " " June	1.05	
" " " sifted June	1.20	
" " " extra sifted June	1.35	
" " " fancy sifted June	1.65	
" " " No. 10 cans	5.00	
Extra sifted, E. J.	1.25	
Sifted, E. J.	1.05	
Sweet Dimpled	1.00	
Maryland, sifted E. J.	.85	
" " June	.80	
Beets—		
New Jersey fancy, No. 3	1.10	
" " " 10	3.25	
Succotash—		
New York, fancy, No. 2	1.20	
" " standard, No. 2	1.05	
Maryland Slavery, No. 2	.95	
Spinach—		
Maryland, standard, No. 3	.95	
New York, fancy, No. 3	1.50	
Sweet Potatoes—		
New York, fancy, No. 3	1.25	
New Jersey, standard, No. 3	.90	
Pumpkin—		
New York, extra fancy, No. 3	1.15	
" " " " 3	.90	
" " " fancy, No. 3	1.00	
New Jersey, fancy, No. 3	.85	
" " standard, No. 3	.75	
Maryland, standard, No. 3	.65	
Asparagus—		
Mammoth, 2 1/2s.	3.00	
Large, 2 1/2s.	2.75	
Oak, large, 2 1/2s.	2.65	
Standard, 2 1/2s.	2.45	
Fancy tips, No. 1, square	2.65	
Extra standard, No. 1, square	2.45	

## California Canned Fruit.

Apricots—	
Extra quality	Per doz. 2.50
Extra standard	2.60
Standard	1.40
Pears—	
Bartlett, extra quality, 2 1/2s.	2.60
" " extra standard, 2 1/2s.	2.15
" " standard, 2 1/2s.	1.80
Cherries—	
Extra quality, 2 1/2s.	2.90
" " standard, 2 1/2s.	2.35
Standard, 2 1/2s.	1.80
Peaches—	
Extra quality, lemon cling	2.50
Standard, lemon cling	1.90
Extra standard, No. 8	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.	1.05
Plums—	
Egg, extra standard	1.45
Green Gage, extra standard	1.45
Egg, standard	1.10
Gage, standard	1.10

## Domestic Canned Fruit.

Apples—	
Extra standard, No. 3, 2 doz.	.90
Standard, No. 3, 2 doz.	.85
New York State, No. 10	2.85
Blackberries—	
New Jersey, syrup, No. 2	1.30
Standard, No. 2	1.02 1/2
Blueberries—	
Maine, Eagle No. 2	1.25
Liggins, No. 10	6.00
Cherries—	
Maryland, No. 2, white, extra	1.35
New York, white, No. 2	2.65
Flour City, red, No. 2	
Peaches—	
Extra standard, yellow, No. 3	1.25
Standard, white, No. 3	1.05
Standard, pie, No. 3	.95
Pears—	
New Jersey, No. 10	3.75
Delaware, standard, No. 3	1.00
Raspberries—	
New York, extra preserved, No. 2	2.45
Strawberries—	
Anchor, No. 2, water	.75
New Jersey, standard, No. 2	1.50

Pineapple—	
Hawaiian, No. 2 1/2, sliced	2.50
" " " 2, " "	2.20
" " " 2, grated	1.75
" " " 2, crushed	1.80
" " extra, grated in juice	5.75
" " " crushed in juice	5.75
Baltimore, extra, grated, No. 2	1.80
" " " sliced, " 2	2.00
Singapore, heavy syrup, No. 1 1/2, cubes	1.10
" " " " 1 1/2, chunks	1.20
" " " " 1 1/2, sliced	1.30

## Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs—	
Deviled, No. 1, 4 doz., McMenamin's	Per doz. 2.17 1/2
" " No. 2, 4 doz., McMenamin's	3.85
Clams—	
Star, No. 1, 4 doz.	.85
Lobster—	
B & M., No. 1, tall, 2 doz.	4.35
" " " flat, 4 doz.	4.35
B & M., No. 1/2, flat, 4 doz.	1.40
Star brand, No. 1/2, flat, 4 doz.	1.35
" " " No. 1/2, flat, 4 doz.	2.25
Shrimps—	
Dunbar, No. 1, pickle, 4 doz.	1.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	
" " " No. 2, 4 doz.	
" " " No. 3, 4 doz.	
Underwood, soused, No. 1, 50 cans	
" " " No. 1, 4 doz.	
Oysters—	
Boyer's, No. 1, 2 doz.	.78
" " No. 2, 2 doz.	1.45
Stewart's, No. 2, 2 doz.	1.35
" " No. 1, 2 doz.	.67 1/2
Victory, No. 1, 2 doz.	.75
Kipperd Herring—	
Maconache's, 2 doz., plain	1.60
Bonaccard, 6 doz.	1.60
Salmon—	
Hagood's, No. 1, tall	2.05
" " " 1, flat	2.15
Horseshoe, No. 1	1.65
Alaska, red	1.55
White Raven, red, 1/2s.	
Red, No. 1/2, flat, 4 doz.	.90
Pink, No. 1/2, 4 doz.	.80
Herringlets, 1/2s, in pure olive oil, key, 50 tins.	7.65
" " " 1/2s, in tomato sauce, key, 50 tins.	7.65

## SARDINES—Imported.

Boneless and peeled, 1/2s	
" " D. & G., 1/2s.	28.00
" " Ispa, 1/2s.	26.50
" " Gondolier, 1/2s.	28.00
" " Landell, 1/2s.	17.00
" " Martel, 1/2s.	8.50
" " " 1/2s.	10.50
" " Loyal, 1/2s.	14.00
Argonauts, 1/2s.	100 9.50
Orion, smoked, 1/2s, key	100 14.00
Tomato sauce, 1/2s.	100 8.00
Truffled, 1/2s, key	100 15.00
Spiced, 1/2s.	100 12.50
Skipper, 1/2s.	100 10.00
" " tomato sauce, 1/2s.	100 11.50
Royanette, oval, 1/2s.	100 11.50
Angus Watson & Co.—	
Skipper Sardines, 1/2s, oil	11.50
" " " 1/2s, oil	10.75
" " " 1/2s, tomato sauce	11.50
" " " 1/2s, tomato sauce	10.75
Sea Queen Sardines, 1/2s, oil	9.20
Sea Pearl Sardines, 1/2s, oil	8.00

## Domestic.

American Oil—	
No. 2, 1/2s.	100 3.00
1/2s, key	100 3.15
Irma, 1/2s.	100 4.00
Mustard—	
Irma, 1/2s.	100 3.85
1/2s.	100 3.15
3/4s.	50 2.75
Continental, 3/4s, key	48 3.00
Irma, fancy, 3/4s.	50 3.80
Gold Label, 3/4s.	50 4.50
" " 3/4s.	100 7.00
Underwood's, 3/4s.	50 4.25

## CANNED MEATS. Corned Beef.

Morris & Co's Supreme Brand—	
No. 1, key, 2 doz.	1.75
No. 2, key, 1 doz.	3.00
No. 6, key, 1 doz.	22.00
No. 14, key, 1/2 doz.	25.50
Libby's—	
No. 1, key, 2 doz.	1.75
No. 2, key, 1 doz.	3.00

## Chipped Beef.

Libby's—	
No. 1, 2 doz.	1.30
No. 2, 2 doz.	2.20
No. 1, glass, 2 doz.	1.35
No. 2, glass, 2 doz.	2.32 1/2
Beckman—	
No. 1, sliced, glass jars	1.70
No. 2, sliced, glass jars	2.80

## Sliced Bacon.

Seechant—	
Medium, glass jars	1.90
Large, glass jars	3.20

## Roast Beef.

Morris & Co's Supreme Brand—	
No. 1, 2 doz.	1.75
No. 2, 1 doz.	2.75
Libby's—	
No. 1, 2 doz.	1.75
No. 2, 1 doz.	3.00
Klingan's—	
No. 1, 2 doz.	1.57 1/2
No. 2, 1 doz.	2.75

## Lunch Tongue.

Morris & Co's Supreme brand, No. 1, 2 doz.	
Libby's, No. 1, 2 doz.	3.15
Libby's, No. 1/2, 2 doz.	1.85

## Whole Ox Tongue.

Fairbank's, No. 2, 1 doz.	
Libby's, No. 2 1/2, 1 doz.	Per Doz. 8.00
	9.90

## Potted or Deviled Meats.

Libby's—	
No. 1, 4 doz.	.50
No. 1/2, 4 doz.	.90
R. & R.—	
No. 1, 4 doz.	1.15
No. 1/2, 2 doz.	1.95

## Potted Chicken or Turkey.

Libby's—	
No. 1, 4 doz.	
No. 1/2, 2 doz.	
R. & R., No. 1, 4 doz.	
	1.75

## Boned Meats.

Curtice Brothers, "Blue Label," in tin—	
Chicken, No. 1/2	3.50
" " No. 1	6.00
Turkey, No. 1/2	3.50
" " No. 1	6.00
Whole Rolled Ox Tongue, No. 2	12.50
Boneless Whole Ham, No. 1 1/2	8.75
" " No. 2 1/2	12.50
All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

## Deviled Meats.

Curtice Brothers, "Blue Label"—	
No. 1 oz. No. 10 oz.	
Ham	1.50 2.80
Tongue	1.50 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 1 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.	

## Potted Meats.

Curtice Brothers, "Blue Label"—	
No. 1/2 Tin. No. 1/4 Tin.	
Ham	1.45 2.45
Tongue	1.45 2.45
Chicken	1.95 2.95
Turkey	1.95 2.95
No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.	

## SOUPS.

Campbell's—	
Asparagus	Per doz. .90
Beef	.90
Bouillon	.90
Celery	.90
Consomme	.90
Chicken	.95
Chicken Gumbo (Okra)	.90
Clam Bouillon	.90
Clam Chowder	.90
Julienne	.90
Mock Turtle	.90
Mulligatawny	.90
Mutton Broth	.90
Ox Tail	.90
Pea	.90
Pepper Pot	.90
Printanier	.90
Tomato	.90
Tomato Okra	.90
Vegetable	.90
Vermicelli-Tomato	.90
No. 10 cans, Tomato only	per doz. 6.50

Curtice Brothers, "Blue Label"—	
Quarts. Pints. 1/2 Pints.	
Consomme	3.15 1.75 1.25
Bouillon	3.15 1.75 1.25
Beef	3.15 1.75 1.25
Julienne	3.15 1.75 1.25
Printanier	3.15 1.75 1.25
Vegetable	3.15 1.75 1.25
Tomato	3.15 1.75 1.25
Ox Tail	3.15 1.75 1.25
Mock Turtle	3.15 1.75 1.25
Pea	3.15 1.75 1.25
Mutton Broth	3.15 1.75 1.25
Clam Chowder	3.15 1.75 1.25
Clam Broth	3.15 1.75 1.25
Chicken Gumbo	3.15 1.75 1.25
Mulligatawny	3.15 1.75 1.25
Chicken	3.15 1.75 1.25
Chicken Broth	3.15 1.75 1.25
Green Turtle	6.50 3.50 2.25
Green Turtle, Clear	7.25 3.75 2.25
Terrapin	7.25 3.75 2.25
Schmaltz's, assorted, 1 lb., 4 doz.	.85

## CATSUP.

Beefsteak Catsup, medium	
Waldorf, medium, 12 oz., screw top, 2 doz.	Per doz. 2.00
Campbell's—	
Tomato, 10c. size, bottles	.90
Tobasco, 10c. size, bottles	.90
Salder's—	
Pints, 2 doz.	2.15
Half-pints, 2 doz.	1.30
Quarts, 1 doz.	3.25
Gallons, 6 jugs in crate	per jug .80

## KETCHUP.

Curtice's "Blue Label" Tomato Ketchup—	
Small, 25 bottles in case	Per Case 2.75
Medium, 25 bottles in case	4.25
Large, 12 bottles in case	3.25

## CHOCOLATE AND COCOA.

Walter Baker & Co's—		Per lb.
Premium, 1/2s, 12 to 25 lbs.	.....	.80
Premium, 1/2s, 12 lbs.	.....	.80
Caracas, sweet, 6 lbs.	.....	.35
German, sweet, 12 lbs.	.....	.25
Auto, sweet, 6 lbs.	.....	.35
Cocoa, 1/2-lb. cans, 12 lbs. in box.	.....	.35
Cocoa, 1/2-lb. tins, 6 lbs.	.....	.35
W. H. Baker's—		
Best Cocoa, 1/2-lb. size.	..... per lb.	.35
“ “ 1-lb.	..... “	.35
Premium Chocolate, 1/2s, 12 lbs.	.....	.25
“ “ 1/2s, 12 lbs.	.....	.25
Best Sweet Chocolate, 1-3/4, 6 lbs.	.....	.19 1/2
“ “ 1-3/4, 12 lbs.	.....	.19 1/2
Hershey's—		
Milk, 48 1/2 cent.	..... per box	1.60
Epp's—		
Cocoa, 1/2-lb. tins, 7 lbs.	.....	.45
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.	..... per tin	.75
“ 12-lb. boxes, 1/2-lb. tins.	..... “	.40
“ 6-lb. boxes, 1/2-lb. tins.	..... “	.20
“ square tins, 48 in box.	.....	.12
Horton Cocoa and Chocolate Co.—		
Cocoa, labeled, 1/2s.	.....	.35
Cocoa, labeled, 1/2s.	.....	.37
Premium Chocolate, 1/2s.	.....	.25
Premium Chocolate, 1/2s.	.....	.29
Bensdorp's Royal Dutch Cocoa, 12 lb. cases—		
	Per can.	Per doz.
5-oz. oval cans	.....	2.20
1/2-lb. round cans	..... .29	3.48
1-lb. “	..... .57	6.84
3-lb. “	..... 2.75	Per lb. .53
Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—		
Milk, 6 to lb.	.....	.45
Queen, 4 to lb.	.....	.45
Sweet Vanilla, 4 to lb.	.....	.25
“ 8 to lb.	.....	.25
Milk Chocolate, Towers, 5 lb. boxes	.....	.50
“ “ 1/2 lb. boxes, 90 to case	.....	.56
“ “ 6 to lb.	.....	.41
Turinos, 5 lb. boxes		
Blooker's Cocoa—		
1/2-lb. tins, 2 doz. in box.	..... per doz.	1.25
1/2-lb. tins, 2 doz. in box.	.....	1.50
1-lb. tins, 1 doz. in box.	..... “	1.50
5-lb. tins, 1 doz. in case	..... per lb.	.25
10-lb. bags, 1 doz. in case.	..... “	.50
Runkel's—		
Cocoa, 1/2s, 1/2 cans, 6 lbs.	..... per lb.	.35



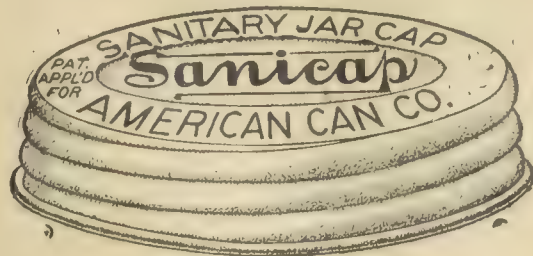
# Millbourne Flour

GOOD OLD MILLBOURNE

Good for 150 Years

**GOOD TO=DAY**

Millbourne Mills, 63d & Market Sts., Phila., Pa.



## Is the Only Mason Jar Cap

from which all the unsatisfactory features have been eliminated. It is always clean. It can't corrode (acids have no effect on it); the threads don't slip; it has no sharp edges.

We are advertising it widely and, sold at 15c. per doz., it shows you a splendid profit.

Order from your jobber or write

**THE AMERICAN CAN COMPANY**

NEW YORK :: CHICAGO :: SAN FRANCISCO

LOCAL OFFICES IN ALL LARGE CITIES

*A Business Getting Plan for all*

# RETAIL MERCHANTS

**Better Than Newspaper Advertising  
Better Than the Trading Stamp Plan  
Better Than Your Own Premium System**

AND

## Costs You Less Money Than Any of These

If you would like to turn trade from your competitor's door to your store; if you would like to stimulate the purchase of more goods among present customers; if you would like to get a permanent hold on old and new patrons, and by these means boost your sales and increase the net profits of your business without adding to the expense—

### You Can Profitably Use Our Plan

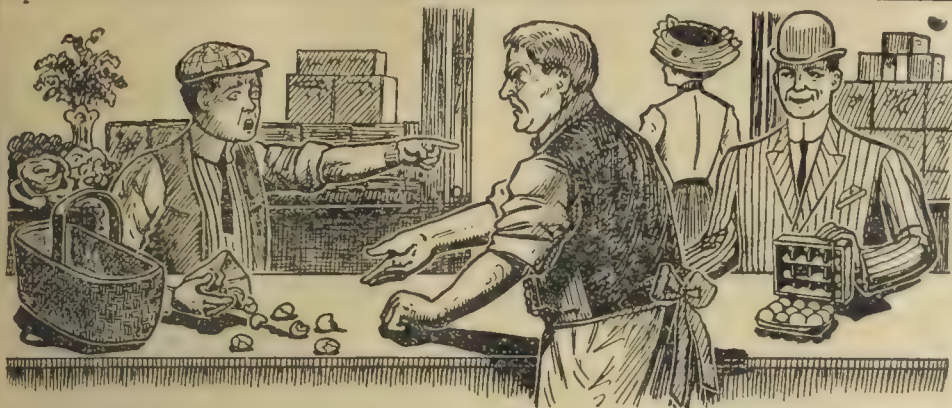
Progressive Retail Merchants in all lines and of good credit standing are requested to write us for letter, catalog and other printed matter giving full particulars.

**Manufacturers' Trade-Mark Ass'n, Dept. W, 253 Broadway, New York City**









## Blame the Bag, Not the Boy

**Q** If you try to deliver eggs in paper bags or pasteboard boxes you'll *have breakage*: if you deliver them in **Star Egg Carriers and Trays** you won't have any breakage. That's our proposition in a nutshell, and our booklet, "No Broken Eggs," will prove it to you. Send for it. You'll not only save breakage by using **Star Egg Carriers and Trays**, but you'll save time in handling and please your customers better. You're losing a cent per dozen on all the eggs you handle now—figure what that amounts to in a year and you'll write for our booklet.

**Star Egg Carrier and Tray Manufacturing Co.**  
102 Jay Street, Rochester, N. Y.

WASHBURN-CROSBY'S

# Gold Medal Flour



Now Sold by Philadelphia Jobbers

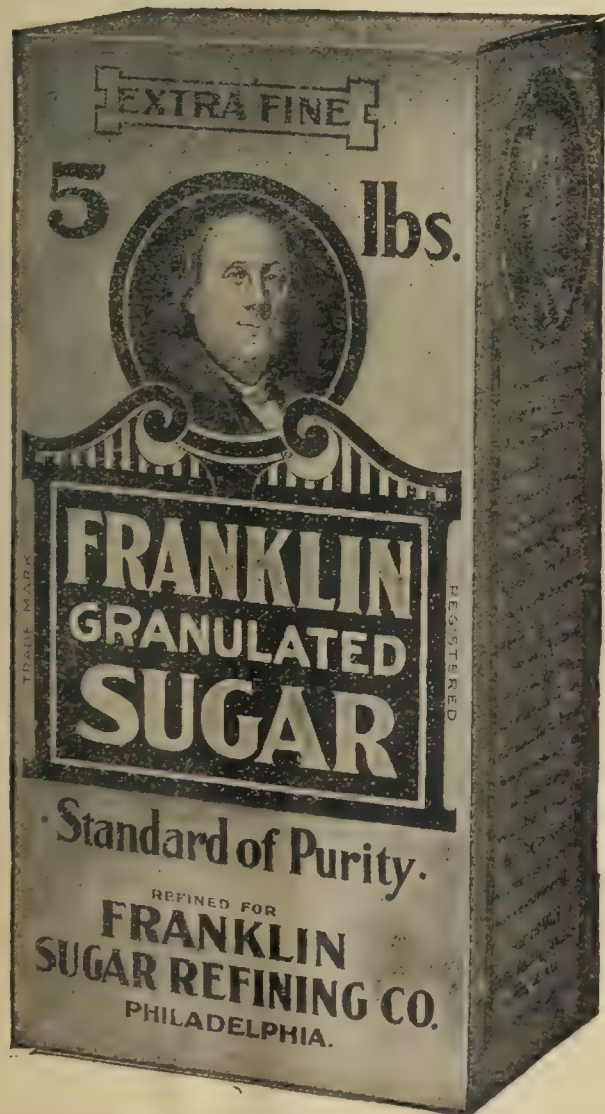
IN

## 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building  
FOURTH AND MARKET STS., PHILADELPHIA, PA.



PACKED ALSO IN TWO-POUND CARTONS

## How Much Would You Make a Year?

**Q** Suppose you sold \$50,000 worth of bulk sugar a year, how much would you make on it, if you had to dig it all out of the barrel and gave the usual overweight with every order.

**Q** You know best whether you could live on the profit you could make.

**Q** Now suppose it was \$50,000 worth of **Franklin Carton Sugar**, with all the work and all the overweight cut out? Figure it up—see if there is any doubt you could live on *that* profit.

**Q** There's the **Franklin Carton Sugar** proposition in as small a nutshell as we can put it.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags.

**The Franklin Sugar Refining Co.**  
Philadelphia, Penna.



-14-

## FLOUR.

### Self-Raising Flour.

### Pancake Flour.

### Buckwheat Flour.

## FARINACEOUS GOODS.

-14-

## CEREAL SPECIALTIES.

— 18 —

## MACARONI.

**Domestic.**

**Choice Grades.**

**SMOKED FISH, CODFISH AND  
MACKEREL.  
Shredded Cod.**

### Thredded Fish.

## New Mackerel.

### Herring.

—16—

### Dressed Fish Bricks.

**Star Brand Boness Herring.**

### Loose Codfish.

### Smoked Fish.

## FRESH FISH.

	Per lb.
Halibut.....	.. 15
Salmon, fresh.....	.. 25
Codfish.....	.. 10
Large Hake.....	.. 26
Haddock.....	.. 27
Spanish Mackerel.....	.. 25
Smelts.....	.. 12
White Cat Fish.....	.. 13
Red Catfish.....	.. 13
Snappers.....	.. 10
Eels.....	.. 10
Green Sea Bass.....	.. 16
Spotted Trout.....	-
Rock Fish.....	.. 25
Croakers.....	.. 26
Lobsters.....	.. 28
Large Fresh Mackerel.....each	.. 40
Weak Fish, large.....	.. 12
Weak Fish, small.....	.. 27
Medium Trout.....	.. 27
Medium Gutted Trout.....	.. 27
Round Gutted Trout.....	-
Porgies.....	.. 27
Butter Fish.....	.. 28

**Seak Fish 1/2 cent per lb. additional**

## OYSTERS.

## CLAMS.

## DRIED FRUITS.

Raisins—	Per box
Extra Dessert Clusters, 22-lb. boxes.....	2.95
Connoisseur Clusters, 22-lb. boxes.....	2.05
California Clusters, 20 No. 1 pks.....	2.25
	Per lb.
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes	
Fcy Cal. 3 cr. loose, 50 lbs.....	.05 1/2
Fancy Cal. 2 cr. loose, 50 lb. boxes.....	.04 1/2
Valencia, Rogers Fcy, 4 cr. Ondara layers	
28 lbs.....	.06 3/4
5 or 10-box lots.....	.06 1/2
Standard Brands, 28-lb. boxes.....	.06 1/2





"Hello, George"!

"Why—blamed if it ain't Charlie! Say, you look as if you'd struck a gold mine or robbed a bank. What in the world are you doing anyhow?"

"Well, you see George, I learned to sell goods by taking the Sheldon Course in Scientific Salesmanship and got a peach of a job with Smith & Walker—\$25 a week and expenses. Just had a three months' trip and dropped into town to see the folks and—say, come over to-night and I'll put you next. There's no use of a bright fellow like you being a delivery wagon."

*Write for explanation and terms.*

# Sheldon School

503 Republic Building

Chicago

## RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

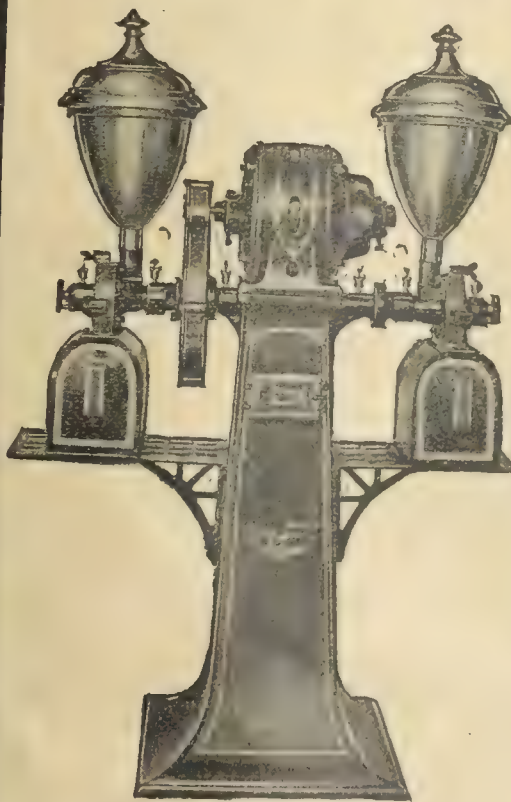
Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**

## Electric Coffee Mills



Tea and  
Coffee Bins

*"Experience in buying is as  
necessary as experience  
in making"*

Mr. Grocer, you wouldn't try to make a Coffee Mill because your lack of knowledge on the subject would prevent you making it right. Well, why buy one without knowledge of the subject when you can use our experience? We have handled all makes in planning and equipping grocery stores all over this country, and we'll get you the right one at the right price.

*Write us for catalogue.*

**J. A. FLESCH & SON**

SPECIAL AGENTS FOR HENRY TROEMNER

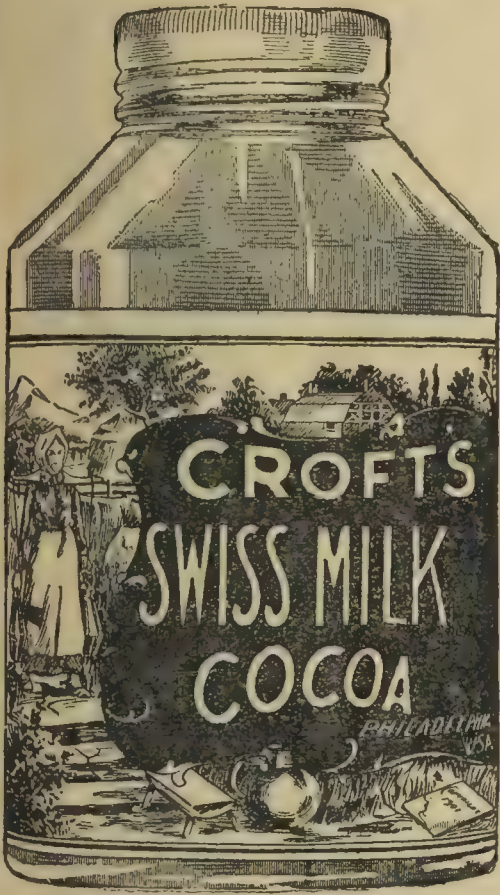
Suite 1945—115 Adams Street, CHICAGO

Designers of Modern Fixtures for Grocery Stores









## WHERE *the* GLASS JAR COMES IN

The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market.

**Croft & Allen Co.**  
PHILADELPHIA, PENNA.

## Don't Order Much At First

Here's the way to handle a specialty like our

### LEHIGH SAUSAGE

You know we claim a lot for it. We claim it's more deliciously seasoned and flavored, that it's good hot or cold, that it's clean and pure and different from any other dry smoked sausage made.

If this is true, you could sell **Lehigh Sausage**, couldn't you? Very well, here's how to prove it true—order a very small quantity from us and try it out. Only a trifle at stake, with a chance of more business.

We make **Lehigh Sausage** from beginning to end.

### ARBOGAST & BASTIAN COMPANY

Wholesale Slaughterers of Cattle, Hogs, Sheep and Calves  
Pork Packers and Provision Dealers

ALLENTOWN, LEHIGH COUNTY, PA.

## Swift's Pride Cleanser

50 cans to the case  
Your cost \$3.00  
per case

Retails  
10c per can

Advertised nationally and sold from coast to coast, North and South.

Quality and efficiency make it repeat permanently.

Satisfaction and a good profit every can you sell.

Order from your  
jobber



## "As Good as the 'J. M.'"



No delivery wagon built is as good as the "J. M.," though many are said to be. The makers of other wagons do the best they can, but they haven't our facilities.

The "J. M." wagon is the handsomest, longest-lived delivery wagon on the market. No other wagon manufacturer we ever knew rejected everything but second-growth hickory for wheels, as we do.

Write for our catalogue.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PA.



### BUTCHERS' SUNDRIES.

## DRESSED POULTRY.

## LIVE POULTRY.

## SAUER KRAUT.

### PLUM PUDDING.

## PRESERVES, JELLIES, JAMS AND MARMALADES.

—22—

**Guaranteed Full U. S. P. Strength.**

**Guaranteed Full U. S. P. Strength.**

Part, 25-lb. cans .....	per 100 lbs.	7.60
30-lb. cans .....		8.55
Petroleum Jolly, screw top, 9c. also .....	per doz.	.35
10c. also .....	"	.72
Paris Green, 100-125-lb. kegs .....	per lb.	.24 3/4
" 1/2-lb. packages .....	"	.39
" 3/4-lb. packages .....	"	.58
" 1-lb. packages .....	"	.57

Lochin .....	"	.. 94
Reach Powder, Omega, 4-oz. cans.....		.. 80
" .....		.. 80
Rechtsault, 10c. size.....	per gross	9.00
Saltpetre, crystal, about 350-lb. bbls.....	per doz.	.. 06 3/4
" granulated, about 100-lb. kegs .....	"	.. 06 3/4
Sulphur, flour, 175-lb. bbls.....	per 100 lbs.	2.55
" 100-lb. bags.....		2.35
" less quantity .....	per lb.	.. 03 3/4
Venetian Red .....		.. 01
Whiting .....	"	.. 02
Goff's.....		
	Per doz.	
Cough Syrup, 55c. size.....		1.75
Herb Bitters, 55c. size .....		1.75
Oil Liniment, 55c. size .....		1.75
Sarsaparilla, 55c. size.....		3.50
Worm Syrup, 55c. size .....		1.00
Horse and Cattle Powder, 55c. size.....		1.00
Dyspepsia Tablets, 10c. size.....		.. 75
Iron Glue, McCormick & Co.—		
No. 5.....		.. 40
No. 10.....		.. 75
Tube V .....		.. 75
McCormick & Co., Bee Brand—		
Insect Powder.....		.. 85
Root Beer.....		.. 80
Talcum Powder.....		.. 75
Triangular Quinine .....		.. 80
Quinine Capsules .....		.. 80

### Druggists' Sundries.

Acid Phosphate, Hornsford's.....	per doz.	4.15
Bath Brick, box 25 bricks.....	per box	.60
Sealing Wax.....	"	.03
Silver Band.....	per bbl.	1.25
Tar, pints.....	per doz.	.75
" quarts.....		1.00
" gallons.....	each	.30
" 1/2 bbls.....	"	3.50
" bbls.....	"	6.00
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. packages and premiums.....	per case	3.75
U. S. Nerve and Bone Liniment, 25c. size...		2.00
McCord's Magic Medicine, 25c. size.....		2.00
	50c. size.....	4.00
McCormick's Tasteless Chill Tonic, 25c. size.....		2.00
	50c. size.....	4.00
McCormick's Watermelon Syrup, 50c. size...		4.00
Reliable Brand Headache Powders, 10c. size.....		.75

### Extracts and Essences.

—33—

FOR FLAVORING ICES, CAKES, ETC.  
BEST BY TEST AT YOUR GROCERS 10¢ & 25¢  
LARGEST SALE OF ANY BRAND IN THE UNITED STATES

### Sayer's Purgative Extracts—

Lemon, Ginger, Wintergreen, Cinnamon, Peppermint, Cloves, Calery.....	1.00	1.60	3.00	6.00
Peach, Rose, Apricot, Violet.....	1.50	2.75	5.50	10.00
Orange, Banana, Pineapple, Almond, Raspberry, Pistache, Nutmeg, Mace, Cherry, Strawberry, Fruit.....	1.25	2.25	4.00	7.50

Kitchen Queen—	7.00
Extract Vanilla, No. 25	Per doz
" No. 2X	2.00
" No. X	.50
Extract Lemon, No. 25	.45
" No. 2X	1.75
" No. X	.50

### Liquid Rennet and Tablets.

	Per doz.
Blair's Liquid Rennet .....	1.10
" Rennet Tablets, 3 doz. ....	.75
Shen & Kirk's Liquid Rennet .....	1.90
Hanson's Junket Tablets, 3 doz. ....	.80

## CIDER.

<b>Corson's—</b>		
Barrels .....	per gal.	.16
$\frac{1}{2}$ barrels, 26 gals.....	per bbl.	5.00
Kegs, 14 gals.....		3.00
<b>Bottled Cider—</b>		<b>Per case</b>
Duffy's "142 Apple Juice, 1 doz. qts.....		3.50
" " " " " 2 doz. pts.....		4.00
Anchor brand Golden Russet, 1 doz. qts.....		3.75
" " " " " 2 doz. pts.....		4.25
Mott's brand Golden Russet, 1 doz. qts.....		3.75
" " " " " 2 doz. pts.....		4.25

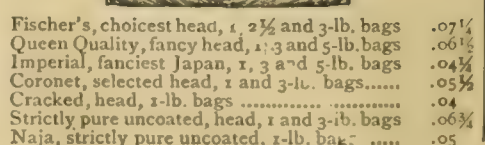
## CHEWING GUM.

Adams', counter jars, 100 3c. packages.....	\$ .75
" boxes, 50 packages.....	.35
Gee Whizz, 75 packs.....	.47
Flee'r's Chiclets, 3 lbs., bulk.....	1.85
Spartanmint, 50 packs, 100 pieces.....	.85

**RICE.**

	Per lb.
Extra Fancy Head, XXXX, 100-lb. bags.....	07½
Fancy Head, 100-lb. bags.....	06¾
Extra choice, 100-lb. bags.....	05¾
Prime, 100-lb. bags.....	05¼
Japan style, fancy, 100-lb. bags.....	04¾
choice, 100-lb. bags.....	03¾
Java, fancy, polished, 100-lb. bags.....	03

R. Fischer & Co.



East India, head, 1-lb. bags.....	07½
XXXX, fanciest head, 100-lb. bags.....	07
Extra fancy head, 100 lb. bags.....	06½
Fancy head, 100-lb. bags.....	06
Choice head, 100-lb. bags.....	05½
Head, 100-lb. bags.....	05
Fancy Java, head, 100-lb. bags.....	05½
Extra fanciest Patna, 100-lb. bags.....	07
Siam, Patna style, 100-lb. bags.....	06
Choice screenings, 100-lb. bags.....	03½
No. 2 screenings, 100-lb. bags.....	02½
Extra fanciest Japan, 100-lb. bags.....	03½
Fancy Japan, 100-lb. bags.....	03½
Ordinary Japan, 100-lb. bags.....	03

## SALT.

Worcester—		
Bbls., contain	280 lbs.	2.30
"	60 5-lb. bags	4.00
"	99 14-lb. bags	3.75
"	30 10-lb. bags	3.75
"	115 2½-lb. bags	4.00
Quick Freezing Ice Cream Salt, 50 6s to the barrel, 10 cent size bags list.		3.00
Irish Linen, 250-lb. bags.		2.30
"	56-lb. bags.	.65
"	28-lb. bags.	.35
Mermald, quick-dissolving bathing salt, 30 10-lb. bags, in bbls.	per bbl.	3.00
Pretzel, 280-lb. bbls.		2.40
"	120-lb. sacks	1.55
Cheese, 280-lb. bbls.		2.40
Packing, 70-lb. cotton bags.		.40
"	140-lb. cotton bags.	.75
Ivory, dime size, 36 wooden boxes to case.		2.30
New Ivory, 24 large cartons to case.		1.30
Less than 5 bbls. the list net; 5 to 9 bbls., 5 per cent. discount; 10 bbls. or more, 7½ per cent. discount may be allowed.		

### SALAD DRESSING.

	Per doz.
Durkee's, large, 1 doz.....	4.25
" small, 3 doz.....	2.75
" picnic, 1 doz.....	.95
Schimmel's, small, 3 doz.....	.90
My Wife's, large, 1 doz.....	2.30
" small, 3 doz.....	1.50
Salder's, No. 3, 1 doz.....	1.40

## SAL SODA.

Whls., 400 lbs.....	per ton	.80
Kegs, 150 lbs.....	per ton	.95
60-lb. boxes, bulk or granulated.....		

## SAUCES.

	Per doz.
Law & Farringham—	
Worcestershire, quarts.....	7.50
“ pints.....	4.50
“ ½ pints.....	2.60
Smiler—	
Chili, No. 16, 1 doz.....	2.35
“ No. 8, 2 doz.....	1.40
Oyster Cocktail, No. 16, 2 doz.....	2.35
“ No. 8, 2 doz.....	1.40
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.85
Chef, 2 doz.....	.75

**SODA—BI-CARB.**

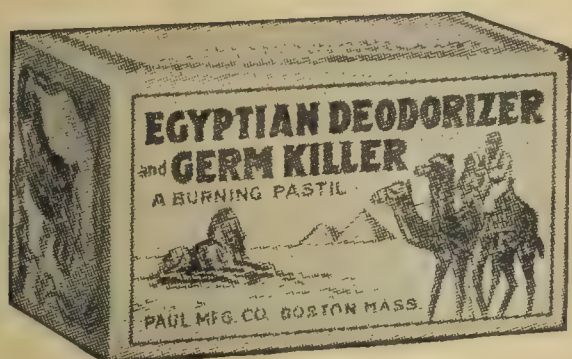
SODA BAKERS.		Per lb.
Babbitt's $\frac{1}{4}$ s, 25 lb.....		.05 $\frac{3}{4}$
Arm & Hammer, 1 lb. pkgs., 36 lbs.....		.05
" $\frac{1}{2}$ " " 36 "		.05 $\frac{1}{2}$
" $\frac{3}{4}$ " " 36 "		.06
" 1 lb. and $\frac{1}{4}$ s pkgs., 36 lbs.....		.05 $\frac{1}{4}$
" $\frac{1}{2}$ " " $\frac{1}{4}$ s 36 "		.05 $\frac{1}{2}$
" 1, $\frac{1}{2}$ and $\frac{1}{4}$ lb, 36 lbs.....		.05 $\frac{1}{4}$
Dwights, 1 lb. pkgs., 36 lbs.....		.05
" $\frac{1}{2}$ " " 36 "		.05 $\frac{1}{2}$
" $\frac{3}{4}$ " " 36 "		.06
" 1 and $\frac{1}{2}$ lb. pkgs., 36 lbs.....		.05 $\frac{1}{4}$
" 1, $\frac{1}{2}$ and $\frac{1}{4}$ lb. pkgs., 36 lbs.....		.05 $\frac{1}{4}$
Swan, kegs 110 lbs.....		.01 $\frac{3}{4}$
Bi-Carb, bulk.....		.02 $\frac{1}{2}$

## SOFT DRINKS.

	Per doz.
Clequot Club Co.—	Per case
Ginger Ale, extra dry, pints, a doz.....	2.10
Sarsaparilla, extra quality, pints, a doz.....	2.10
Blood Orange, extra quality, pints, a doz.....	2.10
Birch Beer, extra quality, pints, a doz.....	2.10
Lemon Soda, extra quality, a doz.....	2.10
Root Beer, extra quality, pints, a doz.....	2.10
Sheboygan Ginger Ale, 10 doz. crates or bbls.	9.00
Sheboygan Ginger Ale, a doz. in crate, per crate.....	1.80
Root Beer Extract, Hires', 1 doz.....	1.35
Hires' Root Beer, Carbonated, a doz.....	.87½
Hires' Ginger Ale, Carbonated, a doz.....	.87½
Welch's Grape Juice, case quarts, 1 doz.....	4.25
“ “ “ pints, a doz.....	4.75
“ “ “ ¾-pints, 3 doz.....	4.75
“ “ “ 4-ounces, 6 doz.....	5.00
“ “ “ ¼-gallons, 8 bottles.....	5.00
Schuhle's Grape Juice, quarts, 1 doz.....	4.00
“ “ “ pints, 2 doz.....	4.50
“ “ “ half pints, 3 oz.....	4.00
“ “ “ 4 oz., 6 doz.....	5.00
1 per cent. discount on 3 case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.50
Pints, 2 doz.....	4.75
¾ pints, 3 doz.....	4.50
4 ounce, 6 doz.....	5.00
¼ gallons, 8 bottles.....	5.25
Gallons, 4 bottles.....	5.00
1 and 1 per cent. discount on 5 case lots	



Want to make your  
Customers grateful to you?



Most of them will be bothered with mosquitoes and most of them don't know how to drive them away. Tell them **Egyptian Deodorizer** will not only do that but it will drive away all kinds of insects and at the same time purify the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your customers about it and you will soon want more. A splendid profit which you might just as well have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Imitated But Not Equaled

Pearl Borax Soap  
Pearl Borax  
Soap Powder

# SOAPS

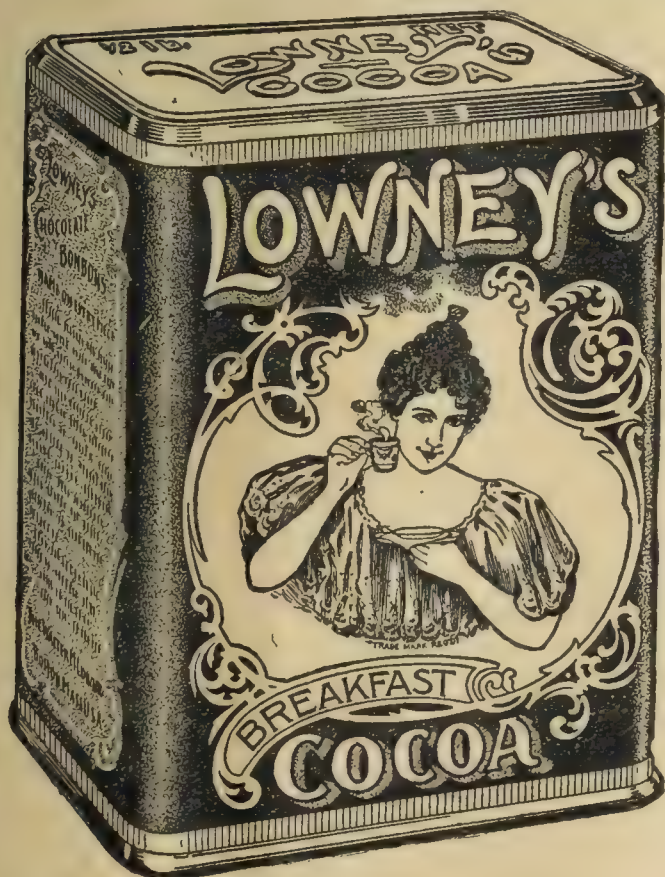
Young's Scouring  
Soap  
Cygnet Soap

**CHAS. W. YOUNG & CO.**

ESTABLISHED 1877

Makers of Soaps of Merit

PHILADELPHIA, PA.

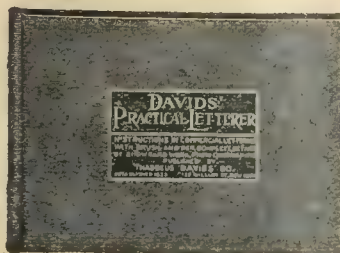


**Reckon Up the Profit on LOWNEY'S COCOA** and see if it does not pay you better than most package goods. Wide Advertising keeps it moving off your shelves and its delicious quality brings the customer back again and again for it.

**DON'T FORGET THAT LOWNEY'S COOKING CHOCOLATE** is of the same high grade as the Cocoa. Both of these superfine goods satisfy the customer and pay you.

**The Walter M. Lowney Company**  
BOSTON, MASS.

## Do You Use Show Cards?



Surely you do, or could, or should. You or your clerk can quickly learn to make them from

**DAVIDS' PRACTICAL LETTERER AT \$1.00**  
POSTAGE PAID

A dozen bright cards will do to your store what pictures do to your living room—brighten it up, give it life.

This book makes it exceedingly plain how to make all sorts of show cards and signs with brush or pen.

**LETTERINE—SHOW CARD INK—ALL COLORS.**

**THADDEUS DAVIDS CO., NEW YORK**

ESTABLISHED 1825

## Know or Don't Know?

☐ Do you know **Tea and Coffee** when you see and test it? If yes, then you can easily size up our plan of selling them by inspecting the samples we will send you if you ask for them?

☐ If no, how do you know you are getting what you buy? In this case, get our samples anyway, and have them examined by the sharpest man you know.

☐ We sell **Teas and Coffees** by mail, with the salesman's salaries cut out. If you buy through a salesman every cent of the salesman's salary is paid by you. Ask us for samples of what you want.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT ST., NEW YORK  
ESTABLISHED 1897



## LAUNDRY SOAPS.

### Toilet Soaps.

### Soap Powder.

—26—

## SPECIALTIES.

**Mustard—Prepared.**

## WHOLE SPICES.

## CORN STARCH.

## LAUNDRY STARCH.

### STOVE POLISH.

**SUNDRIES.**

—27—

**ROPE, TIE YARN, ETC.**

## SYRUP AND MOLASSES.

### Glucose.

## HONEY.

## REFINED MOLASSES AND SYRUPS.

## MAPLE SYRUP.

**WOOD AND WILLOW WARE.**

## Brooms.

### Washboards.

—28—

**Buckets.**

### Butter Dishes.

### Clothes Pins.

## BRUSHES.

## Scrub Brushes.

### Stove Brushes.

### Shoe Brushes.

### Wall Brushes.

### Dusting Brushes.

**TOBACCOS—PLUG.**

## SMOKING TOBACCO.

## YEAST CAKES.

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



Published every  
Monday.

# Grocery World

Circulates in every  
State of the Union  
and Canada.

AND

## General Merchant

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. XLIX.

PHILADELPHIA, NEW YORK AND PITTSBURG, June 27, 1910.

No. 26.

### Grocery World AND General Merchant

PUBLISHED WEEKLY BY THE  
GROCERY WORLD PUBLICATION CO.,

AT  
927 Arch Street, Philadelphia.

TELEPHONES:  
Bell { Filbert 3286.  
      { Filbert 3287.  
Private Exchange.      Keystone, Race 746.

NEW YORK OFFICE:  
Office of "Tea and Coffee Trade Journal,"  
Suite 606-607, No. 91 Wall Street,  
Telephone, 3168 Broad.

PITTSBURG OFFICE:  
825 Lewis Building.  
P. and A. Phone, 4731-M. Bell Phone, 1804 Grant.

All Checks and Drafts payable to the Gro-  
cery World Publication Co.

An independent journal published ex-  
clusively in the interests of retail grocers  
and general merchants.

Subscription Rates, Including Postage,  
Payable in Advance:

PER YEAR	
To United States and Mexico .....	\$3.00
To Canada .....	3.50
To Great Britain and Continent of Europe and Asia .....	4.50
Single Copies .....	.10

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## What Memphis (Tenn.) Chain Store Grocer Told Senate Committee About Manufacturers Who Wouldn't Sell Him Goods

**Stenographic Notes of Testimony of Duke C. Bowers Before Senate Investigating Committee. Claims to Be Victim of Several Limited Price Plans. Said When He Refused to Hold the Price, He Couldn't Get Goods. Charges National Retail Grocers' Association With Being Chief Factor in Persuading Manufacturers to Limit Prices.**

One of the most important statements made before the United States Senate Committee which investigated general food conditions with regard to several bills pending before Congress was made by Duke C. Bowers, who operates a chain of thirty-six retail grocery stores in the city of Memphis, Tenn. Mr. Bowers has had a large number of conflicts with manufacturers and jobbers over the question of limited and cut prices, and the history of his controversies he related to the committee in great detail, giving the names of manufacturers who had refused to sell him because he wouldn't maintain the price, and placing several letters on the record. It is regarded as exceedingly likely that the United States Government will base some sort of campaign or investigation upon Mr. Bowers' testimony.

Regarding the matter of considerable importance, the "Grocery World and General Merchant" presents herewith some stenographic extracts from Mr. Bowers' testimony. It will be noted that he makes charges against not only the Wholesale Grocers' Association, but against the National Retail Grocers' Association, as being the chief factor in inducing a large number of manufacturers to adopt a plan of limited prices:—

The Chairman.—Let us take up some of the food supplies that entered into your daily sales, as, for instance, cereals. Those goods come in packages. I would like to know where you get them?

Mr. Bowers.—I buy them through the jobbers in Memphis. I had one experience with a firm that puts up cereals, Mr. Post, of the Postum Cereal Co., in which, along about 1906, an agent came to see me and told me that he wanted me to raise my prices. I told him that I did business on a certain percentage of profit and that would cause me to deviate from that, and I could not do it. He told me that if I did not he would notify the jobbers not

to let me have any more. I continued to buy Postum and Grape Nuts from other cities, and I advertised them at my prices and sold them as heretofore. We kept that fight up for about two years and we finally compromised by him permitting the jobbers there to let me have the goods, provided that I would not advertise the price in the papers.

The Chairman.—They had solicited your trade originally?

Mr. Bowers.—They had through the jobbers. They do not solicit from the retailer, but the jobber.

The Chairman.—The jobber had solicited your trade?

Mr. Bowers.—Yes, sir.

The Chairman.—He had come to you or did you seek him?

Mr. Bowers.—They generally sought me to sell me all the goods they could.

The Chairman.—They sold you until they found that you were cutting the price?

Mr. Bowers.—Until they notified them not to sell me.

The Chairman.—They were told not to sell you and so notified you?

Mr. Bowers.—Yes, sir.

The Chairman.—And then they did withdraw their sales to you?

Mr. Bowers.—Yes, sir.

The Chairman.—And you were cut off from supplies in that way?

Mr. Bowers.—Yes, sir. I would like to read a little correspondence I had with Mr. Post. Mr. Post got out an article about the Labor Trust a few years ago, under the title "Pull Off the Cover," in which he said:—

A modern trust, either of capital or labor, is a combination of men to control the production and sale of a thing and to force extra money from the common people to fatten the trust members.

When I read that I thought that I was having the trouble because Mr. Post did not know anything about it, and so I wrote Mr. Post. I said:—

Dear Sir:—In your article "Pull Off the Cover," your definition of "a modern trust" and your condemnation of same gave me hope that you would intercede with the management of your company in my behalf. By my system I have decreased the cost of selling goods and am willing that the people receive part of the benefit. Your agents deny me this right with your products.

I beg of you to please give this matter your careful consideration.

I received a letter from him.

The Chairman.—What was the date of that letter?

Mr. Bowers.—February 20, 1907.

The Chairman.—Give us the headquarters of this concern.

Mr. Bowers.—Battle Creek, Mich. It said:—

Answering your favor of 15th to our Mr. C. W. Post, we understand that you are not having any difficulty in securing Postum and Grape Nuts— That is, I was buying them at these other cities—

We seem to vary a little with you in regard to the selling price, and under the circumstances do not believe we care to make a change from our present method of handling it. That is what I got from him before we effected this compromise.

The Chairman.—They would not sell direct to you?

Mr. Bowers.—I never asked them to do that, but they stopped the jobbers.

The Chairman.—Have you had any experience with other manufacturers?

Mr. Bowers.—Yes, sir; several of them.

The Chairman.—I would like to get an instance where you were sought to buy direct from the manufacturer.

Mr. Bowers.—Here is one factory that I was buying direct from that quit selling me—the Pratt Food Co., of Philadelphia. I was selling their goods at 15 and 30 cents.

The Chairman.—What do they make?

Mr. Bowers.—Pratt's Poultry Regulator and Pratt's Stock Regulator, put up in 25 and 50-cent packages. In accordance with my margin of profit I sold this stuff at 15 and 30 cents a package. I received a letter from them wanting me to raise the price to 25 and 50 cents a package. I wrote to them and said:—

Answering yours of February 18th, will ask the following favor of you: Let me continue selling your product at the price I have been selling it for and in advertising it I will eliminate the word "Pratt's" and merely say "poultry food"; or else let me advertise it as "Pratt's" and instead of naming the price in the advertisement, merely state "ask price."

This is the same agreement I had with the other man.

Other manufacturers have seen fit to grant me this right, and I hope you will, too.

I handle everything on practically the same margin of profit. I'm making no exception on your product, and as I'm not singling out your product to use as a bait, then I hope you will see your way clear to grant my request.

He came back at me and told me that he could not sell me on account of the trade, and I went back at him again, but we finally wound up by my having to get along without his goods.

The Chairman.—You have spoken several times of your margin of profit.

Mr. Bowers.—Yes, sir.

The Chairman.—What is your idea of a fair profit in the retail business?

Mr. Bowers.—So far as I am concerned myself, what might be fair to me might not be fair to the other man. You see, I eliminate the credit loss and the delivery system; that is, figuring that it cost me 10 per cent. to do business, I figure on making from 12½ to 15 per cent. as near as I can.

The Chairman.—If you took into account the credit loss and the delivery business, would you think 25 per cent. was a fair profit for the retailer?

Mr. Bowers.—That depends upon how close a collector the retailer is. Some retailers might make 50 per cent. and still go broke, and

others might sell at 25 per cent. and make a good profit.

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The Chairman.—I want to draw your attention to the Southern Wholesale Grocers' Association. Are you familiar with it?

Mr. Bowers.—Only just what I have read in the papers.

The Chairman.—You never applied for membership in the association?

Mr. Bowers.—No, sir.

The Chairman.—Is there a grocers' association in your State?

Mr. Bowers.—A retail grocers' association?

The Chairman.—A wholesale grocers' association?

Mr. Bowers.—In Memphis; I do not know anything about the State.

The Chairman.—Do you have any dealings with it?

Mr. Bowers.—With the members.

The Chairman.—But you are not a member.

Mr. Bowers.—No, sir. There was one member who was fined by the association for selling me goods for less than the association had agreed upon.

The Chairman.—Please describe that transaction and how it came about.

Mr. Bowers.—It seems that the Wholesale Grocers' Association there would meet and fix the price at which they were to sell meal, sugar and the different items.

The Chairman.—Have you the correct name of the association?

Mr. Bowers.—No, sir. For instance, in meal, they had a one-barrel price at so much and a ten-barrel price at so much, 5 cents a barrel less, I think; I have forgotten the price; but if a jobber sold a carload he could make his own price. They did not have any set price. They had a set price on hominy, I think, in one-case lots and in ten-case lots, but they did not say anything about the carload proposition, and so this man just took it for granted that if he could sell a carload of meal at any price he could sell a carload of hominy in the same way. That is, put up in cans. The reason the association did not specify about carloads of hominy was that they had no idea of anybody buying a carload. He sold me hominy at less than the ten-case price and the association fined him, I think, either \$25 or \$50; \$50 is my recollection. He told me that he was not going to pay it.

The Chairman.—Did he stop selling to you?

Mr. Bowers.—No, sir.

The Chairman.—Have you reason to believe that any combination of jobbers has interfered with your business?

Mr. Bowers.—I have reason to believe that they had tried to interfere with my business. I have generally won out, anyway.

The Chairman.—Will you tell us why you feel they have tried to interfere with your business?

Mr. Bowers.—I cannot say that an association did this. It was just the individual jobbers. As I un-

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## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

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Cincinnati

Dallas

Kansas City

Milwaukee

Seattle

San Francisco

Omaha



derstand it, the retailers met together in Memphis and waited on the jobbers and tried to get them to quit selling me goods, and of the number of jobbers there, two or three stuck to me and sold me whatever I wanted. Then, one man who was a jobber at that time—he is a retailer now—said something to a traveling man. He told him that his firm should not sell to jobbers who sold to me, and it seems that the other jobbers, or some one, I cannot say who it was, went to the manufacturers and tried to get them to cut out the jobbers who were selling me my supplies.

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The Chairman.—It has been charged here that the manufacturer fixes the price, and again it has been charged that the wholesaler fixes the price, and again it has been charged that the farmer fixes the price, and the retailer, too, comes in for a good bit of criticism. We have been trying to find out from those who have knowledge of the facts who it is that fixes the price.

Mr. Bowers.—According to my idea, the manufacturer, so far as he is personally concerned, does not care anything about fixing the price, with this exception—that he likes to fix the price so that the retailer or jobber make a good profit on his stuff, so that he will push it. For instance, here is a letter that Mr. Post sent out the other day, the Postum Cereal Co., It seems that there were some jobbers in Philadelphia that the Postum Cereal Co. wanted to try to force to push their stuff. I presume that is the intent of their letter, and they had to sell a certain per cent. of Postum. This was sent to the firm in Memphis. With this letter the Postum Cereal Co. sent a letter around to the jobber, and he is telling the jobber there why he should stick to him. He said: "Our organization"—

The Chairman.—Whom does he mean by "our organization"?

Mr. Bowers.—The Postum Cereal Co. You see, that is the object of this fixed price plan, that the manufacturer takes and sees that the profits are large enough. That is the case with some of them. Some of them are not that way; they fix it large enough to give the jobber an incentive to push the goods. Don't you see. He makes such a profit. Other manufacturers are pretty smart when they make the price a little lower and do not give the jobber so much, but they realize that the closer their stuff is sold, the more the consumer will use it, so that they want the jobber to sell close, which is all right in one respect and not all right in another, because I think the jobber should sell his stuff at the price he pleases. Then he has got down here: "The seventh. The management of our business." In other words, he wants to tell the jobber how much he is to make and then he himself runs his own business. He said:—

The above policy was originally adopted with the purpose of deserving the preferred selling attention of jobbers.

That gets the preferred attention of the jobber to push his goods.

It has been a winning combination from both the standpoint of the jobber and the manufacturer, and no doubt it will be continued.

The Chairman.—That is to say, fixing a minimum rate?

Mr. Bowers.—Yes, fixing the price.

The Chairman.—Is it not a custom throughout the grocery trade

to have a minimum rate on certain food specialties?

Mr. Bowers.—Yes.

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The Chairman.—What is your objection to a manufacturer or an association of manufacturers fixing a minimum price for a food specialty?

Mr. Bowers.—It eliminates competition.

The Chairman.—You mean that you as a retailer cannot buy for any less price than any other retailer can buy for, if such a condition prevails?

Mr. Bowers.—Oh, I mean that I cannot sell for less than another retailer if I want to.

The Chairman.—Why can you not sell for less if you are willing to take a less profit than other retailers?

Mr. Bowers.—Because they will not allow me. The manufacturers will not.

The Chairman.—You mean they will not sell you goods if you sell cheaper by retail than other retailers do?

Mr. Bowers.—Yes, sir.

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The Chairman.—Have you any further observations in regard to your own difficulties in obtaining supplies?

Mr. Bowers.—I did not finish with the Pratt business a while ago. After the Pratt people turned me down and I could not get their goods, I wrote to the Magic Food Co. of Chattanooga.

The Chairman.—What do they deal in?

Mr. Bowers.—Practically the same kind of stuff. I wrote this to them:—

A few days ago I received your wholesale price list.

About this time the Pratt Food Co. wrote me that I would have to raise the price of their product or else they would quit selling me.

Now, what I want to know is, are you willing to sell me your products and let me sell them at whatever price I choose, so long as I continue paying for your goods?

I notice that your prices are higher than are Pratt's. Are the prices quoted in your price list the closest prices you make regardless of quantity?

Awaiting your reply, I am

Yours truly,

The Chairman.—What was the date of that letter?

Mr. Bowers.—March 14, 1910. This is from the Magic Food Co.: Chattanooga, Tenn.,

March 16, 1910.

Mr. Duke C. Bowers,  
407 Vance Ave.,  
Memphis, Tenn.

Dear Sir:—Your letter under date of March 14th has been received.

When we wrote to you soliciting your business, we did not know that you were what is known as a "price cutter." It has always been our endeavor to keep the price of our preparations to their normal amount, and we discourage wherever possible the practice of price cutting on any of our preparations.

By way of parenthesis I want to say that I do not deem myself a price cutter in the fact that I make my own prices according to my profits and not according to what the other fellow is selling his goods for. That is what I mean by a "price cutter." Then the letter goes on:—

We have recently been soliciting trade in Memphis, and our salesman reported to us that you were selling Pratt's Food at reduced prices, and he had great difficulty in selling our goods on that account.

We thank you for giving us an opportunity to quote you prices, and regret we cannot accept same, unless you would agree to maintain our scale of retail prices. If you would do that we would name you very attractive quantity prices.

You are entirely mistaken about our prices being higher than Pratt's. In fact, our prices are somewhat lower, especially in quantities.

We would be glad to have you handle Magic Food, if you would do so under the above arrangement.

The next is from the International Stock Food Co., dated Minneapolis, Minn., March 28th, 1910:

Mr. Duke C. Bowers,  
407 Vance Ave.,  
Memphis, Tenn.

Dear Sir:—Replying to yours of the 17th instant, in reference to handling our goods, will say that we do not believe that it is good policy to sell our goods at less than our regular retail prices; hence we would not be willing to have you handle same unless you would agree to maintain our regular retail prices.

The main thing that I was wanting to get before your body before Congress is that the National Retail Grocers' Association, through this price fixing plan out there, are getting the manufacturers to fix the prices, and these manufacturers have agreed to fix these prices in the East and all around in this country here, supposedly as soon as the thing has been successfully tried out there.

The Chairman.—Just read the names of those manufacturers to whom you refer, or mark them so that they can go in with your statement and hand them to the stenographer.

Mr. Bowers.—Here it is right here; a list of manufacturers who are maintaining prices in the West; a partial list, at least:—

#### PROTECTING SELLING PRICES.

On the Pacific Coast a large number of manufacturers are protecting a retail selling price on their products, the most consistent of whom are:—

Enoch Morgan Sons' Co.  
N. K. Fairbanks Co.  
The Shredded Wheat Co.  
The Kellogg Toasted Corn Flake Co.  
The Egg-o-See Co.  
The St. Charles Condensing Co.  
The National Condensed Milk Co., of Wisconsin.  
The Kerr Glass Co.  
Tetley & Co.  
Thomas Lipton Co.  
Ridgway & Co.  
The California Fruit Canners' Association.  
Peet Bros., of Kansas City.  
The Crescent Mfg. Co., of Seattle.

The Pillsbury Flour Mills Co. (by San Francisco agency).  
Charles P. Grogan (on olive oil).

D. Ghirardelli Co., chocolates.

Price's Wheat Flakes Co.  
All the flour mills in California, as well as many of those in Colorado, Oregon and Washington.

The A. Schilling Co.

Bishop & Co., and a number of local manufacturers have adopted it. Many of these manufacturers are giving this plan a fair trial on the Pacific coast, and will put it into operation in other sections of the United States as soon as conditions make it worth while.

Here is a contract or agreement which was submitted by the manufacturer of Bon Ami to a retailer, showing the understanding that would be entered into in regard to the purchase of goods:—

(This agreement must be signed and returned when bill is paid.)

This discount agreement when properly signed will be accepted as in payment of \$.... on accompanying bill of ...., 1910.

We hereby agree not to quote or bill the Bon Ami specified in the accompanying invoice to anyone whatsoever, lower than the rate of \$10 per gross (which equals \$0.06945 per cake for broken cases, in less than five-gross quantities; or \$9.50 per gross (which equals \$0.06597 per cake for broken cases), in five-gross quantities or more, all to be delivered to one party at one time.

It is understood that we may extend to a customer the privilege of deducting 2 per cent. (or less) for cash from the above-named prices if his remittance is received by us within our cash discount period, but a bill shall not be rendered or a quotation or bid made by us for an amount less than the prices stipulated in the first paragraph. In no instance shall the 2 per cent. (or less) discount be deducted by us on the assumption that the customer will pay cash.

(Signed) .....

Here are still more turn downs. This is from the Fox River Butter Co., Memphis Branch, October 24, 1906:—

Mr. D. C. Bowers,  
Memphis, Tenn.

Dear Sir:—Due to the unfavorable comment occasioned by the Retail Grocery Association, we deem it advisable from a business standpoint to discontinue accepting any butter orders from you in the future.

While I must admire you personally and compliment you on your success and the position you have attained as a most successful merchant, it is simply a business position that compels us to assume the position we have taken.

Thanking you for your many favors of the past and regretting sincerely that our present business relations (not social) must be severed, we remain,  
Yours respectfully.

The Chairman.—What is your next letter?

Mr. Bowers.—It is from the "Shredded Wheat Biscuit" people: it is on the same subject. They are trying to get me to agree to sell at 12 cents, and they say I am morally and legally doing them a wrong in not doing it.

The Chairman.—You are obtaining it from the jobbers and selling it at your own price?

Mr. Bowers.—Yes; and they are trying to get me to raise my price.

The Chairman.—You have a good deal of correspondence there?

Mr. Bowers.—Yes, sir.

The Chairman.—Tell us the story, of the substance of it, of your transactions with them, without putting this all in print.



Mr. Bowers.—The Natural Food Co., manufacturers of shredded whole wheat products, located at Niagara Falls, N. Y., are trying to get me to do that.

The Chairman.—Are you dealing with them now?

Mr. Bowers.—With a jobber.

The Chairman.—And you are obtaining it at your price?

Mr. Bowers.—Yes.

The Chairman.—And this correspondence indicates that they desire you not to sell at your price?

Mr. Bowers.—Yes.

The Chairman.—What price do they wish you to sell at?

Mr. Bowers.—Twelve cents.

The Chairman.—Can you give us a paragraph of the letter indicating that fact?

Mr. Bowers.—It is right in this first paragraph here, in this letter dated April 15, 1910:—

Upon different occasions we have been informed that you persistently sell Shredded Whole Wheat Biscuit at less than the minimum price established by us, viz., 12 cents a carton. We know that our representative, Mr. Foster, has asked you on different occasions not to continue cutting on our goods, but although you have ceased to advertise them, you are continuing to sell them at the price mentioned.

The Chairman.—That extract is from a letter received by you from the Natural Food Co., of Niagara Falls?

Mr. Bowers.—That is right.

The Chairman.—Notwithstanding that letter, you are still receiving shredded wheat biscuit and are selling them at your price?

Mr. Bowers.—Yes, sir. Here is a flour that I was buying from the Oliver Finney Grocery Co., of Memphis, but this flour company notified them to quit selling me flour. Some time after that they sent out circular letters to the trade, and I got one, and they still refused to let me have the goods.

Now, here is a letter from the Ballard & Ballard Co., dated Louisville, Ky., October 6, 1906, from which I will read:—

However, if we can induce you to handle our flour regularly, putting it on the regulation price, it would give us pleasure to sell you.

The Chairman.—Have you been buying any flour from the Ballard & Ballard Co. since the date of that letter?

Mr. Bowers.—No, sir.

The Chairman.—Then you did not agree to their terms and they have refused to sell to you from that time?

Mr. Bowers.—I was selling at a price below what they said. The jobber called me up and he told me he had been notified not to let me have any more flour. I did not know until this letter came to me.

The Chairman.—That letter came to you from the Ballard & Ballard Co. with whom you are not now on business terms?

Mr. Bowers.—I have never been with them direct.

The Chairman.—Have you any other letters to which you care to refer?

Mr. Bowers.—Not so far as prices are concerned. I simply wanted to show you something about these associations, if you care to see them.

The Chairman.—Yes, that is what we want to get.

Mr. Bowers.—In the "Commercial Appeal" there was an article appeared in which John A. Green, who was secretary of the National Association of Retail Grocers, sums up the work done at the National

convention and mentions the problems confronting the association. It appears he appeared before this committee, and this article goes on to state—

The Chairman.—He did appear before the committee.

Mr. Bowers.—He denied that the association at any of its meetings discussed prices. That is his statement there. Now, last July, in a paper it seems that is gotten out by the Trade Press Bulletin—I do not know who gets it out—he gave a summary of the work done at the National convention. At this National convention there was a Price Committee appointed.

The Chairman.—You are giving us this now only from newspaper reports, Mr. Bowers?

Mr. Bowers.—Yes, just from the trade journals.

The Chairman.—I think perhaps the statement would be stronger if you would deal with those things on which you have had personal information or correspondence.

Mr. Bowers.—Well, I had these clippings just to show that the National Retail Grocers' Association has a committee on prices. For instance, take here; here is a fight they have been having with a flour concern in San Francisco. It seems a flour mill out there reduced the price of flour 40 cents a barrel in the retail trade without conferring with this man, according to this article, and he jumped on him and it seemed the people claimed the right to put the price of flour down.

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The Chairman.—You object, as I understand, to the system of fixing a minimum price from the factory or in the jobbing trade?

Mr. Bowers.—I object to fixing any price at all.

The Chairman.—Do you contend that a man who engages in the retail business should have a right to go directly to the manufacturer or producer without the intervention of a jobber, wholesaler or other middleman?

Mr. Bowers.—I think that any man should have that privilege.

#### To Get Powdered Celery Seed.

Moundsville, W. Va.,

June 16, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—For the purpose of making some experiments I need some ground (pulverized) celery seed. I have been unable to find such a thing in local markets and write to ask if the article can be found among any of the spice dealers or wholesale grocers of Philadelphia.

As I simply wish to make some experiments, the quantity wanted at present would be small, but possibly later on I would be in the market for considerable quantities.

If you will kindly hand this inquiry to some dealer of your city with the request that he write me you will confer a most valuable favor on me.

Yours truly,

E. M. LEWIS.

The A. Colburn Co., 110 North Second street, Philadelphia, will sell powdered celery seed at 23 cents a pound.

## Picnic Specialties for Independence Day

No Lunch Basket Complete Without Them

## BURK'S Meat Loaf

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Cut in thin slices it can be served cold for luncheon or warmed in the oven in one piece it takes the place of a roast.

## BURK'S Lunch Roll

(Copyrighted)

#### SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled. Weigh about 7½ lbs. each.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

Meat Loaf and Lunch Roll were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK  
Girard Avenue and Third Street  
PHILADELPHIA



# WITH THE EDITOR

Comment on the testimony of Herman Sielcken before the Senate Investigating Committee, on the exorbitant coffee profit

which he said the retail grocer charged, continues to appear in various publications. In every case so far noted the attitude has been either openly denunciatory of retailers or suspicious, showing the harm which Sielcken's falsehoods have done the reputation of the retail grocery trade.

One of the "suspicious" comments on the subject appeared in the last issue of the "National Tribune," of Washington, D. C. It is much fairer than many newspaper articles that have appeared on the subject, but apparently marks the limit of fairness to which the average newspaper can go. The limit seems to be this—"This man Sielcken is a high coffee authority; he ought to know. It is all very well for you to say he has maligned you and has not told the truth, but where there is smoke there is usually fire. The matter looks suspicious at least and ought to be investigated." Here is the "Tribune's" article:—

## THE COST OF COFFEE.

Herman Sielcken, a leading New York coffee man, raised a storm throughout the country by his testimony before the Senate Food Committee, in which he said:—

The middleman's profit on coffee in this country is approximately 15 cents a pound, against Germany's 7-cent profit. During a period of many years the price of coffee laid down in New York has averaged 7½ cents (green) and the cost of roasting and preparing is 2 to 2½ cents, the consumer paying for this 25 cents a pound and upward.

As this statement went all over the country it directed a fierce fire on the retailers, and they are moved to stand up and explain. The explanation as made by the "Grocery World and General Merchant" is, that while the average price for low grades of coffee may be in the neighborhood of 7 cents, this only refers to shipload lots and before the coffee reaches the retailer it has to pay several profits. No coffee such as is used on the tables of those who live fairly well can be bought even in shipload lots at 7½ cents. The cheapest coffee is now selling at 8 cents in shipload lots. These coffees are never sold except in the poorest districts, where they bring from 15 to 18 cents a pound. The low-grade Rio and Santos coffees are nearly always mixed with

higher grades and coffees which retail for 25 cents probably cost the retailer in excess of 15 cents.

The discussion will at least do a great deal of good in calling attention to the profits exacted upon this essential article on every American table. We are the greatest coffee drinkers in the world, and next to sugar, the most of our money goes out of the country for coffee. While the price of coffee in Brazil and elsewhere has fallen below the cost of production, and is now at such a point that for years the Brazilian Government has wasted millions of dollars in trying to help the coffee growers out, the coffee firms in the United States have made inordinate profits upon their investment and grown enormously rich. Evidently there is room for careful investigation and radical reform in a matter which concerns every man and woman in the country.

Herman Sielcken is a reputed millionaire and is supposed to have made the bulk of his wealth by manipulations of the coffee market. His is one of the "coffee firms in the United States," as the "Tribune" says, "which have made inordinate profits on their investments and grown enormously rich." How unspeakably contemptible to seek to divert attention from his own questionable acts by making false charges against a set of men much less qualified to defend themselves.

There seems to be a greedy tendency on the part of the farmer—the producer of butter,

eggs, etc.—to begrudge to the retail grocer his profit; in other words, to contend that a much larger percentage of the selling price should go to the farmer and a smaller percentage to the grocer.

Secretary of Agriculture Wilson is a farmer, therefore his criticism that 5 cents per dozen on eggs and 5 cents per pound on butter are excessive retail profits when both products are selling at winter prices may be somewhat discounted.

The letter to the Senate in which the Secretary's criticism appears is published in another column. Let us see from the figures it contains whether the criticism is well founded. According to the Secretary, the retailer, at the time he was making 5 cents a

dozen on eggs, was paying 32 cents for them. In other words, he made a gross profit of 15½ per cent., which is 1 1-4 per cent. less than it cost him to sell them, the average cost of doing business being 17 per cent.!

Still quoting from Mr. Wilson's letter, when the retailer was making 5 cents a pound on butter, he was paying 36½ cents for it; a gross profit of about 13½ per cent., or 3 2-5 per cent. less than the actual cost of selling. On neither product did the retailer make anything whatever; in fact, he lost on both.

How can the retailer expect ordinary people to do him justice when this high official of the United States Government makes him the victim of his colossal ignorance?

The "Grocery World and General Merchant" desires to again direct attention to the injustices and absurdities which constantly

arise from the fact that the Federal Food and Drug law allows the court to impose fines from nothing up to \$500. The reports of two cases are before the writer, both summarized in another column. One is Judgment 360 against a New York concern for selling as pure olive oil a product which "contained a considerable quantity of cottonseed oil." The fine was \$100, in spite of the fact that the label described the contents as "olive oil and salad oil." The other case is Judgment 371, against a foreigner named Gost Leva. He sold "Mustapha Turkish Coffee" as "genuine Mocha." He confessed when the Government got after him that his coffee was merely cheap Santos, and the court fined him \$1!

Can these judgments, under the same law, be reconciled by any possible reasoning? Neither offence comprehended the addition of injurious ingredients. The cottonseed oil used in the one case was perfectly wholesome, and the Santos coffee used in the other was as much coffee as Mocha. Both were simple cases of substi-

tution, therefore let us examine them comparatively. In the oil case the defendant did employ a percentage of pure olive oil, but in the coffee case the fraud was 100 per cent.; in other words, there was no Mocha present at all. Yet the man who was only partly guilty was punished one hundred times as hard as the one who was wholly guilty!

The action brought by the State of Missouri against the large meat pack-

Not Interesting as Yet.

ers, reported elsewhere, will not arouse much interest as yet. The packers have been accused and attacked so often, and have been able to escape from such a large percentage of these attacks and accusations, that the trade and the general public have alike grown callous and indifferent.

Certain it is that the large meat packing interests are either the greatest living criminals, or the victims of unprecedented injustice. Also certain is this—that what they do in Missouri to control the markets they do in every other State. Whether it is illegal remains to be proven, but that the large packers wield a potential influence in forming market conditions is quite undeniable.

The first action brought by the United States Government against canned

One Reason Why Canned Goods Consumption Doesn't Increase.

tomatoes, based on anything but short weight, is

reported in another column as "Judgment No. 369." It is respectfully referred to the National Canners' Association in proof of the "Grocery World and General Merchant's" contention that canners who pack poor goods are the greatest obstacles in their campaign to increase the consumption of canned products.

The defendant in the case referred to was the John Boyle Co., of Baltimore, Md., a large and respectable packing company that should certainly have been among the leaders in any movement for the furtherance of canned goods interests. The Boyle concern



shipped 940 cases of tomatoes labeled "Stanley Brand Solid Meat Tomatoes, First Quality. Packed by Thomas L. Stanley, Elkton, Md." The Government found the contents and the label far apart. "Each can contained a large amount of free liquor and did not contain solid meat tomatoes"; also "each can did not contain first quality solid meat tomatoes."

Most significant was the action of the defendant when the goods were seized. He was silent, which in such a case is a confession.

Such is the unconscious warfare which is proceeding between the National Canners' Association, working and spending to make people eat more canned goods, and individual packers whose cheap little frauds are constantly setting people against canned goods. Remarkable it is, too, that very often the very packers guilty of these practices are devout members of the association!

Raspberries are in market from New Jersey and bring 5 to 8 cents a pint. The demand is good.

## The New York Letter

**Lemon Dealers Anxiously Awaiting Report of the Treasury Department. Cocoa Importations Increasing. Short Weight Still a Leading Topic. Various Trade News and Market Summary.**

Special Correspondence of "Grocery World and General Merchant."

New York, June 23, 1910.

Lemon dealers are anxiously waiting for the report of the three special officers of the Treasury Department who visited New York this week to look into the examination of lemons by the customs inspectors. The officers visited several docks in Brooklyn and Manhattan where lemons were being unloaded from vessels and watched the methods used by the inspectors in finding out what percentage of the fruit was really unfit for food.

The Government refunds all duties paid on decayed fruits which cannot be used, and as the rebates had been increasing of late, the Treasury Department decided to look into the matter and see that the importers did not receive more than was due them.

In examining the fruit the inspectors are supposed to sample 5 per cent. of the cargo, at least, and base their estimate of decayed fruit on these samples.

Until a few weeks ago handlers employed by the importers were allowed to start their work on the docks soon after daybreak. This has now been stopped, it is said, because the Treasury Department feared that the handlers sometimes stacked the cases so that the inspectors usually saw only the poorest. Now the handlers are not allowed to start work until 7 o'clock, so that the inspectors have a better opportunity to make fair examinations.

The importers say that the lemons they have been receiving of late have been of very poor quality. The weather conditions in Sicily and the new rule of the Italian steamship companies re-

quiring all hatches on ships carrying passengers to be closed, so that the fruit is ventilated only by a couple of small pipes, are blamed for the bad condition of much of the fruit arriving here.

The Government has been granting rebates of 25 to 30 per cent. for decayed fruit in recent shipments of lemons and it now proposes to find out whether or not such percentages of the lemons are actually unfit for consumption and are destroyed.

\*\*\*

This year promises well for cocoa, according to importers, who predict that the importations will surpass those of any previous year. The imports for the five months ending May 31st amounted to 324,954 bags. This is the second largest total on record for the corresponding months, being almost 100,000 bags larger than the imports for the same time in 1908. The highest record was made during the first five months of last year when it was supposed that cocoa would be taken from the free list in the tariff law.

Speculators then bought heavily, expecting to get fancy prices

## SURE, STEADY PROFITS

That's what Dandelion Brand Butter Color means to you—sure, steady profits the year 'round. For Dandelion Brand is just as dependable a seller as sugar, coffee, or flour.

Almost all the butter made in the country is colored with Dandelion Brand Butter Color. Over 90% of the buttermakers won't have any other kind.

And your buttermaking customers will buy, as soon as they know you are selling Dandelion Brand. For they know that it is easily the best butter color—proved by years of test.

Somebody in your vicinity is selling them Dandelion Brand Butter Color—getting profits you ought to have. Send in a trial order to-day. Begin to get these Dandelion Brand profits right away.

Dandelion Brand Butter Color is endorsed  
by all authorities

**Dandelion Brand**  
PURELY



Dandelion Brand is the safe and sure  
Vegetable Butter Color

**Butter Color**  
VEGETABLE

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

**Wells & Richardson Company, Burlington, Vermont**  
Manufacturers of DANDELION BRAND BUTTER COLOR



as soon as a duty was placed on the product. As cocoa was left on the free list, money was lost by the speculators. The regular dealers were well stocked up so that a surplus of 100,000 bags above the regular supply was on the market. This sent prices down and they have not got back to the high level of 1908.

Most of the dealers say that prices are now likely to go up. One of the largest importers in the city, however, took a somewhat different view in talking to your correspondent. While the demand for cocoa has increased wonderfully, he said, being probably 25 per cent. more than last year, the production is also larger and offsets to some extent the increased consumption.

The broadening consumption, say wholesalers, has been encouraged by the low prices that have been prevailing. Cocoa, they say, is a healthful and nourishing food, both in candies and as a beverage, and when prices are attractive to the people generally they use it in place of other products which have less food value.

\*\*\*

Packers and meat dealers have been invited by Chief Driscoll, of the Bureau of Weights and Measures, to meet him on Monday and talk over the selling methods. The markets of the city have been visited in the past week by inspectors, who found that hams, bacons and pork loins were being sold, wrapped in heavy paper covers. Some of these wrappers weighed over a pound and were weighed with the meat in making sales.

Chief Driscoll warned the dealers that they must not sell papers as meat. It was suggested that they sell the meat as a piece of no specific weight, but Mr. Driscoll showed them a city ordinance which makes it necessary to weigh all meats except poultry.

A conference was held this week by Mr. Driscoll and the managers of twenty department stores. Managers of grocery departments were warned that if the law was violated their firms would have to suffer.

A mob of angry peddlers attacked Mr. Driscoll Saturday night on Rivington street, where the East Siders do much of their shopping. He had been touring other parts of the city during the

evening and about 11 o'clock he reached Rivington street. There he directed his men to inspect all the scales. Inspectors Lutz and Morgan, after inspecting several scales, reached the stand of Moses Harber, who put his scales in his pocket, it is said, and refused to produce them for an examination. The inspectors threatened and called their chief. Max Meyers, who claims to be president of the Peddlers' Association, then came into the limelight and ordered the inspectors to leave Harber alone.

Driscoll then tried to argue, but was ordered "to get out." He telephoned for the police, and it is charged that while he was telephoning he was assaulted by Meyers. Policemen hurried to the scene. Meyers was put under arrest on the charge of assault.

\*\*\*

Coffee dealers here are not inclined to enthuse over the reported restoration of the 43-cent freight rate from New York to the Missouri River. It is pointed out that New Orleans is the logical shipping point for the Middle West and that warehouse and wharfage charges there are much less than in this city. Shipments may be made from New Orleans to points on the Mississippi and Missouri Rivers by boat, while from New York they must go by train, and the water route is always cheapest.

\*\*\*

Delegates from Philadelphia, Boston, Northeastern Pennsylvania and New York attended a conference of the Manufacturers' Representatives Association at the office of the American Specialty Manufacturers' Association, 105 Hudson street, last week. The conference consisted of two meetings, one on Thursday and the other on Friday. General trade questions were discussed. A resolution was adopted commending the work of the American Specialty Manufacturers' Association in bringing about a closer co-operation between manufacturers, wholesalers and retailers. The delegates also recommended that similar meetings be called once or twice a year, in June and December.

\*\*\*

Representatives of the New York Dried Fruit Association left this week for Washington to hold a conference with the State Department on the regulations

covering imports of Smyrna figs. Just why the negotiations should now be conducted through the State Department, instead of with the Department of Agriculture, which has been working on the problem for months, the members of the association will not say. It is generally understood, however, that the Turkish shippers feel that an injustice is being done them as well as the New York importers in leaving the question unsettled for so many months, and that they appealed to their government, which through its Ambassador at Washington brought the matter to the attention of the State Department.

#### SUMMARIZED MARKET CONDITIONS.

Jobbers are being forced to renew their supply of Santos coffees, so the market is steadier than it had been in some time. For good grades holders secure full prices and all grades are firm, as the supply now on hand is not large. Rios are quiet but steady. Maracaibos are in demand, with prices steady. There is considerable inquiry for Bogotas, but sales are mostly in small lots. Mexicans are quiet but firm.

New Japans attracted a lot of attention this week in the tea market. Although the shipments have not yet been received, many sales are being made on the samples. The prices are firm for desirable grades. The talk of a short crop continues to some extent, but dealers point to the fact that the firm prices will bring out supplies from the natives. The samples of Congous are due here soon and business in this grade is expected to pick up. More interest is shown in country greens this week by the jobbers, some pretty good-sized sales being made. Prices are firm.

Refiners are in the market again, all of them buying large quantities of raw sugar. Prices are a little higher, as reports from Cuba are bullish. The sharp recovery in European beets is also a factor in the higher prices.

As yet, not much improvement is noted in refined sugar, but dealers expect distributors to start buying soon, especially as the present warm weather is stimulating the consumption of ice cream and soft drinks. Stocks in the country cannot last much

longer and as not many old contracts are left unfilled new business is predicted.

Millers advanced their prices on flour from 10 to 20 cents a barrel this week as a result of the raise in wheat. Some buyers admitted that they wished they had taken advantage of the low values of the past few weeks, but most of them are still unwilling to buy in larger than single car lots. They believe that although the advance in wheat was sharp, it gave no evidence of being sustained.

There is a good demand for canned tomatoes, but buyers generally insist on getting a concession. Corn is very firm on account of the close clean-up of stocks and the unfavorable reports as to the growing crop. Interest in peas is not as great as it was a week ago, but prices are well maintained.

California fruits are in demand. Cherries of the new pack are said to be well cleaned up already. Peaches are scarce. Pears are firmer as a result of the unfavorable reports on the coming crop. Southern fruits are firmer and scarce.

The butter market is firmer this week owing to the large buying for storage. Receipts continue large. Specials are quoted at 28½ cents and premiums are being paid for choice quality. Extras bring 27¾ cents.

Eggs advanced a little in price this week, the best grades of Eastern supplies bringing as high as 28 cents. The supply of really fine grades is much smaller than it has been in some time because of the hot weather. The Western eggs are not now coming to the market in such large quantities as they had been in the past few weeks. The best grades of these eggs bring 22 to 23 cents.

FRED. A. MCGILL.

## John Scott & Co.

INCORPORATED

PHILADELPHIA

WHOLESALE GROCERS

and Direct Importers of

## Ceylon and Assam Teas

These Teas are becoming more popular every day.

"Our prices are always correct"

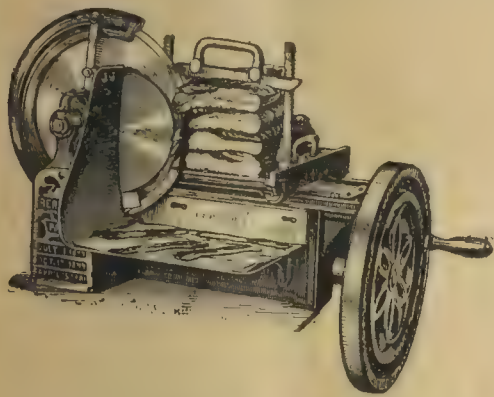


# We Cannot Get Along Without It

Oakmont, Pa., May 23, 1910.

American Slicing Machine Co.,

Gentlemen:—We simply could not get along without the American Slicing Machine. It has increased our bacon sales fourfold, has doubled our boiled ham sales, and increased our dried beef sales from almost nothing to 20 and 25 pounds a week. People who did not trade with us come here



now for their sliced meats. I am certainly glad that your salesman succeeded in selling me this machine.

(Signed) James G. Foster

Get all the trade in your locality in this line by slicing your meats just as wanted.

Save labor, save waste, and save the packers' profits on jarred meats. Fifteen thousand dealers say it is the best investment they have ever made. Send for free catalogue.

**American Slicing Machine Company**  
1351 Republic Building, Chicago

Ask Your Jobber For

# Supreme Brand Corned Beef

(formerly Fairbanks Lion Brand)

*All Supreme Brand Canned Meats are 1910 pack. Attractive labels. Choicest quality.*

**W. A. MILLAR & CO., AGENTS**

427-31 NORTH SECOND STREET, PHILADELPHIA



# SPECIAL MAIL ORDER SERVICE

## Another Chapter of Values for Immediate Action

White Cherries, Standard Baltimore packing, No. 2 tins, 2 doz. to case, per doz. . . . . \$1.12½

Cherries are short all over the country and particularly in New York State.

In California and Oregon, while the crop is fair the fruit is largely taken by the Maraschino packers, forcing canners to pay much higher prices than usual for their raw supply.

Choice Yellow Split Peas, in 1 bushel bags, per bag . . . . . 1.90

Choice California Prunes, 60-70s, in 25-lb. boxes, per lb. . . . . .05½  
Coast packed and in perfect condition.

Hawaiian Sliced Pineapple, No. 2 Tins, 2 doz. to case, excellent value, per doz. . . . . \$1.40

Good Medium Lump Laundry Starch in boxes of 50 lbs., per lb. . . . . .02½

Red Puget Sound Salmon, ¼-lb. tins, 4 doz. to case, per doz. . . . . .90

Crab Meat, imported, very fancy, No. 1 round can, 4 doz. to case, per doz. . . . . 2.90

Choice Muir Peaches, coast packed, in 25-lb. boxes, per lb. . . . . .06½

Now in transit, due in New York about July 1, 1910.

Let us emphasize once more that this department does not handle "jobs" or old stock taken over for bad debts.

It is clean!

All Quotations F. O. B. New York.

SEND FOR "SPECIAL" MAIL ORDER BLANKS AND ENVELOPES.

**FRANCIS H. LEGGETT & CO. NEW YORK**

PROPRIETORS OF PREMIER BREAKFAST COFFEE AND PREMIER AFTER DINNER COFFEE

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





## False Alarm About Formaldehyde on Oranges, Grape Fruit and Bananas

**Pennsylvania Dairy and Food Department Runs Down Complaint to This Effect and Finds It Untrue. Another Shot Against Flies. Summary of Current Month's Work.**

The Pennsylvania Dairy and Food Commissioner received some days ago a sensational complaint from Sharon, Pa., the writer claiming he had detected by its odor the presence of formaldehyde applied externally to oranges, grapefruit and bananas. Samples of the suspected fruits were promptly purchased by the agents of the Bureau and submitted to the chemist for analysis. By the application of the most delicate methods of analysis the latter was, however, unable to find any trace of the embalming fluid suspected to be present.

A similar complaint concerning hothouse grapes, which retail at \$2 per pound, was received from Philadelphia. Special Agent Cassidy was instructed to secure samples of such grapes and these samples are now under examination by Professor Charles H. La Wall, chemist of the Bureau.

Formaldehyde is a preservative used to keep in fine condition exhibits of fruits and vegetables. It would, doubtless, tend to keep in fine appearance fruits that were impregnated with it, and, since it tends to unite with the sugars of the fruit, its presence would not be readily detected by the taste or smell. The chemist, however, by distilling the crushed fruit with an acid is able to break these compounds of formaldehyde and recover the latter in the distillate, and is thus able to detect the presence of very small quantities of this preservative.

\*\*\*

As previously reported, the Pennsylvania Dairy and Food Department is carrying on quite a campaign against flies, both in the retail food store and the home. In the current monthly bulletin, which is just at hand, is reproduced a "fly poster" which has been issued by the Harrisburg (Pa.) Board of Health and which the Dairy and Food Department suggests should be read and posted everywhere. A part of this poster the "Grocery

World and General Merchant" reproduces:—

From flies and filth to food and fever.

Clean up your houses and yards. Rules for dealing with the fly pest.

Do not allow decaying matter of any sort to accumulate on or near your premises.

All refuse which tends in any way to fermentation, such as bedding straw, paper waste and vegetable matter, should be disposed of or covered with lime or kerosene oil.

Screen your food.

Keep all receptacles for garbage carefully covered and the cans cleaned or sprinkled with oil or lime.

Keep all stable manure in vault or pit, screened or sprinkled with lime, oil or other cheap preparation.

See that your sewage system is in good order; that it does not leak; is up to date and not exposed to flies.

Pour kerosene into the drains.

Cover food after a meal; burn or bury all table refuse.

Screen all food exposed for sale. Screen all windows and doors, especially the kitchen and dining room.

Burn pyrethrum powder in the house to kill the flies.

Don't forget, if you see flies, that their breeding places is nearby filth. It may be behind the door, under the table, or in the cuspidor.

If there is no dirt and filth there will be no flies.

If there is a nuisance in the neighborhood write at once to the Health Department.

The summary of the month's work is as follows:—

### REPORT OF ANALYSIS.

#### Butter Samples, 249.

Colored oleomargarine .....	43
Oleomargarine, no license ....	9
Pure .....	195
Renovated butter .....	2
Total .....	249

#### Egg Samples, 5.

Fresh .....	1
Unfit for food .....	4
Total .....	5

#### Ice Cream Samples, 18.

Below standard in butter fat....	4
Pure .....	14
Total .....	18

#### Lard Samples, 1.

Pure .....	1
------------	---

#### Oleomargarine Samples, 9.

Colored .....	6
Uncolored oleomargarine .....	2
Oleomargarine, no license .....	1

Total .....

#### Pure Food Samples, 144.

Adulterated .....	9
Pure .....	135

Total .....

Vinegar Samples, 1.	
Adulterated .....	1
SUITS AND PROSECUTIONS.	
Egg Cases, 4.	
Terminated .....	4
Ice Cream Cases, 4.	
Terminated .....	4
Oleomargarine Cases, 59.	
Terminated .....	59
Pure Food Cases, 9.	
Terminated .....	9
Renovated Butter Cases, 2.	
Terminated .....	2
Vinegar Cases, 1.	
Terminated .....	1

### LICENSES ISSUED FROM JANUARY 1 TO MAY 15, 1910.

Oleomargarine Licenses, 677.	
Hotel .....	2
Restaurant .....	9
Wholesale .....	12
Boarding houses .....	22
Retail .....	632
Total .....	677

Renovated Butter Licenses, 3.	
Wholesale .....	1
Retail .....	2

Total .....	
3	
Total amount of money received from said licenses for 1910 is \$69,770.25, and this sum has, in accordance with law, been deposited in the State Treasury.	

## Department of Agriculture Tells How to Sell Honey at Retail

**Contents That Appearance of the Package Has Great Selling Value. Keeping Bees for Profit.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 23, 1910.

It is known that an increasing number of grocers are keeping bees and selling the honey through their own stores. Partly in recognition of this fact the Government has issued a work on bee keeping, in which it considers the practical question of selling honey at retail.

There is money in bee keeping if it is managed properly. Bee keeping is being carried on with both profit and pleasure by many thousands of people in all parts of the United States, and while, as a rule, it is not the sole occupation of those who pursue it, there are many places where an experienced bee keeper can make a good living by devoting his entire time and attention to this line of work.

The average annual honey yield per colony for the entire country should be from 25 to 30 pounds of comb honey or 40 to 50 pounds of extracted honey. The money return to be obtained from this crop depends entirely on the market and the methods of selling the honey. If sold direct to the consumer extracted honey brings from 10 to 20 cents per pound, and comb honey from 15 to 25 cents per section. If sold to dealers the price varies from 6 to 10 cents for extracted honey and from 10 to 15 cents for comb honey. All of these estimates depend largely on the quality and neatness of the product. From

the gross return must be deducted from 50 cents to \$1 per colony for the expenses other than labor, including foundation, sections, occasional new frames and hives, and other incidentals, not, however, providing for increase.

The Government emphasizes the fact that the only way to make bee keeping a profitable business is to produce only a first-class article. We cannot control what the bees bring to the hive to any great extent, but by proper manipulation we can get them to produce fancy comb honey, or if extracted honey is produced it can be carefully cared for and neatly packed to appeal to the fancy trade. Too many bee keepers, in fact the majority, pay too little attention to making their goods attractive. The Government says they should recognize the fact that of two jars of honey, one in an ordinary fruit jar or tin can with a poorly printed label, and the other in a neat glass jar of artistic design with a pleasing, attractive label, the latter will bring double or more the extra cost of the better package. It is perhaps unfortunate, but nevertheless a fact, that honey sells largely on appearance, and a progressive bee keeper will appeal as strongly as possible to the eye of his customer.

The book referred to is "Farmers' Bulletin No. 397," entitled "Bees." Any reader hereof who wants a copy can easily get it by writing the Department of Agriculture.

HOLT.



# THE UNITED STATES CIRCUIT COURT

On May 16, 1910, at Chicago, Ill., issued


## AN INJUNCTION against the MONEYWEIGHT SCALE COMPANY

And All its Agents and Salesmen

Ordering them to stop selling Dayton Fan-shaped Scales, which the Court declared to infringe our patent.

**THIS IS OUR SCALE**   
WHICH THEY IMITATED AND INFRINGED



 We also own the Foundation Patent  
on Platform Cylinder Scales like this

We claim this patent is also infringed by the Moneyweight Scale Company by its sale of Dayton Barrel-shaped Platform Scales, and having now established our exclusive right to the Fan-shaped Scale, we have filed suit in the United States Circuit Court, at Chicago, Ill., against the Moneyweight Scale Company for infringement of our Cylinder Scale patent, by their sale of Dayton Barrel-shaped Platform Scales.

### WARNING

*All users of such scales are hereby notified that our attorneys will bring such suits in the United States Courts against the Makers, Sellers or Users of such scales as may be necessary to protect us against the infringement of said patent.*

**DO NOT INVOLVE YOURSELF IN COSTLY LITIGATION**  
**TOLEDO COMPUTING SCALE COMPANY**

Makers of Honest Scales.

Toledo, Ohio, U. S. A.





# LVI.—The Liability of Mercantile Agencies for Incorrect Reports of a Merchant's Credit Standing.

Springfield, Ill., June 15, 1910.  
Elton J. Buckley, Esq.,  
Philadelphia, Pa.

Dear Sir:—There is one subject I hoped would be touched upon in your articles on the "Legal Phases of the Retail Business," and that is the law which governs mercantile agencies that give information to subscribers regarding the financial standing of merchants and the extent to which they are deserving of credit. It seems quite important and some information upon it would prove enlightening and valuable.

Respectfully yours,  
ELWOOD R. JOCELYN.

I had made a note of this subject to be taken up in connection with this series of articles, and doubtless would have gotten around to it sometime. The receipt of this letter gives the subject present timeliness, so that I will endeavor to illuminate it to some extent in this article.

There are two large mercantile agencies and several small ones, all of which operate along substantially the same lines. They publish a reference book or issue special reports—sometimes both—giving the financial standing of any merchant inquired about. This includes an estimate of his right to credit. These agencies have come to have an exceedingly important place in the commercial world, for hundreds of merchants, chiefly wholesale, depend on them absolutely. The merchant who is set forth by these institutions as possessing small capital, and having second or third rate credit, will have a very hard time indeed to obtain credit from any well-posted jobber or manufacturer.

Occasionally mercantile agencies make mistakes. Either they are careless or somebody misleads them, with the result that John Jones, retail merchant, is given an incorrect rating. Occasionally his rating and credit are exaggerated, but more often the mercantile agency's mistake

takes the form of giving him less than he ought to have.

Frequently the result of this is serious impairment of John Jones' credit among the jobbers and manufacturers who constitute his sources of supply, and the question then arises: "Is the agency legally responsible? Can damages be collected from it or must John Jones, the victim, suffer his injury without recompense?"

To begin with the law regards the mercantile agency as of great value in the world of trade, and pursues a policy of shielding it from everything except actual and unmistakable negligence. A false report by a mercantile agency has the chance of damaging two persons: If John Jones, retail merchant, has been published as of limited capital and poor credit when he is not, he is inevitably damaged very severely. On the contrary, if John Jones is really of small capital and poor credit, but the agency has been imposed on, and publishes him as being worth much more credit than he actually is; and as a result of this false information some jobber trusts him with a large line and is defrauded, the jobber is a direct sufferer, and the question of his power to collect damages at once arises.

In cases where the jobber is the sufferer, the general proposition of law is laid down in a Pennsylvania case which is practically followed everywhere: "A mercantile agency is liable to its subscribers for negligently publishing in a book misstatements regarding the credit of another which misleads him (i. e., the subscriber) to his injury."

In other words, the jobber can compel the agency to make good his losses, if he can prove that it supplied the false information about John Jones negligently.

As to the cases where John Jones is the victim through injury to his credit, the law is that the agency is responsible where "through culpable negligence, imprudence or want of skill, false information is supplied concerning his standing." And this is so even though some subscriber had a legitimate reason for asking the agency for the information, and did ask for it, and even though it was supplied confidentially to that one person by the agency.

But negligence must be proved here as in the other case.

A false credit report by a mercantile agency is considered a species of libel where it is false, defamatory or injurious. And as libel the agency can be sued upon it. But if made in good faith and without negligence to some individual subscriber, it is considered a privileged communication and no action will lie upon it unless something like malice can be shown. If the incorrect information is circulated generally among subscribers, however, instead of being simply supplied to one subscriber, it is not privileged, and an action can much more easily be brought upon it.

What would be negligence in a mercantile agency? A recent case which occurs to me supplies an answer. Negligence is want of care under the circumstances. If a mercantile agency has used any but the best and most careful methods of obtaining its information regarding the credit standing of merchants, it will be held responsible if the information, so carelessly obtained, proves false and damages some one.

For instance, a certain mercantile agency in the case referred to sent one of its sub-agents to a large country town to obtain a report as to the credit

and financial standing of a certain merchant. The sub-agent was new at the business and in an effort to secure information interviewed two other local merchants, making no effort to obtain a statement from the man himself. The report which he took back, and which the agency published, was grossly incorrect, and the victim's credit was damaged so severely by it that he almost went into bankruptcy. He promptly brought suit and won a substantial verdict, the court holding that the sub-agent was grievously negligent in obtaining his information; that he should have gone to outsiders for it only after endeavoring to obtain the report from the man himself.

If the agency does everything it can to get correct information, particularly if the merchant whose condition is under inquiry has himself refused the facts, it will be protected as far as the law can do it.

Quite frequently mercantile agencies will induce their subscribers to sign contracts agreeing not to hold them responsible in case they have relied on false information and lost out. One agency I know of puts in its contract a provision that inasmuch as it is compelled to rely for its information upon sub-agents, "the actual verity or correctness of the said information is in no manner guaranteed." The law has practically always upheld these contracts, even in cases where the agency has been negligent. Of course they do not prevent suits for damages by merchants who are not subscribers and who have no contract relations with the agency.

A very few States have passed laws making it a criminal offence for a merchant to give false information to a mercantile agency with the purpose of influencing his credit report. This is a growing movement and in my judgment will in time become general.

In my judgment the best way to prevent false statements being made by a mercantile agency concerning one's credit is to supply truthful information to the agency one's self whenever asked for.

(Copyright, June, 1910, by  
Elton J. Buckley.)

Question: Alfred Shrempfen, Allentown, Pa.—I wish to assign



all my business to Mrs. Agata Campagna.

Enclosed I send you a copy of an assignment made since June 1st; please see if it is all right. In case it is not send me a sample as it must be done.

Answer.—The copy sent with the above was as follows:—

Allentown, Pa., June 1, 1910.

In this day of our Lord first June, 1910, in the presence of witness, I assign all my business to Mrs. Agata Campagna.

Know all men by these present that I have granted, assigned and set over, and by these present do grant, assign and set over unto the said Agata Campagna.

In witness whereof I have hereunto set my hand and seal this first day of June, in the year one thousand nine hundred and ten.

ALFRED SHREMPEN.

Witness

Witness

Of course this is not as a lawyer would do it. Personal property is transferred by bill of sale. However, the intention of the parties is the controlling element,

and your assignment, informal as it is, makes it perfectly clear that a sale was intended. For that reason it would without doubt be binding and valid. There should be some sort of an inventory of what is transferred, however.

NOTE.—Requests for information in this Department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Grocery World and General Merchant."

## More Food Products Go By Board Under Government's Investigation

Long List of Additional Judgments Obtained by Government on Various Grounds and Certified to "Grocery World and General Merchant." The Worst Coffee Fake Yet.

Below appear the facts of several other cases reported to the "Grocery World and General Merchant" by the United States Government under the Federal food law:—

### JUDGMENT No. 355—MISBRANDING OF COFFEE.

On or about September 24, 1908, the Dayton Spice Mills, Dayton, Ohio, shipped from the State of Ohio to the State of Pennsylvania 309 cases of coffee. Analysis of samples showed it to be misbranded, in that they were labeled "Dutch Java Blended Fancy Roasted Coffee, The Dayton Spice Mills Co., Dayton, Ohio," which statement was false, misleading and deceptive, inasmuch as the product contained little or no Dutch Java coffee, but was chiefly composed of an inferior grade of coffee. Thereupon the Dayton Spice Mills Co. entered an appearance and set up a claim to the goods, and on October 15, 1908, the case came on for hearing and the court rendered its decree of condemnation and forfeiture, and ordered that the goods be released upon the filing of a bond to be approved by the court conditioned that the goods should not be disposed of contrary to the laws of the United States.

### JUDGMENT No. 356—MISBRANDING OF CURRANTS.

On or about October 3, 1908, the Greek Currant Co., of New York, N. Y., shipped from the State of New York to the State of Louisiana 600 cases of currants, each case marked "48 12-ounce cartons," and

each carton labeled "Morning Glory Brand Choice Greek Currants." An examination of samples showed that it was misbranded, in that the shipping cases were branded "48 12-ounce cartons," which statement was false, misleading and deceptive, in that the average net weight per carton was materially less than twelve ounces, and praying seizure, condemnation and forfeiture. Thereupon the Greek Currant Co. entered its appearance, set up a claim to the goods, and filed an answer, and in due course the case coming on for hearing, the court rendered its decree of condemnation and forfeiture and ordered that the goods be released upon the filing of a bond to be approved by the court conditioned that the goods be not disposed of contrary to the laws of the United States.

### JUDGMENT No. 359—ADULTERATION OF DESICCATED EGG PRODUCT.

On or about September 20, 1909, the Columbia Desiccated Egg Co., of Chicago, Ill., shipped from the State of Illinois to the State of New York 1,200 pounds of desiccated egg product. Analysis of samples showed it to be adulterated, in that it was in whole or in part filthy, putrid and decomposed, and praying seizure, condemnation and forfeiture.

An April 7, 1910, the case came on for hearing and the court rendered a decree of condemnation and forfeiture and ordered that the goods be destroyed.

### JUDGMENT No. 360—MISBRANDING OF OLIVE OIL.

On or about February 26, 1909, George Lekas and George Drivas, doing business under the firm name

## Grocery and Specialty Salesmen

If you cover any portion of the States of Pennsylvania, New Jersey or New York, you can carry a well-paying side line that will not interfere in any way with your present work.

Write for particulars.

The Grocery World, 927 Arch St., Philadelphia

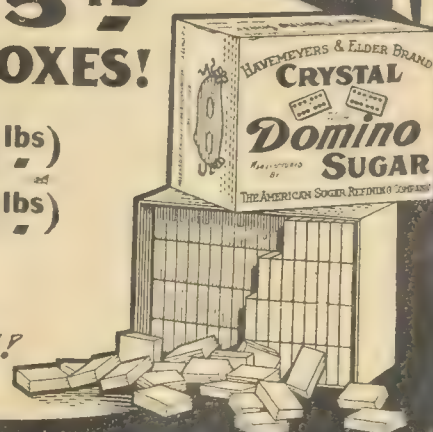
## CRYSTAL DOMINO SUGAR

2 lb AND 5 lb  
SEALED BOXES!

2 lb BOXES—60 IN CASE (120 lbs)

5 lb BOXES—24 IN CASE (120 lbs)

BEST SUGAR FOR  
TEA AND COFFEE!



## The Only Answer Here Is "Yes"

If we can sell you Teas and Coffees by mail cheaper than you are buying through salesmen—the same grades mind—wouldn't you be foolish not to save the money?

By the same token, aren't you foolish not to look into our claim that we can sell you by mail cheaper?

It isn't a lengthy process—finding out just what we can do. Send us samples to match and quote, or ask us for samples and prices.

**DURYEE & BARWISE** Roasters and Packers Teas and Coffees  
89 FRONT STREET, NEW YORK  
ESTABLISHED 1897

## "BALTIC" Fruit Jar Rings

—FOR—

**MASON FRUIT JARS**

**WHITE RUBBER EXTRA THICK SUPERIOR QUALITY**

The "BALTIC" Jar Rings are made of a high-grade quality of white rubber, and being several times the thickness of the ordinary Jar Ring, will ensure a perfectly airtight joint where other rings will not.

The extra thickness and superior quality of these Rings provide against any unevenness of the surface of the cap, or of the shoulder of the jar, which is often the cause of fruit spoiling.

Please your customers and save their fruit by calling their attention to the fact that

**THE "BALTIC" RUBBER RINGS**  
are the best and most reliable

**FISHER, BRUCE & CO.**  
221 MARKET STREET  
PHILADELPHIA

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



of Lekas & Drivas, of New York, N. Y., shipped from the State of New York to the State of Massachusetts a consignment of a food product labeled: "Prodotti di Olii Olio Soprafino O. S. Brand Olive Oil and Salad Oil." Samples were procured and analyzed, finding that the product was misbranded, in that the aforesaid label on the can was false and misleading because the statement "Prodotti di Olii," together with picture of an olive branch on the can, would indicate that the product was pure olive oil, whereas in truth and in fact the product contained a considerable quantity of cottonseed oil.

On April 5, 1910, there appeared Mr. George Drivas, of the firm of Lekas & Drivas, and entered a plea of guilty and the court imposed a fine of \$100.

#### JUDGMENT No. 362—ADULTERATION OF DESICCATED EGG PRODUCT.

On or about March 11, 1910, L. V. Cloud, of Chicago, Ill., shipped from the State of Illinois to the State of New York one barrel containing 200 pounds of a desiccated egg product. Analysis of samples showed it to be adulterated, because it was in whole or in part composed of a filthy, putrid and decomposed animal substance, and praying seizure, condemnation and forfeiture. On April 5, 1910, there being no claimant of record, the case came on for hearing, and the court rendered its decree of condemnation and forfeiture and ordered that the goods be destroyed.

#### JUDGMENT No. 363—MISBRANDING OF BAKING POWDER.

On or about June 2, 1908, the Southern Manufacturing Co., of Richmond, Va., shipped from the State of Virginia to the State of Louisiana 501 cases of baking powder. Examination of samples showed it to be misbranded. Two hundred cases were labeled "One hundred Cans six-ounce Good Luck One Spoon Baking Powder, Southern Mfg. Co., Richmond, Va.," and 301 cases were labeled "Fifty Cans sixteen-ounce Good Luck One Spoon Baking Powder, Southern Mfg. Co., Richmond, Va.," which form of labeling is false, misleading and deceptive, in that it indicates that the cans contained six ounces and sixteen ounces, respectively, whereas in fact the average in weight of the unit packages is considerably less than claimed in each case. The court compelled a bond to be filed.

#### JUDGMENT No. 364—MISBRANDING OF BAKING POWDER.

On or about May 3, 1909, A. Colburn & Co., of Philadelphia, Pa., shipped from the State of Pennsylvania to the State of New York 400 cases of baking powder. An examination of samples showed it to be misbranded, in that each case was labeled "Two Doz. one-pound tins," which statement was false and misleading, in that each of the tin cans contained in the aforesaid cases did not contain one pound of baking powder, but contained in fact only thirteen ounces each of baking powder. In due course the case came on for hearing, and the court rendered its decree of condemnation and forfeiture and ordered that the goods be destroyed.

#### JUDGMENT No. 365—MISBRANDING OF CANNED FISH.

On or about June 3, 1909, the Monterey Packing Co., of Monterey, Cal., shipped from the State of California to the State of New York 63 cases of canned fish labeled "Broiled California Mackerel—Pilchard or Sardinia Caeruleus, packed

at Monterey, Cal." Examination of samples of this product showed it to be misbranded, in that the product contained in each of said cans was not broiled California mackerel, but was California sardine, and also the words "Pilchard or Sardinia Caeruleus," were printed on said cans in very small insignificant letters noticeable only upon close inspection, and were further misbranded, in that the product was offered for sale under the distinctive name of another article, and praying seizure, condemnation and forfeiture.

On September 14, 1909, the case came on for hearing and the court rendered its decree of condemnation and forfeiture, and directed that the goods be released to the owners upon payment of costs and the filing of a bond conditioned that the said goods should not be disposed of contrary to the laws of the United States or of any State, Territory or insular possession thereof.

#### JUDGMENT No. 367—ADULTERATION OF RAISINS AND EVAPORATED APPLES.

On or about September 20, 1909, M. J. Doeberiner, of Washington, D. C., offered for sale in the District of Columbia seven cases of raisins and two cases of evaporated apples. Analyses of samples showed them to be adulterated, in that the said raisins and apples were infested with worms and other animal matter and in a filthy and putrid condition and unfit for human consumption, and praying seizure, condemnation and forfeiture.

On October 22, 1909, the case came on for hearing and the court entered a decree of condemnation and forfeiture.

#### JUDGMENT No. 368—ADULTERATION OF PEANUTS.

On or about September 16, 1909, W. Alfred Farr, of Washington, D. C., offered for sale in the District of Columbia certain confections manufactured in part from a quantity of shelled peanuts held on his premises. Analysis of samples of these shelled peanuts showed them to be adulterated, in that they were in a filthy condition and infested with worms and other animal matter and so contaminated with the presence of said worms and other animal matter as to be absolutely unfit for human consumption, and praying seizure, condemnation and forfeiture.

On October 11, 1909, the case came on for hearing and the court rendered a decree of condemnation and forfeiture and directed that the goods be destroyed.

#### JUDGMENT No. 369—MISBRANDING OF CANNED TOMATOES.

On or about September 11, 1909, the John Boyle Co., Baltimore, Md., shipped from the State of Maryland to the District of Columbia 940 cases of canned tomatoes. An examination of samples showed it to be misbranded, in that each can was labeled "Stanley Brand Solid Meat Tomatoes, First Quality, Packed by Thomas L. Stanley, Elkton, Md.," which form of labeling was false, misleading and deceptive, in that each can contained a large amount of free liquor and did not contain solid meat tomatoes, and further, in that each can did not contain first quality solid meat tomatoes, and praying seizure, condemnation and forfeiture.

On September 28, 1909, the case came on for hearing and the court rendered a decree of condemnation and forfeiture, and directed that the goods be released to the owner upon the payment of costs and filing of a

bond to be approved by the court, conditioned that the said goods should not be disposed of contrary to the laws of the United States.

#### JUDGMENT No. 371—MISBRANDING OF COFFEE.

On or about September 16, 1909, Gost Leva, doing business under the firm name of Leva Bros., of New York, N. Y., shipped from the State of New York to the State of Massachusetts, a consignment of products, labeled in Greek, translations of which read as follows, respectively: "Leva Bros. Leva Bros.'s Mustapha Turkish Coffee. Genuine Mocha Coffee is ground by a special machine. Each box contains one pound of coffee, and the box is firmly tied, so that no air can get in to spoil the flavor of the coffee. Prepared by Leva Bros., 36½ Oliver street, New York"; and "Leva Bros.'s Genuine Turkish Coffee is ground by a special machine. Every box contains one pound of coffee, and the box is firmly tied that no air can get in to spoil the flavor of the coffee. Prepared by Leva Bros., 36½ Oliver street, New York, N. Y." Samples from this shipment were procured and analyzed by the Bureau of Chemistry, finding that the products were misbranded, in that the forms of labeling were false, misleading and deceptive, and tended to deceive and mislead the purchaser into the belief that the products were a genuine Mocha coffee and Turkish, respectively, and also that each can contained one pound of coffee, whereas in fact they were not either Mocha Coffee or Turkish Coffee, but a low-grade Santos Coffee, and the coffee contained in each can was less than one pound. To this information the defendant entered a plea of guilty, and the court imposed a fine of \$1.

#### JUDGMENT No. 372—MISBRANDING OF CHERRY SYRUP.

On or about March 20, 1909, the Lima Fruit Juice Co., of Lima, Ohio, shipped from the State of Ohio to the State of Missouri 50 one-gallon jugs labeled "Drink Allen's Red Tame Cherry—Artificially Colored, Refreshing, Delicious, Cooling." Analysis of samples showed it to be misbranded, in that the statement on the label "Allen's Red Tame Cherry" was false, misleading and deceptive, and tended to deceive and mislead the purchaser into the belief that the product was prepared from cherries, whereas in fact the product was not cherry juice, but a syrup largely artificial, containing but a trace of the fruit, and colored with a coal-tar dye. Thereupon the Lima Fruit Juice Co. entered its appearance and set up claim to the goods, and on June 7, 1909, the case came on for hearing and the court rendered its decree of condemnation and forfeiture and directed that the goods be released to the claimant on payment of costs and filing of a bond to be approved by the court, conditioned that the said goods should not be disposed of contrary to the laws of the United States.

#### JUDGMENT No. 373—MISBRANDING OF VINEGAR.

On or about October 22, 1908, Knadler & Lucas, of Louisville, Ky., shipped from the State of Kentucky to the State of Arkansas 26 half-barrels of vinegar. Analysis of samples showed it to be misbranded, in that 20 of the said half-barrels were labeled "Knadler Pickling, Cider and Vinegar Co., Self-made Belle of the South Vinegar, Louisville, Ky.," and the remaining 6 half-barrels were labeled "Knadler & Lucas K. & L. Registered Vinegar, Louisville, Ky.," which forms

of labeling were false, misleading and deceptive, and tended to deceive and mislead the purchaser into the belief that the product was cider vinegar, whereas, in fact, the first lot of 20 half-barrels contained a mixture of acetic acid and unfermented apple juice, and the second lot of 6 half-barrels contained a mixture of acetic acid and unfermented apple juice, artificially colored in imitation of vinegar. The court ordered the filing of a bond.

#### JUDGMENT No. 374—MISBRANDING OF FLOUR.

On or about February 2, 1909, E. S. Woodworth & Co., a corporation of Minneapolis, Minn., shipped from the State of Minnesota to the State of Virginia, a consignment of a product labeled: "100 lbs. XXX Comet, Composed of Red Dog Wheat Flour, Minimum Crude Protein 18.25 per cent., Minimum Crude Fat 5.25 per cent. Maximum Crude Fiber 2.50 per cent., Pure Wheat Product, Northwestern Consolidated Milling Co., Minneapolis, Minn." Samples of this product were procured and analyzed, finding that the product was misbranded, in that it stated on the label that it contained 18.25 per cent. minimum crude protein, and 5.25 per cent. minimum crude fat, whereas in fact the product contained much less than 18.25 per cent. of protein and much less than 5.25 per cent. of fat.

On April 6, 1910, the defendant entered a plea of guilty and the court imposed upon him a fine of \$5.

#### JUDGMENT No. 376—MISBRANDING OF BLENDED MAPLE SYRUP.

On or about December 19, 1907, the Western Reserve Syrup Co., Cleveland, Ohio shipped from the State of Ohio to the State of Michigan 20 dozen quarts, 24 gallons, 72 quarts and 10 cases of half-pints labeled "Western Reserve Ohio Blended Maple Syrup." Analyses of samples showed that it was misbranded, in that it was not blended maple syrup, but was composed of refined cane sugar and flavored with an extract of maple wood.

On March 2, 1909, the case came on for hearing, and the court rendered a decree of condemnation and forfeiture and directed that the product be released upon payment of costs and filing of a bond, to be approved by the court, conditioned that the goods be not disposed of contrary to the laws of the United States.

#### JUDGMENT No. 380—MISBRANDING OF STRAWBERRY EXTRACT.

On or about December 10, 1908, the Newton Tea and Spice Co., of Cincinnati, Ohio, shipped from the State of Ohio to the State of Kentucky a consignment of a product labeled "Newton's Very Best Extract Strawberry." Samples were procured and analyzed, finding that the product was misbranded, in that it was labeled "Newton's very best Extract Strawberry," which statement was false and misleading, in that it tended to lead a purchaser to believe that the product was an extract of strawberry, whereas in fact it was an imitation or artificial extract.

On November 18, 1909, the defendant withdrew a motion to quash the information previously filed and pleaded guilty thereto, whereupon the court imposed upon it a fine of \$10.

Cucumbers are coming from Virginia and range from 50 cents to \$1. The demand is excellent.



# One Barrel of Exton Crackers



is no better than another barrel. Every single cracker will stand the test—any test—that may be made. Crispness, Delicacy, Flavor, Keeping Quality—all are found in the **EXTON**. Our reputation of sixty years is behind every pound of Crackers and the retailer is safe in guaranteeing the product. Unsurpassed for lunch or for picnics. Order from your jobber.

**A. EXTON & CO., = Trenton, N. J.**

Pioneer Bakers of the Celebrated Trenton-made Oyster and Butter Crackers stamped "EXTON"

THE BEST KNOWN AND KNOWN AS THE BEST

Can be obtained from all Philadelphia Wholesale Grocers, or Reeves, Parvin & Co., Distributing Agents, 116 South Delaware Avenue, Philadelphia.

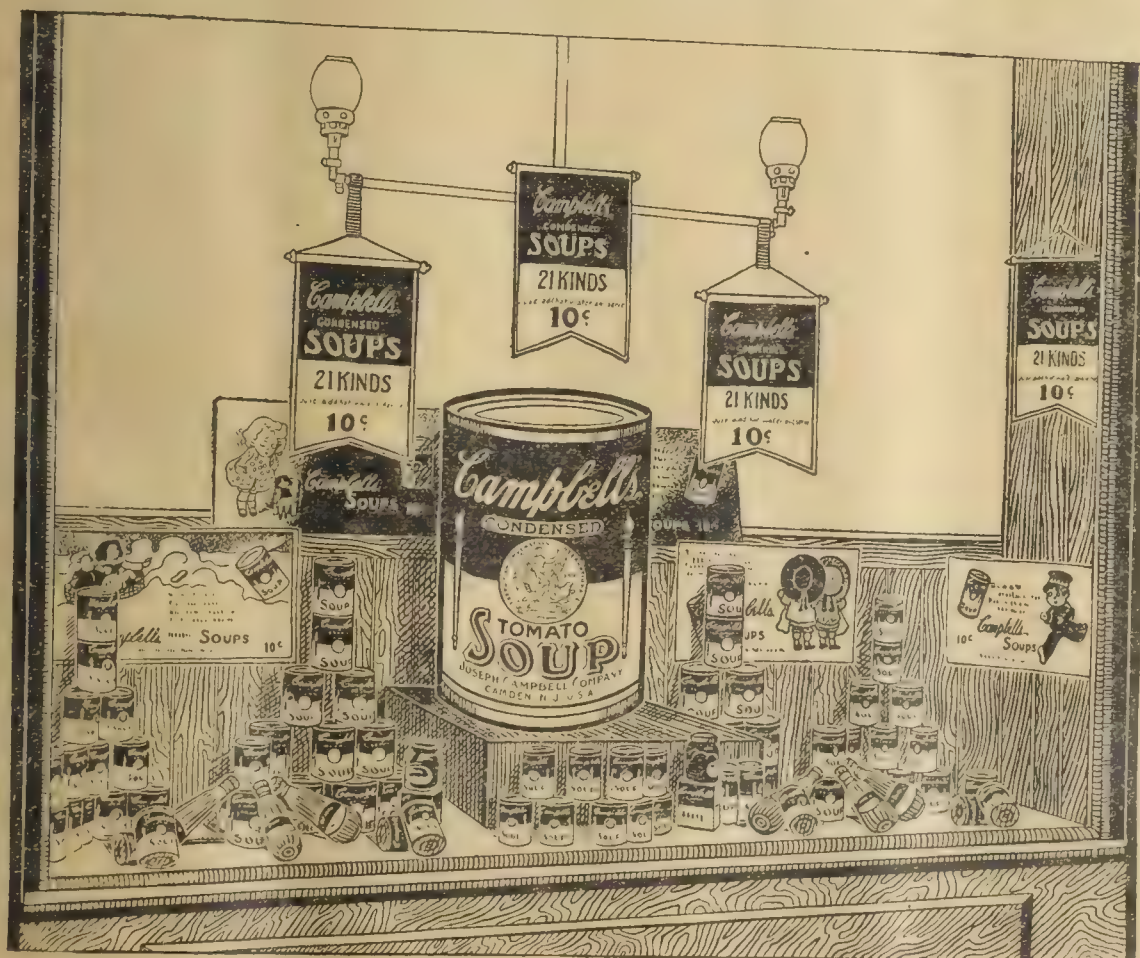
# YOU CAN GET Bitter's Pure Tomato Catsup

without Benzoate of Soda  
or other preservative

==  
This Season's product is  
finer than ever.

The price remains the same.

**P. J. Ritter Conserve Co.**  
**Philadelphia, Pa.**



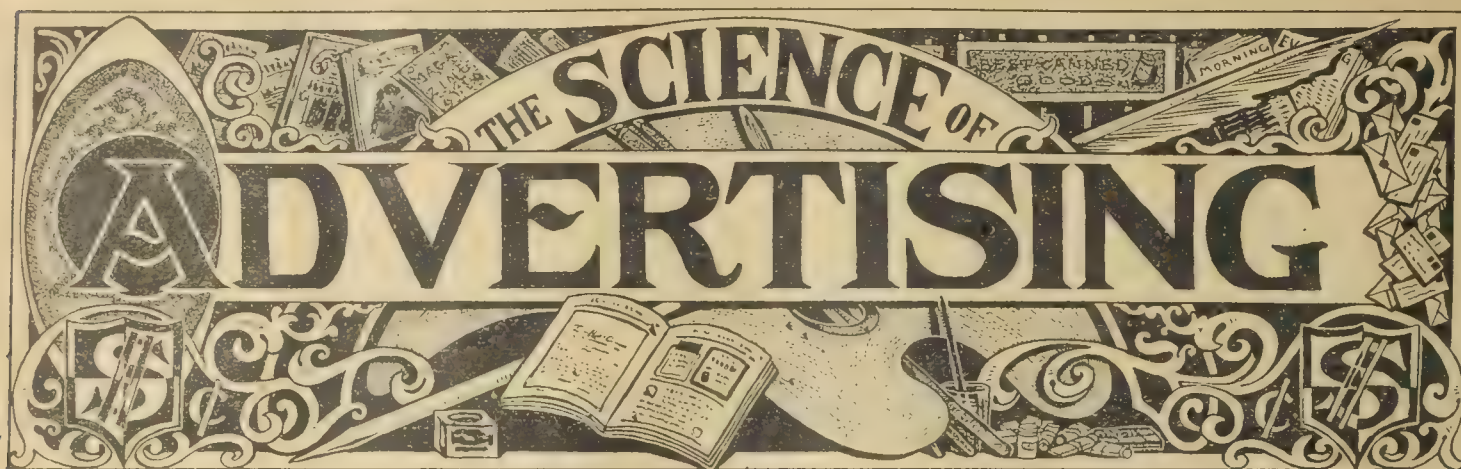
## Why Not Have a *Campbell's* **SOUPS** Window Display?

We'll send you all the materials, except the stock—**FREE**—with full directions. This window display will draw into your store the sales we are creating by our big, strong advertising, which appears in the leading national magazines and reaches the best-living, biggest-buying families in your locality. We'll gladly mail our Menu Book to customers whose names you send us. Campbell's Soups will please your customers so well and pay such a splendid profit that it would be worth a good deal to you to become known as a leading dealer in them. Let us help you to accomplish this.

**Joseph Campbell Company, Camden, N. J.**

"21 Kinds—Look for the Red-and-White Label"





West Union, W. Va., June 8, 1910.  
Editor "Science of Advertising."

Dear Sir:—Have been reading your articles on "Science of Advertising" and find them very useful, as well as instructive. The manager told me to get up a neat, catchy letter and write to all of our customers, advertising our special brand of "Premium Flour," which is a high-grade spring wheat, and we are going to put a pure German silver spoon in each sack of flour as a premium. Will it be asking too much of you to give me a few suggestions in getting up this letter, as my supply of adjectives seems to be inadequate to comply with this request.

Yours truly,  
WEST UNION GROCERY CO.  
By H. V. A.

There is hardly enough data given here to write much of a letter. Any advertising writer can construct a letter from this data, or even from less, for that matter, but it will rise no higher than its source. In other words, it will be mostly written from wind, and will therefore consist of little else. Such letters are never persuasive, and never get the results that they ought to get.

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While I am on this theme, and before I try my hand on this letter, let me say a word about the best way of digging up material when writing advertisements. It is very simple and easy to train one's mind to know what points to pick out; in fact with a little practice the proper points will naturally arise in the mind. And since they constitute the whole kernel of advertising—nearly all there is to it, in fact—it goes without saying that the subject is important enough to consider.

\*\*\*

Here is a case in point: The West Union Grocery people decided to boom their Premium flour by special advertising. They apparently search the situation for the strongest facts they can find as reasons why people should buy "Premium Flour" and what do they find? I can only judge

by what they send me—they find that "Premium Flour" is a high-grade spring wheat flour, and that they are going to put a German silver spoon in each sack as a premium. Only this and nothing more. That doesn't amount to a row of pins. There are many other "high-grade spring wheat" flours, and besides that, to call a flour "spring wheat flour" means nothing to the consumer. I myself, in constant touch with the preparation of advertising, have no clear idea at the present minute what the distinctive points are about a spring wheat flour. So that the information the West Union people have supplied me, and the information they would have incorporated in their advertising had they written it themselves—that is, information that means anything to the consumer—amounts to no more than the offer of the spoon. Right here we have the reason so much advertising is pure rubbish, why so much advertising money is wasted, and why so many men "don't believe in advertising." Their proposition is a thing of shreds and patches, simply because they haven't pieced it out with facts, and then they wonder why such a proposition doesn't seem to capture the people.

\*\*\*

Now let me illustrate by an attempt to write a letter for the flour plan how light a brick is when made without straw in this way. I am in a much worse position than the West Union people themselves, because they could get more facts about the subject simply by searching their own minds, while I am bound by the facts they give me:—

West Union, W. Va., June 15, 1910.  
Dear Mrs.——

Have you ever heard of our pet brand of flour—"Premium" flour? As you may know, a grocer is offered a very large number of brands of flour, some under an ad-

vertised name and some that he can have packed under his own name. All flours of the same high grade cost approximately the same price, so that the only object we can have is to select the best flour.

"Premium" flour is the best flour we have been able to find, and we have searched diligently and long. It goes further, it makes the whitest, sweetest, lightest pastry and bread, it is more reliable—in short, it is an ideal, perfect flour, so far in advance of the average flour that sometimes a mere comparison of sight and smell is enough.

If "Premium Flour" is as good as this, wouldn't you like to use it? You can test it out by buying one—cent sack. Will you do that?

Until we get acquainted, we shall pack a solid German silver spoon in every sack—useful in a hundred ways. This is just a little new incentive to get acquainted; the flour is perfectly able to stand alone.

"Premium" flour is a spring wheat flour of the highest grade. May we deliver a sack to you?

Respectfully yours,

WEST UNION GROCERY CO.

This letter may sound well enough, but the weak point about it is that it would fit any other flour quite as well as "Premium." There is probably *something* about "Premium" flour that distinguishes it from the common run, otherwise this correspondent wouldn't have chosen it as his private brand.

\*\*\*

The facts that ought to be presented to a possible purchaser, through the medium of an advertisement, and which every advertiser, big or little, should search for before he puts pen to paper are the points about the particular goods which will enter the purchaser's mind when he or she considers buying. That seems so obvious as to hardly need stating, yet my experience is that a great mass of small advertisers often do not consider it at all. If the article to be advertised is flour, then the color, the quality, the number of loaves it will bake to the barrel, the quality of the bread, are the points to be considered of course. These are the points the housewife would inevitably consider if asked to buy flour, and they ought to be frankly brought

up and discussed in an advertisement of flour.

NOTE.—This Department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

American Wines Can Be Labeled  
California "Port" or California  
"Sherry."

A hearing was held on March 21, 1910, before the Secretary of Agriculture and the Board of Food and Drug Inspection on the labeling of wines produced in California, which for many years have been known as "California Port" and "California Sherry," respectively. The department has handed down a ruling during the week that the terms "Port" and "Sherry" without qualification are properly applied only to the products from Portugal and Spain, respectively, but it is held that domestic ports and sheries are not misbranded if the terms "Port" or "Sherry," as the case may be, are qualified by the name of the State where the wine is produced.

Watermelons are abundant, most of the supplies being received from Florida. The range is 20 to 40 cents.

HIGHEST IN HONORS

Baker's Cocoa  
& CHOCOLATE



Registered,  
U. S. Pat. Off.

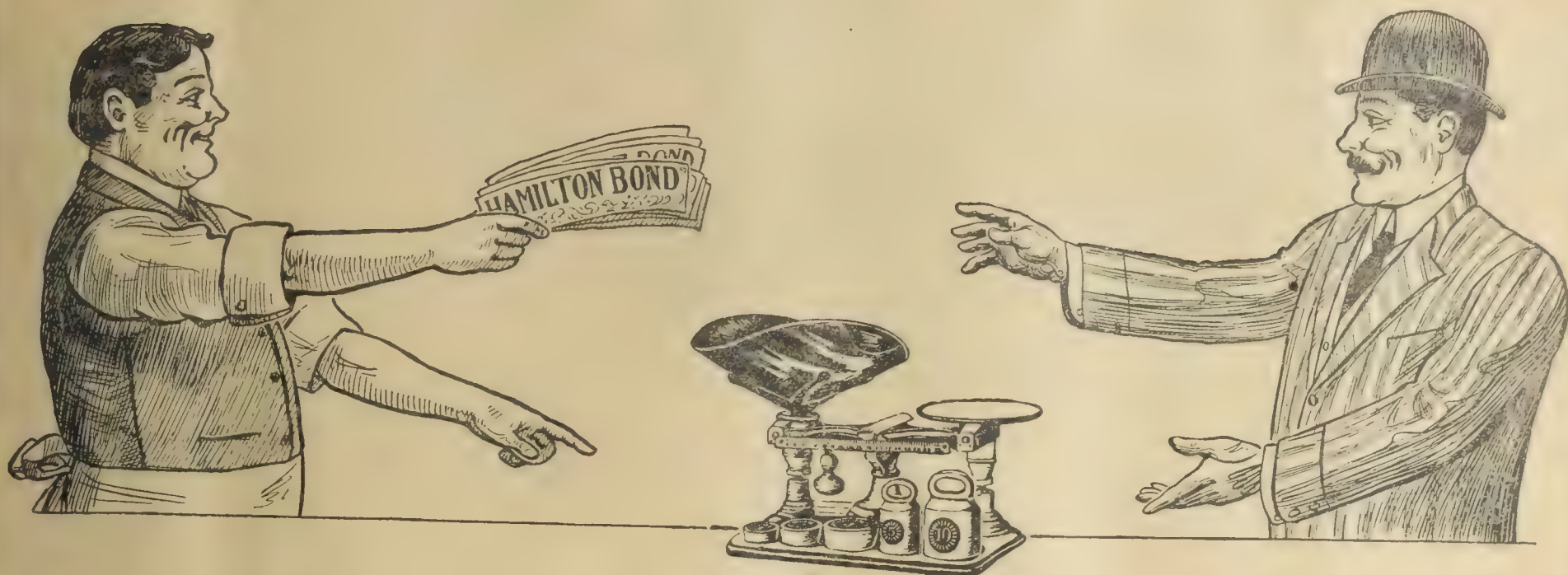
A perfect food, preserves  
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA





Would you like to have a scale like this, or a good counter, or a gold watch, or a diamond pin, **ABSOLUTELY FREE**? You can get either, or all of them or anything else you may need for your store or your home, by pushing the goods which bring you **"HAMILTON BONDS."** We only sell them to manufacturers whose goods are known to you and your customers, on which you make a good profit.

Write us and we will tell you how to refurnish your house or your store without spending money to do it.

## THE HAMILTON CORPORATION

Guaranteed Resources \$1,000,000

**29-35 WEST 32D STREET  
NEW YORK CITY, N. Y.**



## THE STROLLER'S COLUMN



### A Visit to Gimbel's Worm Department.

Ha! Ha!—say—Ha! Ha!—did you see that in the "Grocery World and General Merchant" last week about Gimbel's selling worms? I thought it was a fake at first, but when I looked it up I found out that these people were selling minnies for 25 cents a dozen and worms at 50 cents a hundred! For a fact! What d'ye know about that, anyway? In the name of your grandmother's rat, what will the department stores sell next?

The day after I heard about the worms my wife and I were downtown together.

"I'm going into Gimbel's to see about these worms," I said.

"You won't go with me," she said, "I know you're up to some foolishness, and I've had enough."

"Oh, come along," I said, "I just want to see how they do it. When a department store goes into the worm business, it's important and you ought to take an interest."

"Very well, I'll go," she said, "but if you get foolish I'll turn straight around and come out."

We went into the store from the Chestnut street end, right through the grocery department. It had said in the ad. where the worms were, but I had forgotten, so I thought I'd ask. There was a girl behind the candy counter and I asked her.

"Where is the worm department?" I asked her. I heard my wife gasp, but what was there wrong about that?

The girl didn't know there was a worm department, and she looked around to see who she could call to for help. Finally I said:—

"Didn't you know the store advertised 'em for live bait?"

No, she didn't know and didn't believe it. So I went on. The next person I asked was an elevator man.

"Where's worms?" I said.

"Fourth floor," he said and we went up. They were in the sporting goods department—great sports, worms, eh?

There they were all right. They had put a real old fellow in charge of both the minnies and the worms, and he didn't look a little bit as if he felt honored at being picked out to sell 'em. Just think of being picked out of two thousand clerks as the best worm salesman!

"Have you worms?" I asked him.

He hadn't got used to the new goods yet and for a minute he didn't know what I meant.

"Mercy me, I hope I ain't!" he said, but then he came to himself and laughed.

"Yes, sir," we have, "he said, "all alive and kicking."

"All right," I said, "gimme a worm."

"Oh, we don't break the set," he said.

"Set," I said, "how many's a set of worms?"

"Fifty," he said.

"Are they plain or with tomato sauce?" I asked.

He evidently thought I was getting fresh, and just then I got a jab from my wife, too.

"Shall I wrap you up fifty?" he asked, a little crisp.

"I don't know yet," I said, "are they all housebroken? Have they got good dispoositions?"

"I don't know about that; they're the best there is," he said.

"Have fifty?"

"I'll tell you when I make my mind up?" I said. "Are you sure," I said, turning to my wife, "that your mother would rather have these as a birthday present than anything else? It seems a funny sort of wish, somehow."

She glared at me a minute, then choked and walked away.

"I'll tell you, my friend," I said

to the old man. "Fifty's too many—I can't use fifty. Let's see, you advertise to deliver in New York free, don't you?"

"Yes, sir," he said.

"Well, I would like two of the largest and youngest worms, one male, the other female, sent to a friend of mine in New York City, if you please."

"We can't sell two, I told you that," he said.

"All right, then I'll take fifty," I said, willing to oblige, "but they must all be females. Female worms are a heap sight more affectionate than the males, and the person I'm buying these for would be hurt if they didn't love him."

"How in Tophet d'ye think I'm going to pick out the females?" demanded the old man, crossly.

"I cannot help you there, my dear sir," I said with splendid dignity, "you are in charge of the worm department, and you should be posted on your goods. Will you take the order, please?"

"No, sir, I ain't a-going to do it!" he said. What is this—a joke?"

"Certainly not!" I said sternly, "I wish to buy your goods. Do I understand you refuse to sell them? If so, perhaps I had better see a floorwalker."

The old fellow looked at me hard a minute and then began to laugh.

"Go on," he said, "I'm busy. I'm sick of the pesky things!"

"Well, the minnies are all right anyway," I said. They kept 'em swimming around in a little horse trough. "If I had a little salt I'd buy one."

The old man said he had no salt, so we came out. On the way down I said to my wife:—

"Wait a minute, I'm going to have a few words with the worm buyer."

"Oh, drop it!" she said, "we've

got to get that gas stove and it's getting late!"

"No, ma'am," I said, "I feel I'm on the eve of a good thing. Here's a store started in to sell worms. A demand is being created, and I think I know a way to supply it and make some money. Think of all the little boys whose mothers just know they have worms. And worms they'll be glad to give away, too; they don't want money for 'em. Why, you said yourself last week you thought little Charlie must have 'em. Here's a chance to turn a by-product into good coin and I'm going to see the buyer."

"Will you please come away?" she said, and being a hen-peck I went.

But ain't it a gorgeous thing to be able to sell *everything* like this? You fellows who only sell one line must get all-fired tired of yourselves. Here's the Gimbel's selling worms and what cures 'em on the same floor! Just think of it!

THE STROLLER.

## PATENTS

and Trade-marks procured promptly and properly in all countries.

Davis & Davis, Washington, D. C.



THE NEW FLAVOR

MAPLEINE

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

ORDER FROM YOUR JOBBER OR  
SMITH, MARQUISS & COMPANY, Ltd.  
105 South Front St. PHILADELPHIA

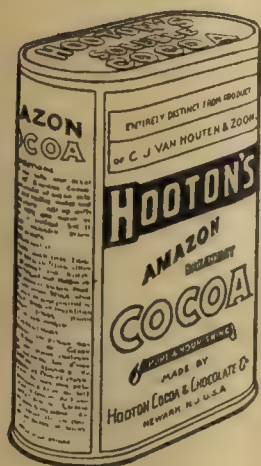
## THEY SAY CLOTHES DON'T MAKE THE MAN

But you know **they help a lot with the ladies**, that's the reason we put the handsomest labels you ever saw on Victoria Canned Goods. It induces the ladies to try them once, and their unmatchable quality keeps them buying them. You try them and see.

HOWELL & BURSK

130-32 S. Front St., Philadelphia





## We Make It Easy For You

to sell **HOOTON'S COCOA**, first, last and all the time. Just show a woman what a fine large can it is (the biggest first quality can on the market for ten cents) and she'll try it. The quality, the rich smoothness, the high food value will cause her to buy it always and—**HOOTON'S COCOA** pays you a good profit.

**HOOTON COCOA AND CHOCOLATE CO.**  
NEWARK, N. J.

"REMEMBER HOOTON'S, NEWARK, N. J."

## We Are Going to Give You Mighty Strong Reasons for Selling This Product

You *must* sell *some* brand of Self-Rising Buckwheat Flour because your customers will want it. Here are some reasons why you should not only sell "**Morning Glory**" Self-Rising Buckwheat Flour but *push that particular brand as hard as you possibly can*.

1. It is the best product of its kind ever made and on that account alone you can sell twice as much of it as you could any other kind.
2. Most buckwheat is put up in paper packages, "**Morning Glory**" is packed in a handsome carton.
3. The profit on "**Morning Glory**" is greater than on any other of like quality and as you can sell twice as much of it as any other, you will make twice as much on buckwheat as you ever did before.
4. Every customer who buys "**Morning Glory**" is not only sure to be satisfied, but pleased.
5. So sure are we of its sale, should you have any left at the end of the season (which we very much doubt) we will take it back and pay cash for it.

Order the supply you need *now*.

**Reeves, Parvin & Company**  
116 South Delaware Ave.  
Philadelphia, Pa.

**MR. GROCER:**

We want you to sell

## PEERLESS BRAND EVAPORATED MILK

**FIRST:** Because you are sure of giving your buyers a pure article and one that will satisfy your most particular customers.

**SECOND:** Because you make a larger profit on **PEERLESS BRAND EVAPORATED MILK** than on any other well-known brand.

**BORDEN'S CONDENSED MILK CO.**

"Leaders of Quality."

Established 1857.

NEW YORK



## A Point That Never Dulls

There's a talking point with **Rumford's Baking Powder** and **Rumford's Yeast Powder** that never loses its force, and that can never be honestly met by anything except a pure phosphate powder.

It is the point that the **Rumford** powders are not harsh chemicals—foreign and injurious ingredients—like many other powders, but **food**. Nothing is more valuable to life and health than the high-grade phosphates of which **Rumford Powders** are made. And when you add to this the incomparable leavening power of the **Rumford's Powders** you have a powder that it would really seem almost like a duty to sell.

**Rumford Chemical Works, Providence, R. I.**



IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"



# THE GROCERY MARKETS

## Tea.

The tea market has shown no special change during the week. The demand is light, but everything desirable is steadily held. The foreign markets for new teas have not receded from the opening; in fact for some grades of new Japans as much as 3 cents per pound more were asked for them than was asked last year.

## Coffee.

The coffee market shows no change for the week. There is a fair demand for good roasting Santos at steady prices. Rio coffees are dull and unchanged. Mild grades are quiet and steady, Bogotas being in occasional demand. Java and Mocha quiet and steady.

## Sugar.

Early in the week the raw sugar market developed some weakness, but later it recovered and sales have been made at a slight advance. Refined sugar is unchanged for the week, but in very good demand. The fruit season promises to be large and the demand for sugar will likely be heavy from now on.

## Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is also unchanged and in light demand on account of the weather. Sugar syrup is unchanged and active. Molasses dull and unchanged.

## Fish.

Mackerel has developed some slight demand during the week, prices being about unchanged. Cod, hake and haddock are quiet at ruling prices. Spot salmon is exceedingly scarce and firm, red Alaska being much above normal on account of scarcity. Sales of future Columbia River have been large. Domestic sardines are steady and unchanged. Packers are still talking short pack and advances, but buyers remember that July and August are always good packing months. Imported sardines quiet and unchanged.

## Canned Goods.

Spot tomatoes are nominally unchanged and in fair demand. The advancing tendency, however, has done precisely what it

always does in the tomato market—it has smoked out a number of weak holders who are willing to take profits and sell. There have therefore been offers during the week at about 2½ cents below the market. Future tomatoes are steady at unchanged prices, and with very little demand. Spot corn is scarce and firm; future offerings also scarce and prices strongly held. Spot peas of the new pack have been in fair demand at unchanged prices. Future peas quiet and unchanged. Apples show no change whatever and light demand. Eastern peaches unchanged and dull; no future prices as yet, but prospects for a good pack. The indications are that prices will be no higher than last year. California canned goods on spot are moving quietly at unchanged prices. Futures have been in good demand and prices of some varieties have advanced 10 to 15 cents per dozen; notably apricots, Bartlett pears and yellow free peaches. Small Baltimore canned goods are in the main unchanged and in light demand. New packing goods are coming on the market at prices that show no special change with the exception of strawberries, which have advanced 10 to 15 cents per dozen on account of short pack.

## Dried Fruits.

Spot prunes are unchanged and in fair demand for the season. Future prices are still maintained on the very high basis previously reported, and very few sales have occurred. Peaches are dull at ruling prices. Apricots are quiet at prices that show no change; certainly no recession as to futures. Seedless and loose muscatel show a small fractional advance, owing to destruction of stocks in California by fire and an increased demand among the packers. The consumptive demand shows no improvement. Currants are ¼ cent higher on account of unfavorable crop news from abroad. Other dried fruits are dull and unchanged.

## Beans and Peas.

Domestic pea beans have advanced another notch and are

now quoted at \$2.45 to \$2.50 in a large way. Scarcity is the cause, and some operators prophesy it will go 25 cents higher before new beans are available. Imported pea beans are unchanged and in fair demand. Domestic marrows are unchanged and in moderate demand. California limas are unchanged in price and in fair demand. The outlook is strong, as there is some belief that the stock may not hold out. Green and Scotch peas are firm and show an advancing tendency; yellow split peas unchanged.

## Butter.

The receipts of butter are about normal for the season; the quality arriving is very good. The market is very firm on both solid pack and print at 1 cent advance over a week ago. There is a very good consumptive as well as speculative demand for all grades and the market is in a very healthy condition on the present basis. Future prices depend entirely upon weather conditions. Should the weather remain extremely warm we are likely to have a shorter make and firmer prices.

## Eggs.

The receipts of fresh eggs continue liberal, but the quality arriving shows some heat defects. The market on fancy eggs is firm at unchanged quotations, while under grades have to be sold at concessions, according to quality, of from 2 to 3 cents per dozen. The present weather conditions are likely to curtail the receipts and we are likely to have a further advance. The stocks in storage are fairly large and the demand for speculation is exceptional on account of the quality.

## Cheese.

The market on cheese is firm at ½ cent per pound advance over a week ago. The make of cheese is about the same as it was last year, which is about 30 per cent. below normal. The quality arriving is very fine and the bulk of the receipts have been meeting with ready sale at the recent advance. There is considerable cheese being bought by speculators and the consumptive

demand is very good considering the price, and the trade look for a continued good demand with a possible advance in the market. Under grades are cleaning up at proportionately lower prices.

## Provisions.

Everything in the smoked meat line is firm at unchanged prices. The stocks are reported a little lighter than usual for the season and the demand is fair considering the high prices. Barreled pork is very steady at unchanged prices. The make of pure lard is small and there is a ready market for both pure and compound at unchanged prices. Canned meats and dried beef are barely steady and the demand only moderate.

## INDIVIDUAL MARKET REPORTS.

### Imported Fish Specialties.

Norwegian Smoked Sardines.—We are momentarily expecting a cable advice that the new pack is ready for shipment. Contracts for the new pack have been made at practically the same price as paid last year, so we look for no decrease in the price.

Scotch Herring.—The first shipments of new Scotch large full herrings have arrived and the quality is very fine. On account of the weather being so very warm at present, the real demand has not set in as yet, although we look for a good demand within the next week or two.

Holland Herring.—Reports from Holland show that the quality of the fish caught so far has been very poor.

French Sardines.—Demand fairly good.

French Sprats.—Normal demand. No further reports about the fishing in France.

STROHMEYER & ARPE CO.  
New York, N. Y.

### Baltimore Canned Goods. No. 1.

Continued activity in tomatoes for both spot and future deliveries caused a still stronger market for them this week, and the canners show little disposition to take on further large orders even at the advanced prices. The steady demand for lots of one or two carloads at a time all through the winter and spring months didn't make a ripple in the market so far as the prices were concerned, but it gradually wore away the stocks in the hands of the canners to a greater extent



than was imagined until the larger demand for them came with the opening up of the usual spring trade, when the fact became apparent that a very large dent had been put in the stocks on hand without attracting any attention. Supposedly heavy holders were found to have parted with the bulk of their goods and were not in position to accept orders for large quantities of one straight brand. The efforts to place those large orders developed these facts, and it was found necessary to split them up amongst a number of sellers. That is the basis of the advance in the prices of spot tomatoes. For future delivery tomatoes are stronger for one special reason, namely, the uncertainty regarding the size of the acreage to be planted this season as compared with last year. On that point it is fair to state that the experts differ. The setting out of the plants has not yet been fully completed because of the unfavorable weather, and the plants set out earlier have been stunted by the cold rains and lack of warm sunshine. Another reason is that the opening prices were started too low, and the chances of making a profit were too small for the canner. Again, there seems to be a well-grounded impression that the Western tomato canners are up against unusual conditions in their territory and that is evidenced by the liberal buying in this market recently by them as well as by the Western jobbers. The entire tomato situation is unique and is worth close attention.

The growers of corn for canning purposes are complaining because of the excess of rain during the last two months, and the canners are now offering futures in limited quantities at higher prices, while for spot delivery it is getting scarcer and higher. The season for canning peas will close in about ten days with a much smaller output and at a higher cost than was confidently expected. The new crop of string beans will commence arriving next week and they look attractive enough at to-day's price to buy freely. Spot sweet potatoes have advanced this week because of light stocks, and the buying of them for future delivery, is larger. Spinach for prompt shipment is also a scarce and strong article. No price is made on future spinach. The other lines of vegetables were quiet this week, excepting new peas, which are fairly active for the different grades.

Strawberries are stronger and more active because the size of the new pack is smaller than had been expected. The new crop of gooseberries and raspberries is now arriving. Blackberries and blueberries come later on. Red

cherries are not plentiful, but we have had in Baltimore the largest pack of splendid quality white cherries than in several years and they are selling fast at to-day's prices. New pineapples are now ready for shipment and prices are firm. Spot pears and apples are stiffening up and the stocks here are small. Cove oysters have advanced this week because of small stocks and increased demand. Generally speaking, the outlook for canned goods during the next six months is excellent.

Holders of tomatoes can readily turn their goods into cash these days, but they seem less inclined to make the swap for the principal reason that the weather conditions up to date are against the canners, and the season for that article is only six weeks off. They claim that they cannot replace the goods for the same money and therefore they are good property to own and carry into the next season. Meantime the demand is increasing and the character of the buying is of the best. During this week spot tomatoes were shipped to almost every State in the country, and the outlook is favorable for further sales for prompt shipment.

THOS. J. MEEHAN & Co.  
Baltimore, Md.

No. 2.

For the past week every day the spot tomato market has strengthened; the canners' ideas are firmer each day so far as spot stock is concerned, and the packer looks forward to higher prices. It takes hot sunshine to kill the flea, bug, cutworm and other tomato pests. We have not had it. As a result, some growers report the necessity of resetting their tomato plants after first planting four consecutive times, some of them becoming discouraged and threatening to plant field corn. Packers are not sure of their acreage and much less are they certain of the yield per acre on what has been planted. As a result, this state of uncertainty is encouraging packers to advance their price on spot tomatoes as well as futures and the buyers are following the market with liberal orders indicating short supply on hand, bare warehouses at their end of the line. The majority of orders have been for carload lots and as it was for many moons when, no matter the price of the first order, each successive order was booked at a lower figure. It is quite probable that the tide has turned and from now on each successive order will be booked at a higher figure than preceding. If the buyers would buy all the spot tomatoes they wanted and there was a general stocking up there would be nothing left at the packer's factory. At the present moment it is difficult to fill orders for 3s standard tomatoes in bright

tins, in good condition, at 67½ cents, f. o. b. factory, with extra quality firmly held at 70 to 72½ cents; 2s, 52½ to 55 cents, for all brands of reputation and in good condition. Cheap gallons have been well absorbed, with brands firmly held at \$1.90 that were named on the basis of \$1.75 a few days ago.

The withdrawal of future offerings for account of Western packers has encouraged Eastern business so far as the Western jobber is concerned; as a result, orders for round lots of futures at 67½ and 70 cents have been received, some accepted, some declined, with little possibility of any volume of business on the basis of these figures. Eastern buyers claim to have bought largely of futures in the last few days on the basis of 67½ cents, f. o. b. These

## The "400" Coffee For The 4,000,000

Blended, cleaned and packed by Githens, Rexasmer & Co., is without exception the best value sold. Always the same strength, body and flavor. A trial order will convince you.

GITHENS, REXSAMER & CO.

Office 40-42 S. Front Street

Coffee Department:—15 and 17 S. Front St.  
Warehouse:—39 Letitia St.  
PHILADELPHIA, PENNA.

## Summer Comfort

¶ The recent cold weather will serve, by comparison, to make the heated term seem even more oppressive than is usually the case. During the summer months Portable Electric Fans will make your place of business or home livable—at your residence they make the eating of one's meals a pleasure and sleep refreshing.

¶ Make your installation now.

The Philadelphia  
Electric Company

TENTH AND CHESTNUT STS.

### Your Customers

ask your advice on matters of food products. You want to be posted, don't you? Then study the following. It's instructive.



### Minute Gelatine (Flavored)

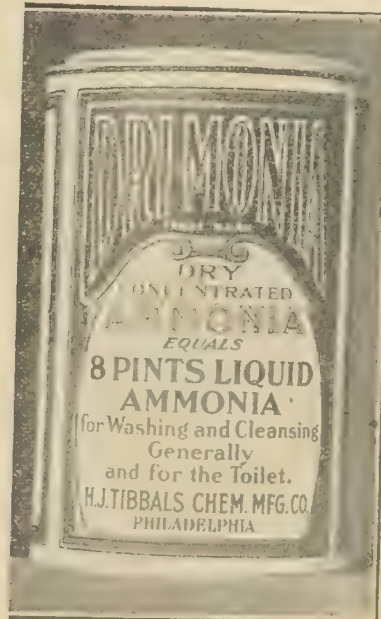
is made from the highest quality of gelatine—other kinds may use a cheaper gelatine as colors and flavors can conceal its inferiority. In it the most expensive vegetable colors are used—others may be colored with cheap vegetable or coal-tar colors. True fruit flavors are used. They cost more but they are better. —Artificial, ethereal flavors are found in others. They are cheaper and easier to get. Minute Gelatine (Flavored) is made to sell on quality—not by advertising or low prices only. Don't take it that all other flavored gelatines have all the bad points mentioned. Most of them have some. None of them have all the good points of Minute Gelatine (Flavored). Decide for yourself. Let us send you a package free and try it beside any other flavored gelatine you may select. That's fair isn't it? When writing for the package please give us your jobber's name.

MINUTE TAPIOCA CO.,  
202 W. Main St., Orange, Mass.

## Something Different in Ammonia

### Tibbals Dri-Monia

Costs you \$ 9.00 Per Gross  
Brings you \$14.40 Per Gross  
Your Profit \$ 5.40 Per Gross



This is a Concentrated Dry Ammonia in powdered form, packed in cans with perforated tops to sell for 10 cents. Each package equal to one gallon of High-grade Ammonia. Why buy water?

H. J. Tibbals Chemical Mfg. Co.  
Philadelphia



reports, however, do not seem to be verified by the packers of Maryland and Delaware. Of course it may be possible that these purchases covered products of other States, but from the packer's standpoint in this section there has not been found a ripple of this wave within their bailiwick. A few cars have been accepted here and there after a day-to-day fashion, but sales of quantity and volume have been indeed exceptional, for the packer in his present position hesitates when he is offered a volume of business of any consequence, with weather conditions prevailing as at present. The demand for extra standard tomatoes in sanitary tins continues at full prices, with a dearth of offerings for buyer's label, which indicates a preference among packers of good goods the privilege of having their name and brand benefited by the results of their best efforts. Packers well know that the buyer is more exacting so far as buyer's label purchases are concerned, and the cost of stripping on account of technicalities in the past has encouraged him to avoid similar propositions of this kind in the future, providing his goods are the results of his best efforts.

Spot corn is now almost a vapor, and continues to strengthen under increasing demand. It is still possible that a packer here and there may have a carload or two unsold, but he is indeed a rare bird who has more than this quantity. All efforts expended in this direction are almost as fruitless as have been the attempts of the majority of the discoverers of the North Pole.

Continuous rains and cloudy weather have deluged corn fields throughout the entire Eastern States; rolling ground has been seriously washed and low lands have laid for days under water. This has seriously affected and practically put a stop to all cultivation of growing corn, has compelled the farmer to defer further arrangements and preparation of later plantings and has caused an abundance of grass and weeds to grow in the corn, which has already made its appearance through the ground in irregular fashion superinduced by these adverse weather conditions. Surrounded with conditions of this kind, the farmer and canner are in doubt as to whether it will be possible for them to take care of the future orders already booked, much less than to contract for more orders while such conditions prevail and there is no indication whatsoever of a let up at the present time.

STRASBAUGH, SILVER & Co.  
Aberdeen, Md.

#### Evaporated Apples, Etc.

The evaporated apple market is steady here and all of the dealers

who have stock on hand report a very satisfactory business. Desirable qualities are scarce and firmly held.

The future market holds steady, with some business being taken on a basis of  $6\frac{3}{4}$  to  $6\frac{7}{8}$  cents, f. o. b. in 50-pound boxes for November shipment. There continues to be an aversion, however, towards taking future business until more is known about the coming crop. The fruit is growing nicely and is in exceptionally fine condition, but it is feared that the demand for green apples will cause reasonably high prices for dried stock.

There is some inquiry every day for raspberries, spot goods selling at  $21\frac{1}{2}$  to 22 cents, f. o. b. in barrels. New goods are quotable at the same prices.

Cores and skins and chops have been in active demand also, stock having sold up to  $2\frac{1}{4}$  cents per pound f. o. b.

Apples for shipment in small quantities are quotable as follows: Prime, 7 to  $7\frac{1}{4}$  cents; choice, 8 to  $8\frac{1}{2}$  cents; fancy, 10 to 11 cents, all f. o. b. in 50-pound boxes; cartons,  $\frac{1}{2}$  cent per pound higher; cores and skins, \$1.75 to \$2; chops, \$1.75 to \$2, f. o. b. buyers' bags.

C. C. HALL.

Rochester, N. Y.

#### Rice.

The market during the week has been dull, with a notable absence of "snap." Buyers take freely as needs develop, but do not exhibit any overwhelming desire to make large provision

against future requirements. Receipts are light, spot stocks only fair as to assortment, and prices continue steady on both Honduras and Japan. Inquiry for distribution has been comparatively small, but with return of normal summer weather conditions greatly increased activity may be expected.

Advices from the South note improved demand on the Atlantic Coast. In New Orleans there is more doing in the way of distribution, but supplies are somewhat in excess of demand. The general movement is rather disappointing, and yet in spite of this fact the sales the past week are very much larger than for equal period last year, and with one exception past five years.

In the interior, Southwest Louisiana and Texas, holders are firm on Japan sorts and offerings of such are not plentiful. Honduras styles are steady, although some concessions have been made by holders who desire to sell out remainder stocks and close down for the season.

Cables and correspondence from abroad note generally quiet markets, but Siam styles are quoted higher.

DAN TALMAGE'S SONS Co.  
New York and New Orleans.

#### Spices.

The market is steady and fairly active. In most cases spot values are lower than goods are offered for arrival. There are, however, few changes to note during the week.

Peppers.—Singapore is reported scarce and all Lampong arrivals are quickly taken up. Spot stocks are unreasonably small. Prices are steady and firm.

Red peppers exceedingly scarce and tending upward. Higher prices are anticipated over the balance of the year.

Cloves.—Market unchanged; demand fair.

Pimento (Allspice).—Good quality is exceedingly scarce. Prices are unchanged. There are no further crop news to report.

Mace exceedingly scarce and prices are slowly but steadily hardening. It is quite evident that further advances will take place.

Nutmegs are steady at unchanged prices. Present values are certainly safe.

Cassias.—The demand is increasing. Spot stocks are reported small. All predictions point to higher values.

Gingers very scarce and in good demand. The tendency is certainly upward, especially for Cochins and Africans.

Tapioca now somewhat higher, and will no doubt advance during late summer.

Green Ginger Root.—Some little arriving. Prices are un-

## Secretary Wilson Criticises Retailers' Butter and Egg Profit

**Tells Senate of Retail and Wholesale Prices of Butter, Eggs, etc., in Various Parts of the United States, and Thinks Five Cents a Dozen on Eggs and Five Cents a Pound on Butter Too Much Profit for a Retailer to Make.**

Special Correspondence of "Grocery World and General Merchant."

Washington, D. C.,

June 24, 1910.

I have obtained during the week a copy of a letter sent by Secretary of Agriculture Wilson to the Senate a few days ago, accompanying a record of the results of certain investigations made by the department into the prices paid for eggs, butter, milk and chickens, both by the retailer and the consumer. The letter summarizes the record and is another complete answer to the accusation that the retailer inflates prices of the necessities of life, although the Secretary seems to think the retailer's profit too high. I reproduce portions of the letter as follows:—

Mr. Secretary.

We beg to submit the results of the inquiry into the prices paid by consumers and the prices paid by retail dealers to wholesale dealers or producers for eggs, butter, milk and chickens in the last week of January, 1910, in representative cities of the United States. At the time the inquiry was being made unusual price changes occurred, which made it difficult to obtain comparable average figures. The price of butter declined materially, and many retail quotations given for fresh eggs were such as to indicate that cold storage eggs were quoted as fresh eggs.

The returns of the inquiry as received (from about five cities) indicate that the average prices paid by consumers, paid by retail dealers, and received by nearby farmers for

products specified in the last week of January, 1910, were as follows:—

The report shows that the price of eggs paid by consumers that week was 38.1 cents and paid by the retailers 32 cents, for which the producer received 30.4 cents.

The consumers paid for creamery butter in tubs 36.5 cents, the retailer paid 31.8 cents, and the amount the producer received was not given in the report, but it was about 28 cents.

The consumer paid on an average of about 8.5 cents per quart for milk, while the retailer paid 4.7 cents per quart and the producer received about 4.5 cents.

The average for cities of the different sections of the United States are as follows: For creamery butter in tubs in the North Atlantic States the consumer paid an average of 36.7 cents and the dealer 33 cents; in the South Atlantic States the consumer paid 38 cents and the dealer 33.3 cents; in the North Central States (and this is the big butter producing section) the consumer paid 35.8 cents and the dealer 30.8 cents; in the South Central States the consumer paid 37.5 cents and the dealers 32.7 cents; in the Western States the consumer paid 37.9 cents and the dealer 32.9 cents.

It will be noted in all of these statements that the retailer gets about 5 cents per pound for handling the product, which might justly be considered an exorbitant price. The jobber, or dealer, has to be content with a mighty small margin of profit and the producer has to take what the jobber can afford to pay him.

About the same ratio exists in the sale of eggs. There is fully 5 cents per dozen that goes as the profits of the retailer.

The average prices for 71 cities in the different States from Maine to California shows that the consumer paid 36.5 cents, while the dealer paid 31.8 cents per dozen.

HOLT.



changed. The quality is first-class.

Seeds fairly active, especially those for pickling needs. Caraway, poppy, celery and mustard unchanged.

McCORMICK & Co., Inc.  
Baltimore, Md.

#### MARKET NOTES.

Mississippi tomatoes are coming forward in fair quantities and average \$1 per carrier. Floridas are coming poor and show a wide range of price—50 cents up. The first few Jersey tomatoes are in market at \$2 per basket, but the quality was only fair.

Corn is coming from Florida and North Carolina, and the average price is \$2 per 100 to 125 ears. The quality is fair and the demand fair.

Lima beans are still out of the Philadelphia market, though they are still going to New York at \$3 to \$3.50. The demand would take a few if they could be sent here.

The strawberry season is nearing the end. Pennsylvania berries are bringing 12 to 18 cents. Jerseys are worth only 4 to 8 cents. The demand is good.

Jersey huckleberries are in market and are worth 12 to 13 cents. Southern are 12 to 15 cents. The supply is not large, hence the high prices.

Jersey blackberries are commencing to come and average 12

cents. Delawares are 10 to 12 cents. The demand is good.

Southern peaches are somewhat higher. Texas fruit is worth \$2.50 per bushel and Georgia \$2 to \$2.25. The demand is active.

California cantaloupes range from \$2.25 to \$2.75 and Georgias \$1.25 to \$2. The Californias are well worth the difference.

New potatoes are very low—\$1.25 to \$1.50 per barrel. The bulk of the receipts are from Eastern Shore and Virginia. Jerseys are also in market at 40 to 45 cents per basket. The supply exceeds the demand.

Jersey peas range from 35 to 50 cents per basket. Long Islands, which are better, average 50 cents for the best. The demand is good.

California cherries are coming mainly in bad order and the price range is wide—60 cents to \$1.75. Nearby cherries range from 5½ to 8 cents.

#### CORRESPONDENCE.

##### Investments.

Shenandoah Pa., June 16, 1910.  
Editor "Grocery World and General Merchant."

Dear Sir:—Can you tell me anything concerning the following firms from an investment standpoint: Funding Company of America, New York City; Spar Products Co., executive offices, 47 West 34th street, New York

City; mineral deposits, Jones-town, Md.; factories, Baltimore, Md.

I have been rather unfortunate in my investments and your Mr. Granzow suggested to me that I write you when desiring to make an investment, that it is a privilege you extend your subscribers.

Yours truly,

"D."

The "Grocery World and General Merchant" would much rather recommend the Spar Products proposition than the Funding Co. The former concern has a preparation of rotten rock which is believed to have some value. Of course the question whether the company's stock would prove a good investment is quite different. The writer would rather take a chance on it, however—and all investments of this sort are a chance—than on the stock of the Funding Company.

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#### Information As To the Merchandise Brokerage Business.

Steelton, Pa., June 21, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Will you kindly advise me where I may obtain some data and information relative to the merchandise brokerage business. Thanking you in advance for the information, I am,

Yours truly,

JOHN M. MADRA.

Nothing authoritative has ever been written, so far as the writer knows, which would instruct you how to conduct a merchandise brokerage business. The business is not especially technical. It simply involves getting au-

thority from manufacturers to represent them in a given market, and then selling the goods to as many customers as possible.

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#### No Steamship Lines Run to Russia.

Coaldale, Pa., June 21, 1910.

Editor "Grocery World and General Merchant."

Dear Sir:—Please let me have all the names of the steamships that go across the water to Russia and some other countries.

I would like to get the agency for the sale of their tickets.

Yours truly,

A. MIKALOFKY.

As far as we know, none of the steamship lines run direct to Russia.

Hamburg-American Line, Cunard Line and White Star Line run to other ports.

#### New Patents and Trade-marks in the Grocery Line.

Messrs. Davis & Davis, Washington Patent Attorneys, report the grant, this week, of the following patents:—

Washington, D. C., June 14, 1910.  
961,090. Machine for decorating pastry. John Anderson, Philadelphia, Pa.  
961,096. Coffee pot. Henry E. Biggins, Wallingford, Conn.  
961,272. Egg beater. James N. Ward, Havelock, Neb.  
961,337. Noodle cutter. George B. Bretz, Dayton, Ohio.  
961,429. Mold and disher. Samuel J. Clark, Cornwall-on-the-Hudson, N. Y.

#### TRADE-MARKS PUBLISHED FOR OPPOSITION.

Ser. No. 27,168. "Salada" for tea. Peter C. Larkin, Toronto, Canada.  
Ser. No. 43,847. "Broadway" for blended coffee. Austin, Nichols & Co., New York, N. Y.  
Ser. No. 46,511. "Emblem" for tea, blended coffee, etc. Judson Grocer Co., Grand Rapids, Mich.  
Ser. No. 46,512. "Peerless" for tea, corn starch, etc. Judson Grocer Co., Grand Rapids, Mich.



# This is from the Shoulder



We might add figuratively speaking. We would convey the idea that what we call to your attention this week is worth your while—let's hear from you.

**SYRUPS**—Our Syrup trade is immense and while we push the general line, our reputation as a Syrup house grows, and all because we deserve it. Our selections are the best, in fact we have worked for quality. *Royal Table Syrup, Quaker City Syrup, Ex. Amber Drips, White Clover Brand, King B Drips*, and our specials "1200," "1300" and "1400." It will pay you to send us your syrup business.

**CHIPPEWA DAIRY SALT**—This is a Salt we can recommend, pure, does not get hard and as fine in quality as higher priced Salt. Our trade on this has steadily increased. Barrels, 100-3-lb. at \$2.45; barrels, 60-5-lb. at \$2.25; barrels, 35-8-lb. at \$2.10; barrels, 28-10-lb. at \$2.00; barrels, 20-14-lb. at \$2.00. Order now or with your next order and you will be pleased with it.

**VULCAN SAFETY MATCHES**—Every storekeeper has a call for a safety match, and none more popular than the Vulcan. Our price on these, 55c. a gross, and with every 5 gross order we will give ½ gross free or 1 gross free with 9 gross order. This only good for a limited time (to July 9th). Order now, before the deal goes off.

**LOBSTER AND SHRIMP**—Both good for salads, and in demand at this season of the year. *Lobster Rising Sun Brand*, ½ lb. tins, large pieces, parchment lined cans, 2 doz. in can, per doz., \$2.25. *Shrimp*, 1 lb. round cans, finest grade packed, cans 2 doz., per doz., at \$1.15.

**KIRK, FOSTER & CO.**

WHOLESALE  
GROCERS

209

NORTH WATER STREET  
PHILADELPHIA - PENNSYLVANIA



## State of Missouri Prosecutes Big Meat Companies on Charge of Conspiring to Fix Wholesale and Retail Meat and Produce Prices

**Seeks to Oust All But Two of the Large Companies From Doing Business Within the State on Ground That They Monopolized and Controlled Production and Prices.**

The first action brought by the United States Government against the large meat packers which seems to have any chance to get anywhere has been brought by the State of Missouri during the week against the Armour Packing Co., Morris & Co., Swift & Co., the Hammond Packing Co. and the St. Louis Dressed Beef and Provision Co. The action takes the form of ouster proceedings, the result of which will be, if successful, to debar the companies from doing business within the State.

The suits were filed as a result of the examination conducted recently in Missouri, the results of which were published at the time. The Hammond Packing Co. and the St. Louis Dressed Beef and Provision Co. were shown to be controlled in every matter and detail, both in the purchase of live stock and in the sale of dressed and finished products, by the National Packing Co. of New Jersey. The National Packing Co., the hearing developed, is owned by three big packers. While the National owns these supposedly independent corporations, it has been holding them out to the public as separate entities and independent corporations and competitors in business. In this way these corporations have been and are used, the State of Missouri charges, as the device in controlling the purchase and selling prices. In thus monopolizing the field and in controlling the packing industry the entrance of new corporations into the business is practically prohibited.

The petition filed in this case makes radical charges against the big meat companies. The Armour, Swift and Morris Companies are charged with violating the anti-trust law and conspiracy, and the Hammond and St. Louis Dressed Beef and Provision Companies, as subsidiary companies

of the National Packing Co., with conspiracy to control the business in Missouri, thus being guilty of abuse and privileges not granted to them by Missouri.

The five companies are named in two petitions which ask that the corporations be excluded from all corporate rights, that their licenses be forfeited and that all or such portion of their property as the court may deem proper be confiscated or, in lieu thereof, a fine be imposed.

Armour, Swift and Morris are charged with having entered into a conspiracy in 1909 to control the prices to be paid by dealers in live stock, poultry, butter, eggs, dairy and agricultural products, to control the prices to be paid by retail and wholesale dealers for dressed meats and to control the prices to be paid by all retail and wholesale dealers for butter, eggs, poultry, game, dairy and agricultural products and by-products from the business of slaughtering live stock.

Following are some extracts from the petition:—

These companies entered into a trust to unlawfully regulate, fix and control the prices at which dealers should sell and offer to sell to the consumer and others all dressed meats and eggs, poultry and other products and to control the prices to be paid for such articles, when so regulated, and to unlawfully limit the trade in all products with a view to lessen, restrict, limit and destroy trade and full competition in the purchase and sale of meat products, poultry, butter and eggs.

That, in pursuance of an unlawful trust, the corporations have met and agreed upon and fixed from week to week and day to day an agreed-upon and fixed price paid and to be paid by all persons for live stock and products which should be purchased, sold or offered for sale in Missouri; that the prices at which the products were to be sold were unlawfully fixed by means of which competition in the purchase and sale of meat products has been lessened, restricted and destroyed.

Through these agreements trade, commerce and competition in the purchase and sale of packing house products have been restrained and the companies have obtained control of and monopolized, to the exclusion

of all others, the business of buying, selling and dealing in of commodities, products of packing houses.

The National Packing Co. was not organized in good faith for the purpose of engaging in the business authorized by its charter, but as a corporate scheme to effect an unlawful trust among the Hammond and St. Louis Dressed Beef and Provision Companies, and numerous

other corporations, individuals and partnerships engaged in the same business in Missouri and through out the United States.

That the power and purpose to purchase and hold shares of any other corporation, and to exercise the rights and privileges of owners of such stock, was not inserted in the charter of the National Packing Co. in good faith.

## Woman Tells Why More Housewives Don't Buy Bread, Cake and Pies of Grocers

**Says Bakers' Products Are Not Equal to the Housewives' Own, Therefore They Are Not Bought By Particular People. Names Specific Objections to Ready-made Bread, Cakes and Pies.**

The "Grocery World and General Merchant" has repeatedly suggested that the way for grocers to sell more of the ready-made food products such as are usually prepared at home, meaning especially cakes, pies, bread, etc., is to sell a better article, or at least as good, as the average housewife can produce. This is a labor-saving age, and the dealer who can sell, ready-made, just as good a product as his customer could laboriously make is certain to have an active and constantly increasing trade. The difficulty is that much of the pastry and the cakes that grocers sell are typical "bakers' products" and do not satisfy particular people.

Confirmation of this oft-repeated argument is found in a copy of an address which somebody sends the "Grocery World and General Merchant" on "The Relation of the Housewife to the Baker." It was delivered by one Mrs. W. A. Wheatley, a consumer, before a recent convention of the Master Bakers' Association of Missouri, and is just as vital to those who sell the baker's products as to the baker himself. From this address the following extracts are taken:—

I believe there has never been a time in the history of the American home when the help problem was so acute, and competent cooks so scarce and hard to secure, in the average home, as they are to-day. So let me give you a tip just here. *Our extremity is your opportunity*, and if you will furnish us with equally as good bread, pies and cakes as Mother makes, you have that part of our patronage won, and have solved that part of our culinary problem.

We, as housewives, with our ever-increasing social obligations, our busy club life and our manifold

duties in weaving into life's pattern the warp and woof of our tactfulness, cheer and gentleness, will, I doubt not, be truly grateful to you if you will study to lighten our burdens in this manner, and will, in turn, I am sure, be ready to accept the favor by supplying our tables with the wholesome products which this effort will evolve.

But perchance some one will ask, "What is the objection to baker's bread?" I will give you a number of objections as I have heard them voiced. One lady says it is too dry and chippy, another says it lacks nutriment, it is unwholesome, another, it is too light and lacks the ingredients to make it nourishing, one says it has alum in it, and is thus rendered indigestible—be that as it may, perhaps these objections are enough, Mr. Conscientious Baker, to make you stop and think how you may meet them and overcome them. For they must be met and must be overcome, if you would put it into every home in our broad land.

But you will say, "What of our pies and cakes, are they not good enough?" Now, Mr. Baker, I would not presume to dictate the material you should use, to make a pie or cake fit for my table, but I do feel at liberty to tell you what I use when I want to tickle the palate of my husband and children. If, for instance, I make a cherry pie, for the crust I use nothing but the purest lard I can secure—the best flour the market affords, a pinch of salt with water to mix—the cherries must be ripe, pitted and well sweetened with good granulated sugar, and when baked to an even light brown, and served in ample quantity, I am sure of words of approval. So with any other pie—none but the best material

Now, for bakers' cakes. Well, the usual product as described by many housewives is so stereotyped that it would be recognizable in Egypt. It is dry, tastes of cottolene, butterine or oleomargarine—is *not* light and flaky—is coarse and grained, as though the eggs were not beaten enough, or were not fresh as they should be, and, well I cannot tell you what to use, but I can assure you that if you will put a cake on the market that tastes like the average homemade cake, and will make it at a reasonable profit—and not a get-rich-quick profit—you will find sale for all you can make, and the really ambitious home loving housewife will ever be your friend.





CONDUCTED BY IVAN P. THOMPSON

**An Air Ship Window.**

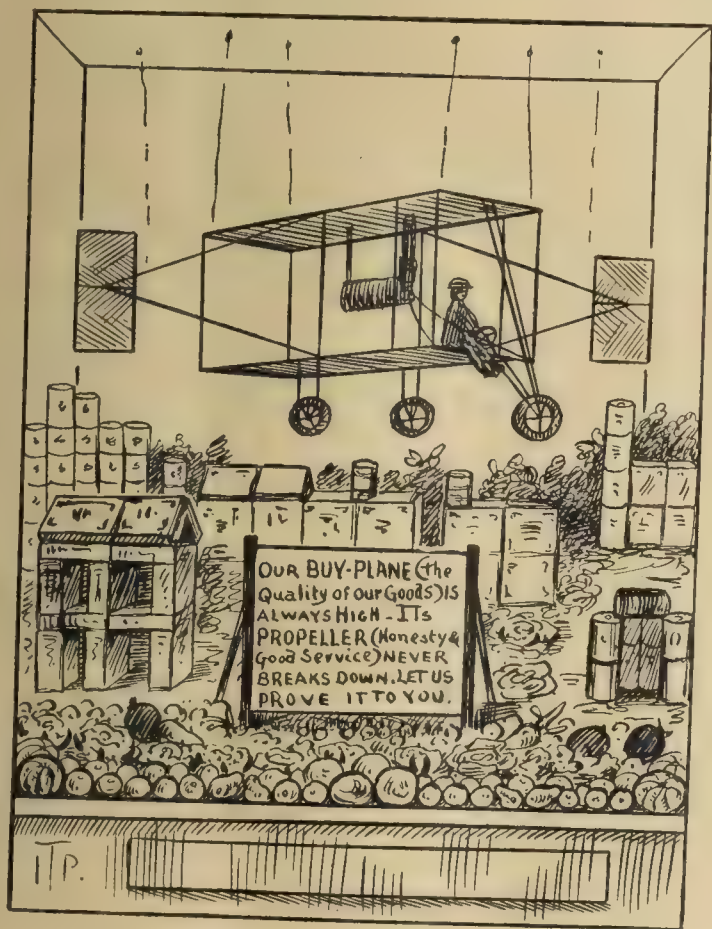
The interest taken in aviation to-day is so great that anything connected with it attracts attention, and I thought that a window display containing a Curtiss Bi-plane (home made) would not come amiss.

Although I don't know how to make an aeroplane myself, I'll tell you how to make one.

The proportions must be left to you on account of the size of your window, which is unknown to

side and let it extend downwards about a foot. Place another one on the same side, not, however, extending beyond the frame—between the protruding one and the corner one. Do the same on the right side. Get three little barrel hoops and cover them with paper—brown paper—and fasten one to the lower extremity of the rod that extends beyond the frame on the left side, and do the same with another wheel or barrel hoop on the left side. You can add two

top frame. Make another and larger cylinder and fasten it to the bottom of the first one at one end and by a rod or rope or wire to the roof at the other end. Here, too, you will have to have a cross piece. Design the cylinders so that the cross piece that supports the rear end also holds together the side supports that extend and hold the wheels. To these side supports fasten two rods—one at the top frame work and the other at the junction of the rod with the bottom frame, and bringing them to a point fasten them in the middle of a cross piece in the centre of the wing, as in sketch. This is on the left side. Do the same on the right side. Fasten the front wheel onto the machine by means of two rods extending from the centre of the top frame and meeting—one each side of the wheel—like the front wheel of a bicycle. Then do the same with two shorter rods fastened to the lower frame. Make another



me, but you will be guided easily by the sketch, for an aeroplane is really quite simple, at least this one is. Make two large oblong frames for the top and bottom of the machine and two small ones for the wings. Cover these with cheese cloth or paper—red, I think, would be a good color. Hold apart the top and bottom frames by means of rods of wood, such as broomsticks or the like at each corner. Place another support in the centre of the left

crosspieces of wood and fasten them in the centre where they meet and use them as spokes for the wheels, and where they cross can be the hub and the place at which they can be attached to the extending rod. You can also add a small extra support fastened to hub and frame as in sketch. Get a piece of cardboard and roll it into a cylinder and fasten one end to the roof of the machine. You had better have an additional cross piece to support it on the

and smaller wheel and fasten it to a short rod at an angle and in centre of the front cross piece of the lower frame. This is the guiding wheel (?). Now suspend the biplane by invisible wires from the roof of your window, and your flying machine is ready. If you can get a large doll put him in the machine; if not, never mind.

Now spread a green cheese cloth ground cloth and place a lot of fruits and vegetables along the front floor of the window. A little further back place a large sign with wooden supports and resembling as much as possible the board signs one sees with such artistic delight along the side of a railroad track. To the left and a little back of this sign build a two-storied and slanting roofed house of cartons, such as corn flakes and breakfast foods generally. To the right build something of cans. Along the back of the window build of cartons and cans, houses and factories with tall chimneys and anything you can that will give the appearance of the outskirts of a town. On the floor put vegetables—cabbages, cauliflower, etc.—and back of the rear row of "buildings" put trees of celery and, if necessary, raise them on covered soap boxes to make them show.

**A Cozy Corner Window.**

This seems to be commencement time and many stores have "college" windows. Why should





the grocer be out of it. Here is a suggestion for a parody on a college window:—

Put a red cloth on the floor. Put a nice looking table in centre of the front part of window. On the right pile soap boxes two high and at least two broad. Cover with a striped cover or plain cheese cloth. Parallel to the front edge of the soap boxes and extending from the rear of the window to the front fasten a clothes line securely. Over this hang some drapery, the front hanging down over the line for about a foot or more and the rest being carried back to hang down and form a backing for the soap boxes. It should also hang down at the top corners, where two big red bows can be placed. From the middle of the back of the cozy corner and half way up let a broom be placed, as if it were an ornamental spear, with the business end uppermost. Fasten it with another big red bow. Hang from it, where the stick joins the brush, a red ribbon tied to an eggplant in lieu of ornamental lantern. Half way up on each side of the broom handle end place a college picture and a couple of flags. On the seat of the cozy corner place sacks of flour and coffee for cushions or pillows. On one of these lay a carpet beater (tennis racket) and a cook book. You can make this yourself by getting a child's copy book and lettering the pages which show. Leaning against the seat place a sauce pan (mandolin) and another cushion—I mean coffee sack. You can add anything your fancy dictates to this window and that you have in stock. In the sketch, to the left of the table, are a sugar barrel, a carpet cleaner and pan of peas and a can of lard. To the right some carrots, canned goods and ketchup. On the table are asparagus, a gelatine jelly in a glass dish, a dozen eggs, some grapefruit and a vase of celery. To the left, in the middle distance, the picture has a rocking chair with two cushions (?)—one a bag of flour and one a bag of coffee. In the background, almost at right angles to the seat, are covered soap boxes bearing canned goods, goods in cartons, sardines, etc. On the wall—and if you have none you will have to build one of planks covered with cheese cloth

or paper. To the left place a hanging banner bearing an inscription. Beneath it build a shelf and on it place plates and dishes. Between these and the rear end of

the cozy corner place a poster with the corners turning over. These will be nailed so that they will not come down, but the turned over part will hide this.

## Straight Talk With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s  
Department Food Stores, Trenton, N. J.

**Vacation.**—Likely you'll be getting a week off. Make every minute of it count. "There's good in everything." Get to the country and stay there if you can. It's a beautiful rest. If it's going to be a "city trip" watch what they're doing and how they do it. Sometimes you can learn things at big city stores. Take them in. This may not sound like recreation, but it is. Generally speaking, our ways aren't their ways. But it's inspiring to see business done out of the rut.

Those of you that purpose traveling a little and have a desire to know how the modern grocery business is conducted I will be glad to furnish the names of the typical firms in the Eastern States.

\*\*\*

**Learn Things.**—You know how objectionable the fellow is that knows it all. No one tells *him* anything. Cultivate the learning habit. Ask questions. Stuff yourself full of information about the business. The porter and the errand boy, the driver and the drummer are all anxious to give pointers and it doesn't cost you one cent. Listen. That's all. Just listen—and ask for more. But you must have a purpose in "listening." It won't do to get this wisdom in one ear and out the other. Learn things. Ever hear a drummer talking futures to the boss while you were filling up stock? Ever hear him try to land a few sacks of coffee or a half dozen half chests of tea while you were bagging sugar for the Saturday trade? He isn't a "slick guy." He's a *trained business man*; knows exactly what he's talking about—has got the goods and gets the order. You, if you "learn

things," can offer just as good an argument on a lesser scale.

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**Shipping Orders.**—None of your customers should be allowed to slip away without giving you their order unless they're going boarding. Find out. The sea-side grocer may be a good accommodating fellow. You can't help that. You need her business. It's up to you to start her right. A well-packed box goods freight prepaid will bring later mail orders. So will a postal from the office quoting cherries and peaches, cantaloupes and cauliflower and such things. I make these suggestions to *you* as a clerk who may have ambition to rise and who in time will be given the management of your store. It's by doing these things that a fellow is given responsibility. You must assume. You must take things in your own hands. A proprietor doesn't hand out responsibility as a general thing until the party has taken a step to warrant it. Believing that you are the next in line and simply laying down on that belief won't get you there with a bright man. But shaking the traces will. Do the work that the boss ought to do. He'll soon give you his job.

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**Spare Time.**—There isn't any. You never knew a well trained clerk that admitted he had any spare time. Under the counter needs cleaning out. The shelves need finishing touches. The counter goods need re-arranging and dusting off. The scales need adjusting. The spice drawers need overhauling. Every minute that you aren't selling goods, something, to the active man, needs to be done. There is no "spare time."

Beneath the poster place a frying pan and a rolling pin crossed (foils) and tied in the middle with a bow of red ribbon.

**NOTE.**—In this Department from now on will appear each week suggestive articles regarding the proper use of the retail grocer's window, an effort being made to make the displays only from things contained in an average grocery stock. An endeavor will be made to deal with the subject practically, in other words, to show grocers how they can turn their windows into a money-making feature of their business. Subscribers are invited to make free use of the department by submitting both queries or suggestions.

### AMONG THE TRADE.

There is some information that the Shackamaxon street sugar refinery, which has been the bone of contention over which lawsuits involving millions of dollars have been settled; will begin operations within a few weeks. The effect it will have upon local market conditions, and the attitude it will assume toward other local refiners, is an interesting topic for speculation.

The Grocers' and Importers' Exchange gave its annual excursion on Thursday, Friday and Saturday last, the objective point being the Hotel Kaaterskill, in the Catskill Mountains.

**FLEISCHMANN'S  
COMPRESSED YEAST  
HAS NO EQUAL**

"IDLEWILD" Canned Goods  
"IDLEWILD" Spices  
"WINOLA" Canned Goods  
"HAWTHORN" Cigars

Sold and guaranteed by

**Crocker Grocery Co., Wholesale**  
Wilkes-Barre, Pa.

"Distributors of 'Purina' Scratch and Chick Feeds."





Mr. Manufacturer, suppose you were invited to address a hall filled with grocers and the subject of your discourse was to be "YOUR GOODS," wouldn't you spend weeks if necessary preparing your speech?

The Grocery and Allied Trade Press of America makes you a better offer than that—they have over 150,000 retailers (you couldn't get that many in a hall) prepared to listen to what you have to tell them.

Don't decline to address them. You've got to spend more money to reach them any other way, and if you don't talk to retailers your selling plans will suffer.

If you DO decide to talk to these 150,000 merchants, who are prepared to be your distributors, DON'T WHISPER in a two-inch ad.—talk OUT LOUD in a half page.

### MEMBERS

Inland Grocer, Cleveland, Ohio  
 American Grocer, New York  
 Tea & Coffee Trade Journal of New York  
 Grocers' Magazine, Boston  
 Retail Grocers' Advocate, New York  
 New England Grocer and Tradesman, Boston  
 Merchants' Journal and Commerce, Lynchburg, Va.  
 Southern Merchant, Atlanta, Ga.  
 Trade, Detroit, Mich.  
 Twin City Commercial Bulletin, Minneapolis and St. Paul  
 Modern Grocer, Chicago  
 Interstate Grocer, St. Lou's  
 Retail Merchants' Journal, Peoria, Illinois  
 Omaha Trade Exhibit, Omaha, Neb.

Grocery World and General Merchant, Philadelphia, Pa.  
 Retail Grocers' Advocate, San Francisco, Cal.  
 National Provisioner, New York  
 Merchants' Journal, Topeka  
 Interstate Trade Bulletin, Denver  
 Southwestern Commercial Bulletin, Los Angeles, Cal.  
 Grocer & Country Merchant and Tobacconist, San Francisco  
 Merchants' Index, Denver, Col.  
 Trade Register, Seattle.  
 Price Current, Wichita, Kan.  
 The Retail Merchant, Dallas, Tex.  
 The Merchant and Manufacturer, Nashville, Tenn.  
 Hutchinson Wholesaler, Hutchinson, Kan.

For particulars as to circulation, rates, etc., address

## The C. M. Wessels Co.

Exclusive  
 Advertising Representatives

Chicago Office:  
 191 Market St.  
 E. C. BOYLES, Mgr.

927 ARCH STREET  
 Philadelphia

New York Office:  
 91 Wall St.



## WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Grocery World and General Merchant" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word.

### FOR SALE.

FOR SALE.—Corner store, grocery, milk and ice. Will sell for \$325 if sold at once. Store and seven-room dwelling; rents for \$20 per month. Call S. W. Corner Oakford and Bonsall Sts., between 23d and 24th Sts. Federal and Wharton Sts. 1

FOR SALE.—Cash grocery. Only one in splendid small city; doing nearly \$60,000 a year. Best location in city, and a money maker. Dissolving is reason for selling. Once in lifetime such an opportunity. Don't reply unless you mean business. Address A. B. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 2

FOR SALE.—Corner grocery, meat and provision store. Established six years. Doing a large business. If sold at once will take \$1,800. West on Market St., West Philadelphia. Address L. C. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

FOR SALE.—In West Philadelphia, corner grocery and provision store, doing a good business. If sold at once will take \$800. Address L. G. S., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

FOR SALE.—Old-established meat and provision store. Fine fixtures and refrigerator. Location, West Philadelphia. Stable in rear. Will sell for \$1,100 to a quick buyer. Address V. W. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 27

FOR SALE.—No. 18 Star Coffee Mill for floor. Equal to new. Price \$22.50, worth \$33. Also No. 16 Coles Mill, \$20, worth \$30. Both mills are first-class condition guaranteed. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. tf

FOR SALE.—Country store and dwelling. Good location. Call or write E. J. Rauch, Rauchtown, Clinton Co., Pa. tf

FOR SALE.—Small corner grocery store. Must sell on account of sickness. Will sacrifice for \$400 if sold at once. Address B. C., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

FOR SALE.—A small grocery store, established eight years. Doing a fair business. Will sell for \$400 if sold at once. Address 4055 Wallace St., Philadelphia, Pa. 26

FOR SALE.—In West Philadelphia, 4411 Aspen St., grocery and provision store, \$1,000; 4413 Aspen St., cafe, \$500. Will sell the two properties to a quick buyer at the low figure of \$10,000. Apply at the above address. 2

FOR SALE.—A good corner grocery, meat and provision store. Good reason for selling. If sold at once will take \$1,100. Rent of store and ten-room dwelling, \$34 per month. Address S. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 3

FOR SALE.—Grocery, meat and provision store, N. W. Cor. Huntingdon and Douglass Sts. Seven rooms; \$8 per month. Will sell for \$900 if sold at once. Address J. B. Neff, 3251 Huntingdon St., Philadelphia, Pa. 3

FOR SALE.—Two No. 91 National cash registers; cost \$300. One Commercial register, 136 accounts; cost \$75. Good as new. Will sell cheap to quick buyer. Address P. M. J., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

FOR SALE.—One four-drawer National cash register; original cost, \$570; will accept \$250 for the same if sold within the next thirty days. Complete change of system the only reason for selling. Address A. W. Rossiter, Gay St., Phoenixville, Pa. 3

### SITUATION WANTED.

ENGLISH CLERK AND MANAGER, AT present employed in Philadelphia, wants position as manager of up-to-date grocery store in fair-sized town. Age, 26; unmarried; will go anywhere. Has had six years' experience as manager, and good all-round man. Now has good position as manager

but would prefer town to city. Salary to start, \$17 per week. Unquestioned references. Address C 41, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

EASTERN PENNSYLVANIA YOUNG man of 22, wants position as head clerk or manager of grocery department. Married, no children; will go anywhere. Has had excellent experience in general groceries and also with teas and coffees. Knows something of chain store methods. Can give strong references. Wanted to start, \$15 weekly, and can soon show right to that much. Address C 40, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

PENNSYLVANIA GROCERY CLERK wants position as manager or buyer. Will go anywhere. Age 30, married, one son. Has had about nine years' comprehensive experience, and can make good. Wants \$1,400 yearly to start, and can prove ability to earn that and more. Address C 39, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

### HELP WANTED.

HELP WANTED—Young man wanted to work in store and take orders and general store work. One from the country preferred. Salary, \$10 per week. Address D. F., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 26

WANTED.—Live men to organize retail merchants in Pennsylvania. References necessary. Address A. M. Howes, Secretary, 210 Lincoln Building, Erie, Pa. Mention the "Grocery World and General Merchant." tf

WANTED.—An all-round man, capable of taking charge as manager of a meat and grocery store. Must have ability to hustle. Reference preferred. Apply 516 S. Fifty-second St., Philadelphia, Pa. 26

NEW JERSEY GENERAL STORE-keeper wants good man for position which may or may not be permanent, or he may close his business. Man needed to do all all-round work, mostly indoor. Will pay whatever he is worth. Man who is careful, willing, honest, sober and able will find this worth considering. Address E. 19, "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. 1

WANTED.—Young man, thoroughly experienced grocery clerk, must be quick in putting up and taking orders. State experience, reference and salary. Will board with employer. Address Oswin H. Henry Co., Ocean City, N. J. 26

### BUSINESS OPPORTUNITIES.

DO YOU WANT TO SELL YOUR BUSINESS?  
We find buyers for grocery and general store businesses—nothing else. We are specialists in that and we know what we are about.  
In the term "grocery stores" we include butter and egg stores, tea and coffee stores, green groceries and anything else in the same line.  
If you want to sell your business, we have a customer. If you want to buy one, we know where something is that we're sure will suit you.  
Write, call or telephone.  
WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.  
Phones, Bell Filbert 2500,  
Keystone, Race 746.

### GROCERY, MEAT AND PROVISION STORES.

#### EVERY ONE A GOOD CHANCE.

No. 553.—In northwest Philadelphia, grocery, meat and provision business, doing a cash business of \$250 weekly, which can

easily be increased to \$350 or \$400 by a hustler. Carries about \$300 worth of stock, which owner will sell at inventory, and has a very valuable set of fixtures, which will be sold for about \$500, making a total investment of between \$700 and \$800. The rent is very low and on account of a number of small streets in the neighborhood it is an extremely good stand.

No. 562.—Grocery, meat and provision business in West Philadelphia doing \$700 weekly, mostly cash. This is one of the finest grocery stores in West Philadelphia and the only reason owner desires to sell is on account of ill health. Will sell fixtures, including team, for \$900, and stock of \$1,200 at inventory. Anyone desiring a large grocery business would do well to investigate this.

No. 570.—In prosperous Pennsylvania town about one hour's ride from Philadelphia, established grocery, meat, provision and delicatessen business, doing \$200 to \$300 weekly, all cash. Carries a large stock, which can be reduced to about \$500 and which will be sold at inventory. Fixtures will inventory a like sum, making a total investment of about \$1,500. The rent is only \$17 per month; other expenses low. Owner is not satisfied with the kind of business he is engaged in and will therefore sacrifice it.

No. 572.—In a New Jersey town of about 5,000, about six miles from Camden, grocery and meat business which has averaged \$33,000 yearly for the past five years, two-thirds of which was cash and the balance good weekly credit. Carries about \$1,500 worth of stock, which will be sold at inventory. Horse, wagon and fixtures are valued at about \$1,000, making the total investment about \$2,500. Rent, \$28 per month, including separate dwelling; other expenses extremely low. The owner is now engaged in another line of business and is very anxious to devote his entire time to it. Will sell to anyone who understands business thoroughly, and will not let the matter of a few hundred dollars stand in the way of making a sale.

No. 574.—In Camden, New Jersey, grocery, meat and house furnishing business, \$450 weekly, all cash. Carries about \$1,500 worth of stock, which can be reduced. Has one horse and two wagons. Will sell entire business at an inventory price. Real estate can be rented for \$45 per month, or will be sold for \$6,000, subject to a large mortgage. Owner is in poor health, which is his only reason for disposing of the business, as it has been a profitable stand for for years. Open to the fullest investigation.

No. 580.—Meat and provision business located in exceptionally fine business section of West Philadelphia, doing \$350 weekly, all cash. Carries about \$300 worth of stock and has exceptionally fine fixtures, all necessary for conduction of business. Rent only \$33 per month. Other expenses low. Will take about \$1,000 to buy.

No. 581.—General store, location Dauphin County, doing a guaranteed business of between \$1,500 and \$1,800 per month, and if taken hold of by the proper business man can easily be doubled on account of the fine location, being located in the very centre of town. Carries about \$3,000 worth of stock. Rent \$30 per month and clerk hire \$55 per month. Business has been established forty-five years. Will be pleased to furnish full details on request.

No. 582.—In Northwest Philadelphia, well established grocery, meat and provision store, doing \$500 to \$650 weekly, of which three quarters is cash, the balance good weekly credit. Carries about \$1,000 worth of stock and business can be bought, including fixtures, for about \$1,600. Rent reasonable. Can be bought on very easy terms. For anyone desiring a good business, well located and paying a handsome profit, investigate this.

No. 584.—We offer one of the finest grocery stores in Philadelphia. Located in fine part of northwest section and does \$600-\$700 weekly, nearly all cash. Sells oysters and

fish and disposes of 8,000 oysters weekly. Stock about \$1,200. Clears 10-15 per cent. net profits above everything. Owner a woman, who can't stand the responsibility. She will sell on very favorable terms. Price inventory.

No. 585.—Grocery, provisions, green goods and wholesale salt business, doing about \$15,000 yearly. On account of class of trade there is an exceptionally large profit. Store and dwelling and stable rent for \$20 per month; other expenses low. Business has been established twenty-two years and will sell at an inventory price.

In all of these the cause of selling is good, and the fullest investigation courted. Every one paying.

WARNER & CO.,  
927 Arch Street, Philadelphia, Pa.

### WANTED.

WANT TO BUY A GROCERY STORE in a town of about 10,000 population. Give price of fixtures and amount of stock, rent of store. Address W. M., 123 Park Ave., Paterson, N. J. 1

### MISCELLANEOUS.

HIGH-GRADE SALESMAN, FAMILIAR with the grocery trade, wants to connect with good specialty. Address S. A. E., "Grocery World and General Merchant," 927 Arch St., Philadelphia, Pa. tf

WE BUY ENTIRE OR PORTION OF stocks of general stores for cash. Highest prices paid. F. Laison & Co., 1624 S. 5th St., Philadelphia, Pa. 5

GROCERS' PRINTING MATTER—LETTER heads, bill heads, postal cards, pure food stickers, counter pads, folders, all kinds of snappy, up-to-date printing for grocers and general merchants a specialty. H. F. Granzow, Ashland, Pa. 26

## MANY GROCERS

Find it pays them to read the "good stuff" in

## The Advertising World Columbus, Ohio

Sample free, or four months' trial for 10 cents.



No. 1 Cuspidor  
6½ Inch

## THIS CUSPIDOR

in hand-painted colors at \$8.50 per gross, no drayage charge, no package charge; the entire gross is yours for \$8.50 plus the freight.

The Peters & Reed Pottery Co.  
ZANESVILLE, OHIO

## Genuine Hungarian Rosen Paprika

Guaranteed pure. Send for samples.

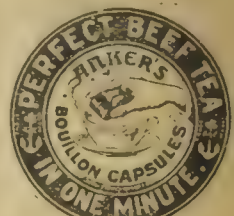
Imported by

The Cohocksink Importing Co.  
2109 GERMANTOWN AVE., PHILA.

Anker's  
Bouillon  
Capsules

### SEE THEM MELT!

Put a package of these on your counter, with a little card telling what they're are good for, and they'll melt away like snow. ANKER'S BOUILLON CAPSULES make bouillon, soup or beef tea, and everybody likes one of the three, especially when they're so delicious as they are. Ten capsules in a box—drop one in hot water. Good goods and a good profit.



ROYAL SPECIALTY CO., Sole Manufacturers 92 READE STREET  
NEW YORK





## Handsome Presents for Grocery Clerks Who Push Dunham's Cocoanut

Any live grocery clerk can sell enough of **Dunham's Original Shred Cocoanut** every week to earn one of these handsome presents—"Congress" four-blade pocket knife with stag handle and initial plate, handy all-steel hammer with nail lift, hard rubber fountain pen with chased barrel and filler complete, beautiful set of jewelry consisting of scarfpin and cuff links to match. Write us for our plan by which you can give these presents to your clerks and thereby increase *your* sales of **Dunham's Cocoanut**. Do this because Dunham's Original Shred Cocoanut will *please* your customers and *hold* them.

Tell your customers about the "LIBRARY SLIPS" packed in **DUNHAM'S COCOANUT**; they help sell IT and OTHER PRODUCTS which also contain them :: :: :: ::

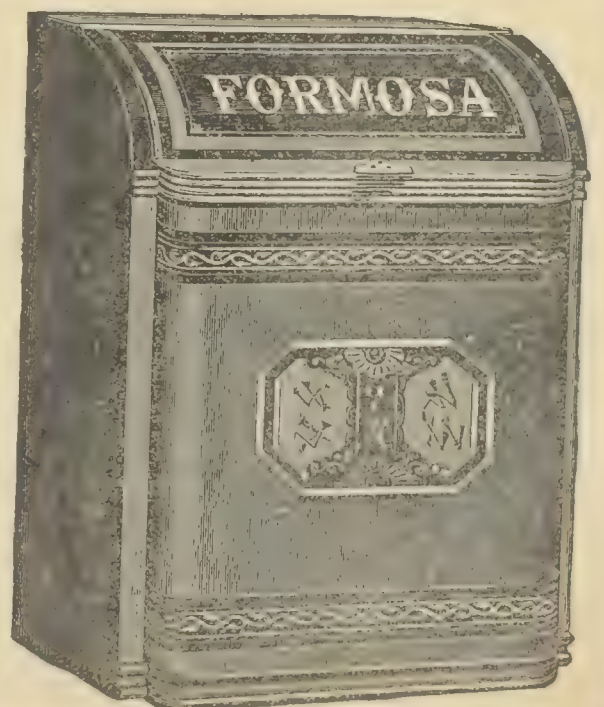
DUNHAM MANUFACTURING CO.,

BROOKLYN, NEW YORK

## TEA, COFFEE and SPICE CANISTERS, BINS and CABINETS

Made of the heaviest tin, tinned steel and sheet iron. Elegant and durable. Tea and Coffee Bins a specialty. Base Delivery Canisters with revolving doors are the best.

We import Chinese Scenery Paper for Tea-store Decoration



TROEMNER'S SCALES and the  
"Star" Coffee Mills, Electric Coffee Mills

WRITE FOR CATALOGUE  
**MORGAN & CORNELL**

211 DUANE ST.  
NEW YORK



# Grocery World and General Merchant Prices--Current.

CORRECTED WEEKLY. JUNE 27, 1910.

COL.		COL.		COL.		COL.	
1	Ammonia.....	12	Pickles.....	20	Whole Spices.....	26	
2	Axle Grease.....	13	Provisions.....	20	Wood and Willow Ware.....	27	
2	Baking Powder.....	13	Pum Pudding.....	21	Yeast Cakes.....	28	
2	Blacking—Shoe.....	16	Preserves, Jellies, Jams and Marmalades.....	21			
3	Bluing—Dry.....	17	Polishing and Cleaning Compounds.....	25			
3	Bluing—Liquid.....	3	Roasted Coffee in Bulk.....	3			
28	Brushes.....	14	Rice.....	23			
21	Butchers' Sundries.....	17	Refined Molasses and Syrups.....	27			
4	Butter.....	27	Rope, Tie Yarn, etc.....	27			
10	Crackers and Cakes.....	18	Sugar.....	1			
4	Candles.....	4	Shoe Dressing.....	2			
4	Canned Goods.....	8	Sarcines.....	6			
6	Canned Meats.....	18	Soups.....	8			
8	Catsup.....	18	Smoked Fish, Codfish and Mackerel.....	15			
14	Cereal Specialties.....	18	Sauer Kraut.....	21			
12	Cheese.....	20	Salt.....	24			
23	Chewing Gum.....	21	Salad Dressing.....	24			
8	Chocolate and Cocoa.....	25	Sai Soda.....	24			
23	Cider.....	26	Sauces.....	24			
17	Clams.....	15	Soda—Bi-Carb.....	24			
26	Corn Starch.....	18	Soft Drink.....	24			
9	Condensed Milk.....	18	Soap Powder.....	25			
12	Cottolene.....	27	Specialties.....	26			
3	Coffee Essence and Chicory.....	16	Stove Polish.....	26			
10	Delikatessen.....	19	Sundries.....	26			
16	Dried Fruits.....	19	Syrup and Molasses.....	27			
20	Dressed Meats.....	3	Smoking Tobacco.....	28			
21	Dressed Poultry.....	19	Tea.....	1			
22	Drugs.....	19	Toilet Soaps.....	25			
9	Evaporated Milk.....	19	Tobacco—Plug.....	28			
12	Eggs.....	19	Vinegar.....	20			

## ADVANCES.

Butter.....	4
Cheese.....	12
Eggs.....	12
Flour.....	13
Poultry.....	21

## DECLINES.

## ADDITIONS.

-1-  
SUGAR.

	Barrels.	Halves.
Cut Loaf.....	6.35	6.15
Eagle Tablets.....		6.85
Crystal Dominoes, 24 5-lb. pkgs.....		7.50
“ 60 2-lb. pkgs.....		8.40
Cubes.....	5.70	5.90
Lozenge.....	5.60	5.80
Powdered.....	5.55	5.75
Granulated, fine or stand., McCahan.....	5.30	5.50
“ “ Franklin.....	5.30	5.50
“ special fine.....	5.35	
“ fine, 2 lb. bags.....	5.60	
“ “ 5-lb. bags.....	5.50	
“ “ 10 lb. bags.....	5.45	
“ “ 25-lb. bags.....	5.35	
“ “ 100-lb. bags.....	5.30	
“ coarse.....	5.50	
“ extra coarse.....	5.70	
A Crystal.....	5.45	100-lb.
A Confectioners.....	5.25	Bags.
No. 2.....	5.15	5.15
No. 3.....	5.05	5.05
No. 6.....	4.95	4.95
No. 8.....	4.85	4.85
No. 10.....	4.75	4.75

## TEA.

	Per lb.
Foochow Oolong—	
Choice.....	.34
Extra choice.....	.39
Fancy.....	.45
Formosa Oolong—	
Choice.....	.33
Extra choice.....	.39
Fancy.....	.45
Imperial—	
Choice.....	.39
Extra choice.....	.33
Fancy.....	.49
Young Hyson—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Gunpowder—	
Choice.....	.38
Fancy.....	.45
Japan, pan fired or basket fired—	
Choice.....	.35
Extra choice.....	.40
Fancy.....	.45
English Breakfast—	
Choice.....	.25
Extra choice.....	.30
Fancy.....	.35
Ceylon—	
Tealey's, No. 1, lbs., ½s or ¼s.....	.60
“ No. 2, ½ lb.....	.45
“ Troubadour, 1 lb. tins.....	
Bungalow, 1 lb.....	.25
“ ½ lb.....	.28

## AMMONIA.

	Per doz.
Victoria, 2 doz.....	.90
Pincus, 3 doz.....	.90
Oakdale, 2 doz.....	.75
O. K., 3 doz.....	.45
Violet, 16 oz., Victoria, 2 doz.....	.90
Parsons, 2 doz. pints.....	1.55
Parsons, Dime, 2 doz.....	.95
Banner, dry, case 2 doz.....	.87½
Tibbals Dri-Monia (con. dry), 10c. size, ¼ gross case.....	9.00
Tibbals Dri-Monia (con. dry), 5c. size, ¼ gross package.....	4.80
Free goods with ¼ gross 5- or 10-cent sizes.	

-2-  
AXLE GREASE.

Fraser's, 15 lb. pails.....	.85
Fraser's, boxes, ¼ gross.....	9.40
Mica, ¼ gross.....	9.00
Castor Oil, 36 1-lb. tins, ¼ gross.....	10.00
Castor Oil, 24 3-lb. pails, ¼ gross.....	26.00

## BAKING POWDER.

Sea Foam Baking Powder—	
¼ lb., 4 doz. in case.....	.95
¼ lb., 2 doz. in case.....	1.75
1 lb., 1 doz. in case.....	3.40
Davis' O. K., ¼ lb., 4 doz.....	.45
Davis' O. K., ¼ lb., 3 doz.....	.90
Davis' O. K., 1 lb., 2 doz.....	1.65
Davis' O. K., 5-lb., ¼ doz.....	7.50
Cleveland's, 10-c. size, 4 doz.....	.84
Cleveland's ¼-lb., 4 doz.....	1.93
Leslie's, nickel.....	.45
Leslie's, ¼-lb. cans, 2 doz. cases.....	1.15
Leslie's 1-lb. cans, 1 doz. cases.....	1.80
Leslie's, 5-lb. cans, 6 cans in case.....	9.00
Sea Gull, 6 oz., glass, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Rumford's Yeast Powder:—	
4 oz. glass, 2 doz.....	.84½
6 oz. glass, 2 doz.....	1.07
6 oz. glass, 6 doz.....	1.03
6 oz., 1 gross, in bbl.....	1.08
Rumford Baking Powder:—	
3c.-tins, 4 doz.....	.45
10c.-can, 2 doz. in box.....	.90
¼-lb. cans, 2 doz. in case.....	1.15
1-lb. cans, 1 doz. in case.....	1.30
Royal, 10c. size, 4 doz.....	.85
“ ¼ lb., 4 doz.....	1.30
“ ½ “ “ “.....	2.40
“ 1 “ “ “.....	4.65

## BLACKING—Shoe.

Shinola (premiums).....	per gross 10.00
Blackola, 1 doz., 10 cent size.....	.85
Mason's No. 1, ¼ gross.....	2.70
“ “ 2, “.....	3.00
“ “ 3, “.....	3.30
“ “ 4, “.....	5.40
“ “ 5, “.....	13.80
T. M. French.....	per doz. 1.10

## SHOE DRESSING.

Mason's—	Doz.
Medium Black Dressing.....	.85
Regular Black Dressing.....	.75
Combination Black.....	.75
Combination Russet.....	.75
Medium White Dressing.....	.75
No. 2, Black Shine.....	.45
No. 3, Black Shine.....	.75
No. 2, Tan Shine.....	.45
No. 3, Tan Shine.....	.75
Acme, 1 doz.....	1.10½
Bixby's Royal Polish, 1 doz.....	.85
Bixby Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
Brown's Army and Navy, 1 doz.....	.85
Boyer's French Dressing.....	.85
“ Oil Polish.....	.85
Easy Bright, ladies'.....	1.25
“ waterproof.....	1.25
Admiral Russet Combination.....	.90
Admiral Shoe Dressing.....	.90

-3-  
GREEN COFFEE.

	Per lb.
Java, Private Estate.....	.25½ .27
Java, Interior.....	.21 .23
Bogatos.....	.14 .17
Washed, Caracas.....	.14 .16½
Washed, Mexican.....	.14½ .15½
Bucarmango.....	.13 .13½
Guatemala.....	.12½ .14½
Maracaibo.....	.14 .18
Washed Santos.....	.14 .18
Mocha Seed Santos.....	.13½ .18
Santos.....	.11 .12½
Rio.....	.11½

## ROASTED COFFEE IN BULK.

Private Estate.....	.33
Fancy East India.....	.28
Fancy Blend.....	.27
Logan Blend.....	.13½
Java and Mocha Blend.....	.26
Fancy Maracaibo.....	.22
Fancy Mocha Santos.....	.20
Choice Mocha Santos.....	.18

## PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	14.75	14.85
Lion.....		
Seven Day.....	.13½	

## COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr"—	
50 tins in box.....	per box 4.15
10 in tins box.....	per carton 1.00
8-lb. tins.....	per doz. 5.75

## BLUING—Dry.

	Per gross
Barlow's, small, 2 doz.....	2.75
“ large, 1 doz.....	5.50
Sawyer's, No. 1, 6 doz.....	1.75
“ No. 3, 3 doz.....	4.00
Colburn's, No. 1, 4 doz.....	1.65
“ No. 2, 3 doz.....	2.65
“ A, No. 6, 12 oz. boxes, 1 oz. free.....	4.80
“ Ball Blue, No. 1, 3 doz.....	2.60
“ No. 2, 3 doz.....	4.80
Reckitt's, 10c. and 10c. ass't., 8 lbs.....	Per lb. .30
Sunshine Blue, 1 case, 3 doz. @ 39c. doz.....	1.17
“ “ 1 “ 6 “ @ 39c. “.....	2.34

## BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross.....	
Army and Navy, No. 8, 3 doz.....	5.10
Crystal, No. 2, 3 doz.....	3.00
Troy, No. 32, bbls., 6 doz. barrel.....	5.50
French Laundry, large, ¼ gross in barrel.....	2.45
Tibbals Cream Indigo, 5c. size, ¼ gross case.....	4.80
“ “ 10c. size, ¼ gross case.....	9.00
Free goods with ¼ gross 5-cent size and ¼ gross 10-cent size.	

-4-  
BUTTER.

	Per lb.
Tab Butter—	
Creamery, extra, 60-lb. tubs.....	.31
“ first, “.....	.30
“ second, “.....	.29
“ third, “.....	.28
“ dairy, extra, bakers' use, 30-60 lbs.....	.28-.27
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.23-.22

Print Butter—	
Star or S. D. brands, 1 lb., 20-50-lb. bxs.....	.35
B. B., E. D. brands, 20-50-lb. boxes.....	.34
J. J., C. V., Gilt Edge, Gold Medal, 20-50-lb. boxes.....	.33
Sheaf ("400") Elgin, 20-50-lb. boxes.....	.31
Sheaf.....	.29
Milken Farm, lbs. and ½ lbs.....	.36
Gurnee, lbs. and ½ lbs.....	.34
Honebe.....	.31
White Rock.....	.34

## CANDLES.

	Per lb.
P. & G., 3's, 30 lbs.....	.11¼
“ 16's, 30 lbs.....	.10¼
Paraffine, 4's, 6's, 8's cartons, 36-lb. cans, per lb.....	.08¼
Searchlight, hotel, 16's, 30 lbs.....	.08¼
Pearless, hotel, 16's, 30 lbs.....	.09¼
Bright Light, 16's, 30 lbs.....	1.75
Werk's, 8's, 30 lbs.....	.11¼
“ 16's, 30 lbs.....	.12¼
Neverout, 8's.....	1.75
“ 16's.....	1.85

## JARS AND JAR RUBBERS.

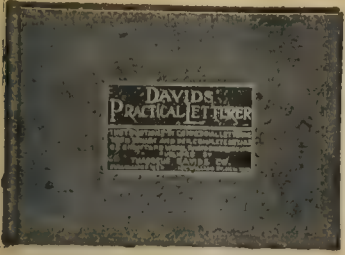
Mason's—	
Half gallons, boxes, 1 doz. each.....	per gross 6.55
Quarts, boxes, 1 doz. each.....	per gross 5.25
Pints, 1 doz. each.....	per gross 4.75
Jar Rubbers—	
Wide, 1 lb. cartons.....	.30
Regular, 1 lb. cartons.....	.30
Lipped, 1 gross, boxes.....	.80
Cartons, 1 doz. packages.....	.45
Success, 1 lb. cartons.....	.30
Extra caps.....	per gross 1.60
Jelly Glasses, fluted, bbls., 21 doz.....	1.18

## CANNED GOODS.

	Per doz.
Tomatoes—	
Fancy Jersey.....	.87½
New Jersey, No. 10, 1 doz.....	2.20
“ standard No. 3.....	.80
“ 5½ inch.....	1.20
Maryland, No. 10, 1 doz.....	1.95
Mrs. Lippincott's, frying.....	1.15
Our Best, 50 oz.....	1.00
Fancy Maryland.....	.75
Luncheon, fancy Maryland.....	.80
Lima Beans—	
New Jersey, No. 2.....	.90
“ 10.....	4.50
String Beans—	
Fancy cut Refugee.....	1.05
“ Refugee.....	1.20
Small.....	1.35
Fancy small Refugee.....	1.60
Smallest Refugee.....	1.80
New York, No. 10.....	4.25

IN WRITING TO ADVERTISERS KINDLY MENTION "GROCERY WORLD AND GENERAL MERCHANT"





## Escape for a Dollar

If you have your show cards printed for you, you are paying too much for them.

If you buy them ready-made, you usually don't get what you want.

If you don't use any show cards at all, you are losing most valuable advertising chances.

Making your own is the all-round solution. Anybody can learn from **Davids' Practical Letterer**. Teaches anybody all sorts of sign card writing and commercial lettering with brush or pen.

**Letterine Ink**—Best for show cards—All colors.

PRICE \$1.00

**Thaddeus Davids Co.**  
New York

ESTABLISHED 1825

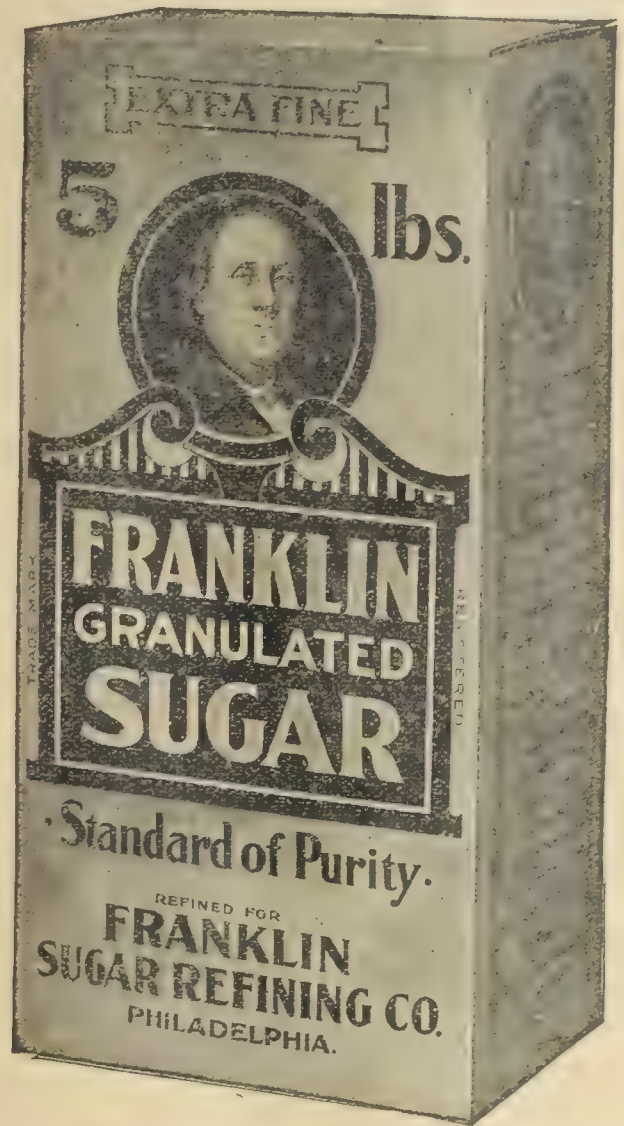


**H**am without a name is "just ham," and has no uniform quality. It may be good once, but you don't know how it will be the next time.

Your customers can't depend on you if you sell that kind of ham.

**SWIFT'S PREMIUM HAMS** are uniform—always properly cured, tasty, appetizing. When a woman gets a **PREMIUM HAM** she wants another like it next time. The only way you can be sure to have all your hams uniformly good is to see that all you sell are **SWIFT'S PREMIUM HAMS**.

Swift & Company, U. S. A.



PACKED ALSO IN 2-POUND CARTONS

## THE ONE WAY TO BEAT BABBITT'S

**BABBITT'S BEST LAUNDRY SOAP** is not only our best—it is your best, too.

The grocers who sell **BABBITT'S BEST** will find, if they average the sales of all their laundry soaps, that **BABBITT'S BEST** has always stood at the head. It has a place in the household that only one thing could displace.

That one thing is this—if somebody could find a soap to do better work, **BABBITT'S BEST** might have to yield. Nobody has come within a mile of finding it yet, however.

MADE BY

**B. T. BABBITT**  
NEW YORK

## THE POINT ABOUT SHELF GOODS

¶ You often heard the phrase, "good shelf goods." It means goods that look well on the shelf and so help to sell themselves.

¶ A shelfful of good clean goods is a splendid salesman, but one whose services are often neglected.

¶ Sugar kept in barrels under the counter has no selling force, of course. Good thing, too, for the more bulk sugar the average grocer sells the less he makes. But **Franklin Carton Sugar** is vastly different. There are two reasons for putting that on the shelf: One is because it's more convenient there than under the counter, and the other is that it can get in some selling work there.

¶ There's every reason why **Franklin Carton Sugar** should get in selling work, for every pound sold pays a good profit.

Clean, sanitary cartons that preserve strength and freshness. 2 and 5-pound cartons and 2, 5, 10, 25, 50 and 100-pound cotton bags :: :: :: ::

**The Franklin Sugar Refining Co.**  
PHILADELPHIA, PENNA.



<b>Wax Beans—</b>	
Small	1.35
Fancy, small	1.60
Cut wax	1.05
<b>Baked Beans—</b>	
Fancy Maine, No. 3, sauce	1.60
" " " 3, plain	1.45
" " " 2, sauce	1.25
" " " 2, plain	1.15
" " Picnic sauce	.70
" " Individual sauce	.50
Maryland, No. 3, sauce	1.20
" " 3, plain	1.20
Good, No. 3, plain or sauce	.95
Campbell's, No. 2, sauce	.95
<b>Red Kidney Bean—</b>	
New York, fancy, No. 2	.95
Maryland, Standard, No. 2	.80
<b>Corn—</b>	
Fancy Maine	1.25
" " New York, cream crushed	1.00
" " Country Gentleman	1.15
Fancy Shoe Peg	1.00
" " "	.85
Maryland, crushed	.85
<b>Peas—</b>	
Fancy New York, sweet	1.05
" " sifted, sweet	1.20
" " extra sifted, sweet	1.35
" " fancy sifted, sweet	1.65
" " June	1.05
" " sifted June	1.20
" " extra sifted June	1.35
" " fancy sifted June	1.65
" " No. 10 cans	5.00
Extra sifted, E. J.	1.25
Sifted, E. J.	1.05
Sweet Dimpled	1.00
Maryland, sifted E. J.	.85
" " June	.80
<b>Beets—</b>	
New Jersey fancy, No. 3	1.10
" " " 10	3.25
<b>Succotash—</b>	
New York, fancy, No. 2	1.20
" " standard, No. 2	1.05
Maryland Slavery, No. 2	.95
<b>Spinach—</b>	
Maryland, standard, No. 3	.95
New York, fancy, No. 3	1.50
<b>Sweet Potatoes—</b>	
New York, fancy, No. 3	1.25
New Jersey, standard, No. 3	.90
<b>Pumpkin—</b>	
New York, extra fancy, No. 3	1.15
" " " 2	.90
" " fancy, No. 3	1.00
New Jersey, fancy, No. 3	.85
" " standard, No. 3	.75
Maryland, standard, No. 3	.65
<b>Asparagus—</b>	
Mammoth, 2 1/2s	3.00
Large, 2 1/2s	2.75
Oak, large, 2 1/2s	2.65
standard, 2 1/2s	2.45
Fancy tips, No. 1, square	2.65
Extra standard, No. 1, square	2.45

**California Canned Fruit.**

<b>Apricots—</b>	
Extra quality	Per doz. 2.50
Extra standard	2.60
Standard	1.40
<b>Pears—</b>	
Bartlett, extra quality, 2 1/2s	2.60
" " extra standard, 2 1/2s	2.15
" " standard, 2 1/2s	1.80
<b>Cherries—</b>	
Extra quality, 2 1/2s	2.90
" " standard, 2 1/2s	2.35
Standard, 2 1/2s	1.80
<b>Peaches—</b>	
Extra quality, lemon cling	2.50
Standard, lemon cling	1.90
Extra standard, No. 8	5.60
Oak, sliced, lemon cling, No. 1, 4 doz.	1.05
<b>Plums—</b>	
Egg, extra standard	1.45
Green Gage, extra standard	1.45
Egg, standard	1.10
Gage, standard	1.10

**Domestic Canned Fruit.**

<b>Apples—</b>	
Extra standard, No. 3, 2 doz.	.90
Standard, No. 3, 2 doz.	.85
New York State, No. 10	2.85
<b>Blackberries—</b>	
New Jersey, syrup, No. 2	1.30
Standard, No. 2	1.02 1/2
<b>Blueberries—</b>	
Maine, Eagle No. 2	1.25
Loggies, No. 10	6.00
<b>Cherries—</b>	
Maryland, No. 2, white, extra	1.35
New York, white, No. 2	2.65
Flour City, red, No. 2	
<b>Peaches—</b>	
Extra standard, yellow, No. 3	1.25
Standard, white, No. 3	1.05
Standard, pie, No. 3	.95
<b>Pears—</b>	
New Jersey, No. 10	3.75
Delaware, standard, No. 3	1.00
<b>Raspberries—</b>	
New York, extra preserved, No. 2	2.45
<b>Strawberries—</b>	
Anchor, No. 2, water	.75
New Jersey standard, No. 2	1.50

<b>Pineapple—</b>	
Hawaiian, No. 2 1/2, sliced	2.50
" " " 2	2.20
" " " 2, grated	1.75
" " " 2, crushed	1.80
" " extra, grated in juice	5.75
" " crushed in juice	5.75
Baltimore, extra, grated, No. 2	1.80
" " sliced, " 2	2.00
Singapore, heavy syrup, No. 1 1/2, cubes	1.10
" " " " 1 1/2, chunks	1.20
" " " " 1 1/2, sliced	1.30

**Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.**

<b>Crabs—</b>	
Deviled, No. 1, 4 doz., McMenamin's	Per doz. 2.17 1/2
" " No. 2, 2 doz., McMenamin's	3.25
<b>Clams—</b>	
Star, No. 1, 4 doz.	.85
<b>Lobster—</b>	
B & M., No. 1, tall, 2 doz.	4.35
" " " flat, 4 doz.	4.35
B & M., No. 1/2, flat, 4 doz.	1.40
" " No. 1/2, flat, 4 doz.	1.35
Star brand, No. 1/2, flat, 4 doz.	2.25
" " No. 1/2, flat, 4 doz.	
<b>Shrimps—</b>	
Dunbar, No. 1, pickle, 4 doz.	1.30
<b>Mackerel—</b>	
Pickert's, soused, No. 1, 4 doz.	
" " No. 2, 2 doz.	
" " No. 3, 2 doz.	
Underwood, soused, No. 1, 50 cans	
" " No. 1, 4 doz.	
<b>Oysters—</b>	
Boyer's, No. 1, 2 doz.	.78
" " No. 2, 2 doz.	1.45
Stewart's, No. 1, 2 doz.	1.35
" " No. 1, 2 doz.	.67 1/2
Victory, No. 1, 2 doz.	.75
<b>Kippered Herring—</b>	
Maconache's, 2 doz., plain	1.60
Bonaccard, 6 doz.	1.60
<b>Salmon—</b>	
Hapgood's, No. 1, tall	2.05
" " " 1, flat	2.15
Horseshoe, No. 1	1.65
Alaska, red	1.55
White Raven, red, 1/2s	.90
Red, No. 1/2, flat, 4 doz.	.80
Pink, No. 1/2, 4 doz.	.80
Herrington's, 1/2s, in pure olive oil, key, 50 tins.	7.65
" " 1/2s, in tomato sauce, key, 50 tins.	7.65

**SARDINES—Imported.**

Boneless and peeled, 1/2s	28.00
" " D. & G., 1/2s	26.50
" " Ispa, 1/2s	28.00
" " Gondolier, 1/2s	17.00
" " Landell, 1/2s	8.50
" " Martel, 1/2s	10.50
" " " 1/2s	14.00
" " Loyal, 1/2s	9.50
Argonauts, 1/2s	14.00
Orion, smoked, 1/2s, key	10.00
Tomato sauce, 1/2s	15.00
Truffled, 1/2s, key	12.50
Spiced, 1/2s	10.00
Skipper, 1/2s	11.50
tomato sauce, 1/2s	11.50
Royanette, oval, 1/2s	10.00
Angus Watson & Co.—	
Skipper Sardines, 1/2s, oil	11.50
" " 1/2s, oil	10.75
" " 1/2s, tomato sauce	11.50
" " 1/2s, tomato sauce	10.75
Sea Queen Sardines, 1/2s, oil	9.20
Sea Pearl Sardines, 1/2s, oil	8.00

**Domestic.**

<b>American Oil—</b>	
No. 2, 1/2s	100 3.00
1/2s, key	100 3.15
Irma, 1/2s	100 4.00
<b>Mustard—</b>	
Irma, 1/2s	100 3.85
1/2s	100 3.15
3/4s	50 2.75
Continental, 3/4s, key	48 3.00
Irma, fancy, 3/4s	50 3.80
Gold Label, 3/4s	50 4.50
" " 3/4s	100 7.00
Underwood's, 3/4s	50 4.25

**CANNED MEATS.****Corned Beef.**

<b>Morris &amp; Co's Supreme Brand—</b>	
No. 1, key, 2 doz.	1.75
No. 2, key, 1 doz.	3.00
No. 6, key, 1 doz.	12.00
No. 14, key, 1/2 doz.	25.50
<b>Libby's—</b>	
No. 1, key, 2 doz.	1.95
No. 2, key, 1 doz.	3.00

**Chipped Beef.**

<b>Libby's—</b>	
No. 1/2, 2 doz.	1.30
No. 1, 2 doz.	1.30
No. 1/2, glass, 2 doz.	1.35
No. 1, glass, 2 doz.	2.32 1/2
<b>Beechnut—</b>	
No. 1/2, sliced, glass jars	1.70
No. 1, sliced, glass jars	2.80

**Sliced Bacon.**

<b>Beechnut—</b>	
Medium, glass jars	1.90
Large, glass jars	3.20

**Roast Beef.**

<b>Morris &amp; Co's Supreme Brand—</b>	
No. 1, 2 doz.	1.75
No. 2, 1 doz.	2.75
<b>Libby's—</b>	
No. 1, 2 doz.	1.75
No. 2, 1 doz.	3.00
<b>King's—</b>	
No. 1, 2 doz.	1.57 1/2
No. 2, 1 doz.	2.75

**Lunch Tongue.**

Morris & Co's Supreme brand, No. 1, 2 doz.	3.15
Libby's, No. 1, 2 doz.	3.75
Libby's, No. 1/2, 2 doz.	1.85

**Whole Ox Tongue.**

Fairbank's, No. 2, 1 doz.	Per Doz. 8.00
Libby's, No. 1/2, 1 doz.	9.50

**Potted or Deviled Meats.**

<b>Libby's—</b>	
No. 1/2, 4 doz.	.50
No. 1/2, 4 doz.	.90
<b>R. &amp; R.—</b>	
No. 1/2, 4 doz.	1.15
No. 1/2, 2 doz.	1.95

**Potted Chicken or Turkey.**

<b>Libby's—</b>	
No. 1/2, 4 doz.	8.00
No. 1/2, 2 doz.	8.00
R. & R., No. 1/2, 4 doz.	1.75

**Boned Meats.**

<b>Curtice Brothers, "Blue Label," in tins—</b>	
Chicken, No. 1/2	3.50
" " No. 1	6.00
Turkey, No. 1/2	3.50
" " No. 1	6.00
Whole Rolled Ox Tongue, No. 2	12.50
Boneless Whole Ham, No. 1 1/2	8.75
" " No. 2 1/2	12.50
<b>All of the above packed 2 dozen in case, except whole rolled Ox Tongue and Boneless Ham, which are 1 dozen.</b>	

**Deviled Meats.**

<b>Curtice Brothers, "Blue Label"—</b>	
Ham	No. 5 oz. No. 10 oz.
Tongue	1.50 2.80
Chicken	1.50 2.80
Turkey	2.00 3.30
No. 5 oz. packed 4 dozen, No. 10 oz. packed 2 dozen in case.	

**Potted Meats.**

<b>Curtice Brothers, "Blue Label"—</b>	
Ham	No. 1/2 Tin. No. 1/4 Tin.
Tongue	1.45 2.45
Chicken	1.45 2.45
Turkey	1.95 2.95
No. 1/2 packed 4 doz., No. 1/4 packed 2 doz. in case.	

**SOUPS.**

<b>Campbell's—</b>	
Asparagus	Per doz. .90
Beef	.90
Bouillon	.90
Celery	.90
Consomme	.90
Chicken	.95
Chicken Gumbo (Okra)	.90
Clam Bouillon	.90
Clam Chowder	.90
Julienne	.90
Mock Turtle	.90
Mulligatawny	.90
Mutton Broth	.90
Ox Tail	.90
Pea	.90
Pepper Pot	.90
Printanier	.90
Tomato	.90
Tomato Okra	.90
Vegetable	.90
Vermicelli-Tomato	.90
No. 10 cans, Tomato only	per doz. 6.50

<b>Curtice Brothers, "Blue Label"—</b>	
Consomme	Quarts. Pints. 1/2 Pints.
Bouillon	3.15 1.75 1.25
Beef	3.15 1.75 1.25
Julienne	3.15 1.75 1.25
Printanier	3.15 1.75 1.25
Vegetable	3.15 1.75 1.25
Tomato	3.15 1.75 1.25
Ox Tail	3.15 1.75 1.25
Mock Turtle	3.15 1.75 1.25
Pea	3.15 1.75 1.25
Mutton Broth	3.15 1.75 1.25
Clam Chowder	3.15 1.75 1.25
Clam Broth	3.15 1.75 1.25
Chicken Gumbo	3.15 1.75 1.25
Mulligatawny	3.15 1.75 1.25
Chicken	3.15 1.75 1.25
Chicken Broth	3.15 1.75 1.25
Green Turtle	6.50 3.50 2.00
Green Turtle, Clear	7.25 3.75 2.25
Terrapin	7.25 3.75 2.25
Schimmel's, assorted, 1 lb., 4 doz.	.85

**CATSUP.**

<b>Beefsteak Catsup, medium</b>	
Waldorf, medium, 12 oz., screw top, 2 doz.	Per doz. 2.00
Campbell's—	
Tomato, roc. size, bottles	.90
Tobasco, roc. size, bottles	.90
<b>Snider's—</b>	
Pints, 2 doz.	2.10
Half-pints, 2 doz.	1.30
Quarts, 1 doz.	3.25
Gallons, 6 jugs in crate	per jug .80

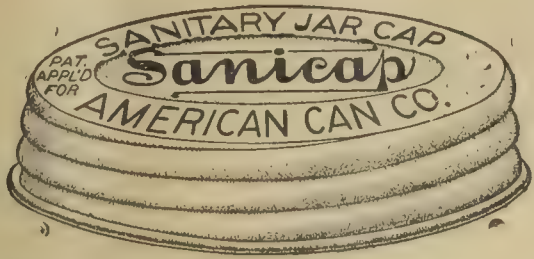
**KETCHUP.**

<b>Curtice's "Blue Label" Tomato Ketchup—</b>	
Small, 25 bottles in case	Per Case 2.75
Medium, 25 bottles in case	4.25
Large, 12 bottles in case	3.25

**CHOCOLATE AND COCOA.**

Walter Baker & Co's—		Per lb
Premium, 1/2s, 12 to 25 lbs.....		.30
Premium, 1/2s, 12 lbs.....		.30
Caracas, sweet, 6 lbs.....		.32
German, sweet, 12 lbs.....		.22
Auto, sweet, 6 lbs.....		.35
Cocoa, 1/2-lb. cans, 12 lbs. in box.....		.36
Cocoa, 1/2-lb. tins, 6 lbs. ....		.36
W. H. Baker's—		
Best Cocoa, 1/2-lb. size.....	per lb.	.25
“ “ 1-lb. “ .....	“	.33
Premium Chocolate, 1/2s, 12 lbs.....		.28
“ “ 1/2s, 12 lbs.....		.29
Best Sweet Chocolate, 1-ss, 6 lbs.....		.19 1/2
“ “ “ “ 1-ss, 12 lbs.....		.19 1/2
Hershey's—		
Milk, 48 5 cent.....	per box	1.60
Epp's—		
Cocoa, 1/2-lb. tins, 7 lbs. ....		.42
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.....	per tin	.70
“ “ 12-lb. boxes, 1/2-lb. tins.....	“	.40
“ “ 6-lb. boxes, 1/2-lb. tins.....	“	.20
“ “ square tins, 48 in box.....		.12
Hooton Cocoa and Chocolate Co.—		
Cocoa, labeled, 1/2s.....		.35
Cocoa, labeled, 1/2s.....		.37
Premium Chocolate, 1/2s.....		.23
Premium Chocolate, 1/2s.....		.29
Bensdorp's Royal Dutch Cocoa, 12 lb. cases—		
	Per can,	Per doz.
5-oz. oval cans.....		2.20
1/2-lb. round cans.....	.29	3.48
1-lb. “ .....	.57	6.84
		Per lb.
5-lb. “ .....	.75	.55
Bensdorp's Chocolates, 6-lb. boxes, 24 boxes in case—		
Milk, 6 to 12.....		.45
Queen, 4 to 12.....		.42
Sweet Vanilla, 4 to 12.....		.28
“ “ 8 to 12.....		.28
Milk Chocolate, Towers, 5 lb. boxes.....		.50
“ “ “ “ 1/2 lb. boxes, 90 to case.....		.56
“ “ “ “ 6 to 12.....		.45
Turinos, 5 lb. boxes.....		.50
Blooker's Cocoa—		
1/2-lb. tins, 2 doz. in box.....	per doz.	1.88
1/2-lb. tins, 1 doz. in box.....	“	3.50
1-lb. tins, 1 doz. in box.....	“	6.50
5-lb. tins, 1 doz. in case.....	per lb.	.52
10-lb. bags, 1 doz. in case.....	“	.50
Runkel's—		
Cocoa, 1/2s, 1/2 cans, 6 lbs.....	per lb.	.33





**THIS CAP IS BEING WIDELY ADVERTISED, GET SOME IN STOCK QUICK FOR THE FOLLOWING REASONS**

1. The **Sanicap** can't be made to corrode, even with acids.
2. The **Sanicap** has no rough edges and is easy to seal and open.
3. The **Sanicap** is always sweet and clean and keeps fruit and vegetables perfectly.
4. The **Sanicap** sells at 15c. per doz. and shows you a good profit.
5. The **Sanicap** will be so much appreciated by those to whom you recommend it that you must have a splendid sale on it.

*If your jobber can't supply you write*

**AMERICAN CAN COMPANY**

NEW YORK :: CHICAGO :: SAN FRANCISCO  
LOCAL OFFICES IN ALL LARGE CITIES

**The Standard for 100 Years**

## Wilde's Coffee

- ☞ For 100 years the name of **Wilde** has been associated with **Coffee**.
- ☞ During all this time we have been recognized as the **Pioneer Coffee House**.
- ☞ Our position was first established and since maintained by always giving the best values for the least money.
- ☞ By sending us samples to match, you will quickly learn how much we save you.
- ☞ Why not make us prove it?

**SAMUEL WILDE'S SONS CO.**

Importers **COFFEE, TEA and SPICES**

**11 Dutch Street, New York**



## COFFEE AND TEA BINS THAT PROVE THEIR "METAL"

Picture your store fitted out with Tea Canisters and Coffee Bins like these. They are trade winners. Effective store decoration brings the people in—your sales force do the rest.

When installing Coffee Bins, get the kind that will stand the racket—you'll never have to replace

them. Our bins are constructed of the heaviest tin.

**And for Over Fifty Years They Have Proven Their "Metal"**

Write for catalogue showing variety of designs

**Henry Troemner**

No. 911 ARCH STREET

PHILADELPHIA, PA.

J. A. FLESCH & SON, 115 Adams St., CHICAGO, ILL., General Agents for United States











## Is Your Print Butter As Good As Gurnse?

How do you know? Have you thoroughly examined **Gurnse**? It may be you *believe* the butter you are selling to be as good as anything possible to get, but are you sure? As a conscientious merchant should you let the matter rest without absolutely knowing?

It is nearly certain that the butter you are now selling is not as good as **Gurnse**, for very little butter is as good. **Gurnse** butter is a fancy dairy butter made of finest milk in the most scrupulously careful way. It runs regularly from one year's end to another.

Packed in brine-dipped parchment.

Packed in 20, 30 and 50-pound boxes—pounds and half-pounds—34 cents.  
Prices subject to market changes.

**P. F. BROWN & CO.** 39-41-43 South Front St.  
Philadelphia, Pa.

WASHBURN-CROSBY'S

## Gold Medal Flour



Now Sold by Philadelphia Jobbers

IN

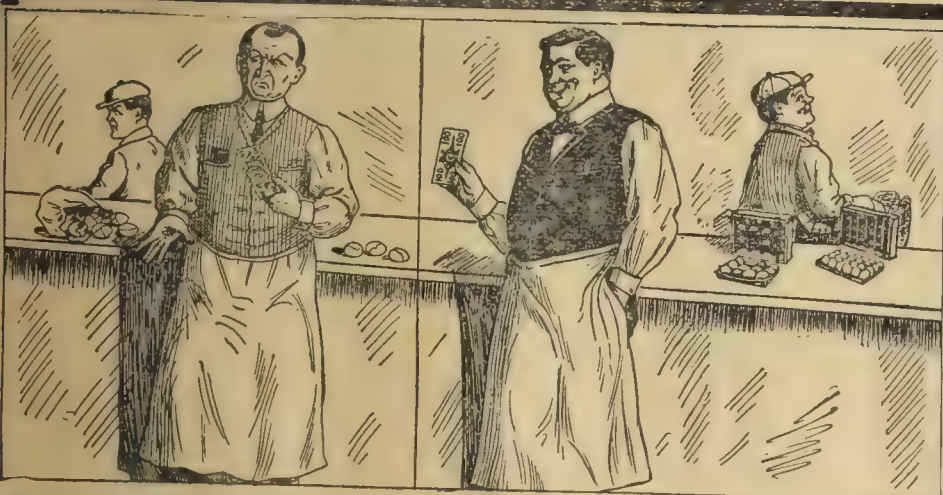
# 2 POUND SACKS

**Samuel Bell & Sons**

DISTRIBUTING AGENTS

Third Floor, Central Trust Building

FOURTH AND MARKET STS., PHILADELPHIA, PA.



## Star Egg Carriers Make Egg Selling Profitable

You're throwing away a cent on every dozen eggs you handle without **STAR EGG CARRIERS AND TRAYS**—losing it in breakage and time wasted. We'll show you how to save the cent, we'll show you how this cent a dozen can be piled up in profit—a neat saving on a year's business. Write for our booklet "No Broken Eggs"—it shows you how you can save **breakage** and **time** by delivering eggs in **STAR EGG CARRIERS AND TRAYS**.

**Star Egg Carrier and Tray Manufacturing Co.**  
102 Jay Street, Rochester, N. Y.

## We Have Kept Close to the Retailer

In selling **Egg-O-See** and **E-C Corn** we believe in keeping close to the retail dealer. Not as a grandstand play, but for straight business. We have proved that a retailer who is favorably disposed toward a product can do wonders for it.

So we have succeeded in showing retailers that we are working with them to create a demand for **Egg-O-See** and **E-C Corn**, and to enable the retailer to supply that demand at a profit to himself.

Every plan we have ever operated with **Egg-O-See** and **E-C Corn** has been along two lines: First, to make as good products as human hands can produce, and second, to help the retailer create a demand for them.

Our constantly increasing sales sheets show how well we have succeeded.

**UNITED CEREAL MILLS, Ltd.**

QUINCY

CHICAGO

BUFFALO



—16—

Dressed Boneless Fish.	
Favorite, Cod, 40 lbs.....	.07
Our Choice, 40 lbs.....	.06½
Gilt Edge, 40 lbs.....	.06
Favorite Middles, 60 lbs.....	.12

Gilt Edge, s-lb. bricks, 40 lbs.....	.06 3/4
Snow White, x-lb bricks, 20 lbs.....	.07
Favorite Cod, s-lb. bricks, 40 lbs.....	.07 1/4

<b>Beardsley—</b>	
Tins, large size, 1 and 2 doz. in case .....	1.50
" small size, 2 doz. in case .....	.90
Small Tumblers, 2 doz. in case .....	.90
Large Jars, sealed, 2 doz. in case .....	1.50

Extra Large Georges Cod.....	.08
Large Bank.....	.07 1/2
Medium Bank.....	.06 1/2
Pollock.....	
Hake.....	

In original cases, 450 lbs., 1/4 c. less.

New Extra Scaled Herring.....	per box	.16
Boneless Herring, fancy 10-lb. boxes....	per lb.	.13
Smoked Salmon, whole fish.....	"	.22
Cremarty Bloaters, 50s.....	per box	
"	"	
100 2.....	"	\$ .20

	Per lb.
Long, 25 IS.....	.09 1/2
Short, 25 IS.....	.09 1/2
Cubes or Elbows, 24 IS.....	.09 1/2
Spaghetti, 25 IS.....	.09 1/2
Vermicelli, 25 IS.....	.09 1/2
Alphabet, 25 IS.....	.09 1/2

Fancy, long, 25 lb.....	.073½
Cubes or Elbows, 24 lb.....	.073½
Spaghettis, 25 lb.....	.073½
Vermicelli, 25 lb.....	.073½
Woodcock, long, 24 pkg.....	.104

Macaroni, short, 25 ls.....	.07
“ 50 1/2 lb. pkgs.....	.04
Cubes or Elbows, 24 ls.....	.07
Spaghetti, 25 ls.....	.07
Vermicelli, 25 ls.....	.07

Beardsley—	
Dime cartons, a doz. in case.....	per doz. .90
Tins, Keyed (Jewel), a doz. in case. "	" .90
Large cartons or tins, a doz. in case. "	" 2.00
Dime Tumblers, a doz. in case.....	" .90
Bulk, 15 lbs. a doz. in case.....	per lb. .13

Thistle, 24 packages.....	.65
Swansdown, 2 doz.....	per doz.
Osprey, 2 doz.....	"

New.	Current (in-bid) to bbl.	500 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190		35.00	18.10	9.25	2.00
Ex. Norway, No. 2.....230-260		25.00	13.10	6.65	1.50
Ex. Norway, No. 3.....300-360		21.00	11.10	5.75	1.30
Ex. Norway, No. 4.....420-460					
Summer					
Ex. Bloaters, XX.....100-110		35.00	18.10	9.25	2.00
Fancy Shore, No. 1.....130-150		28.00	14.60	7.50	1.65
Ex. Shore, No. 1.....130-150		26.00	13.10	6.65	1.50
Shore, No. 1.....130-150		24.00	12.60	6.50	1.40
Extra Irish, No. 2.....300-350		16.50	8.85	4.58	1.10
Medium Irish, No. 2.....350-400		16.00	8.60	4.50	1.05
Irish, No. 4.....400-450		16.50	8.85	4.58	1.10
Small Irish.....450-500		16.00	8.60	4.50	1.05
New Medium Shore.....160-180					
New Large Shore.....210-230					
Large, No. 2.....210-230					
Cape Shore.....120-140					
Holland.....400-450					

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Lab. Split, Lg. No. 1...	7.00	4.10			
Lab. Split, Lg. No. 2...					
Shore, Round, Large...					
Shore, Round, Med...					
Ocean Fish.....					
Shad, No. 1, Mesa...	10.00	5 61	3.00	.70	
Shad, No. 2, Mesa...					
Haddock, Pickled...					
Red Salmon.....					

Cove, Primes.....	per M.	-10.00
Cove, Culls.....	"	- 6.00
Blue Points.....	"	- 5.00
Blue Points.....	per bbl.	- 6.50
Absecon, Primes.....	per M.	- 9.00
Absecon, Culls.....	"	- 4.50
Rockaways.....	per bbl.	- 3.50

Clams .....	per M.	8.00	-
Necks .....	"	6.00	-

Raisins—	Per box
Extra Dessert Clusters, 22-lb. boxes.....	2.95
Connoisseur Clusters, 22-lb. boxes.....	2.05
California Clusters, 20 No. 1 pks.....	2.25
	Per lb.
Muscatel, Fcy Cal. 4 cr. loose, 50-lb. boxes	
Fcy Cal. 3 cr. loose, 50 lbs.....	.05 1/2
Fancy Cal. 2 cr. loose, 50 lb. boxes.....	.04 1/2
Valencia, Rogers Fcy, 4 cr. Ondara layers	
28 lbs.....	.06 3/4
5 or 10-box lots.....	.06 3/4
Standard Brands, 28-lb. boxes.....	.06 1/2

	Per bb
King Mides .....	6.95
Gold Medal .....	6.45
Millbourne .....	6.35
On Top .....	6.60
Ceresota .....	6.50
Pillsbury's Best .....	6.60
Taylor's Fancy .....	5.65
Semper Idem .....	6.00
Pride of the West .....	5.40
Sunbeam .....	5.25
Quaker City .....	6.00
Purina Whole Wheat, 98-lb. sacks .....	6.10
"    "    8-16s .....	6.75
Purina Whole Wheat Flour—	
16 12s, per barrel .....	6.75
8 24s, " .....	6.75
8 16s, " .....	6.75
Half barrels half-barrel price plus 10 cents	
Scratch, 100-lb. sacks .....	2.10
Chick, 100 lb. sacks .....	2.25
Graham Flour, in wood .....	5.00

Franklin, 30 packages.....	3.75
Hecker's Superlative, 30 packages.....	5.10

Aunt Jemima, 36 packages.....	3.00
Old Homestead, Flapjack, 32 packages.....	2.67

Hecker's, 36 packages .....	2.88
" 32 packages .....	4.16
Fancy, 100-lb. sacks .....	per 100 lbs. 3.85

<b>Corn Meal—</b>	
Western, granulated, yellow, 100 lbs.....	1.90
"                    white, 100 lbs.....	2.10
" table, yellow, 100 lbs.....	1.75
"                    white, 100 lbs.....	1.95
Unbolted, white, Old Virginia, 125 lbs.....	2.25
Mother's, white, 24 packages.....	1.80
yellow, 24 packages.....	1.80
<b>Farina—</b>	
Hecker's, 24 lbs..... per case	1.56
Hecker's Cream (silver spoon) 36 cartons ...	4.50
Schumacker's Farina.....	1.40

Ralston Breakfast Food, 36 $\text{oz}$ .....	per case	4.50
Egg-O-See, 36 packages.....		2.50
" Corn Flakes, 36 packages .....		2.50
Mapl Flake, 36 packages .....		4.00
5-case lots.....		3.85
Postum Cereal—		
1 doz. 10-oz. and $\frac{1}{2}$ doz. 20-oz. packages.....		2.50
1 doz. 20-oz. packages.....		2.25
2 doz. 10-oz. packages.....		2.70
3 doz. 20-oz. packages.....		6.75
Grape Nuts—		
2 doz. 1-lb. packages .....		2.70
3 doz. 1-lb. packages.....		4.05
Post Toasties—		
2 doz. family size.....		2.80
3 doz. popular size.....		2.80
Shredded Whole Wheat, 36 packages.....		3.60
Mother's Corn Flakes, 36 packages.....		2.55
" Wheat Hearts, 18 packages.....		1.90
Cream Wheat, 36 packages.....		4.50
Wheatlet, 36 packages .....		3.75
Wheatena, 36 packages.....		4.50
Grape Nuts, 24 packages.....		2.70
Triscuit, 36 packages.....		2.50
"Tos, 36 2-lb. packages.....		4.25
Kellogg's Toasted Corn Flakes, 36 packages.....		2.80
Quaker Oats Co., The—	Per case	

Oaten Goods—	
Quaker Oats, regular, 18s.....	1.45
“ round, 36s.....	4.25
“ family, reg. asst., 20s.....	4.00
“ no china, 20s.....	3.30
“ tins, 36s.....	4.25
“ family, tins, no china, 15s...	4.60
Quaker Scotch, regular, 18s.....	1.45
Rolled Avena, 18s.....	1.45
Quaker Oatmeal, 24s.....	2.75
Victor Toy Oats, 18s.....	1.40
Banner and Saxon Oats, reg. asst., 20s....	4.00
“ “ bowls, 20s.....	3.95
Old Fash. Scotch brand Oat Meal, 24s ...	2.60
Corn Goods—	
Quaker Cornmeal, yellow or white, 24s....	1.85
“ family, yellow, 10s.....	1.95
“ “ “ 20s.....	3.80
Schumacher Hominy, pearl or gran., 24s....	1.45
“ “ 10s....	1.45
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	1.50
Pettijohn's Breakfast Food, 18s.....	1.97½
Quaker F. S. Farina, 24s.....	1.40
Silver Farina, spoon in package, 24s .....	2.80
Parched Farinose, 24s.....	2.70
Saxon Wheat Food, 24s.....	3.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 3s.....	2.75
“ “ family, reg. asst., 20s	3.10
“ “ no china, 20s	2.40
Puffed Rice, 36s.....	4.25
Puffed Wheat, 36s .....	2.85
Sundries—	
Quaker Break'ast Biscuit, 24s.....	1.85
Apetizo, 24s.....	3.00
Quaker Whole Wheat Flour, 10s.....	1.95
Schumacher XXX Graham, to 10s-20 5s.,	2.75
Scotch Brand Pearl Barley, 24s .....	1.40



There are two sides to every man. Which side are YOU developing?



Develop the *profitable* side of yourself. You can't make money doing work that *doesn't pay* a good salary. Get trained for the work that *does pay*. Learn to be a salesman. Many of them who used to be clerks but weren't satisfied to grub all their lives have taken the Sheldon Course in Scientific Salesmanship and are making from \$1,000 to \$10,000 a year.

WRITE FOR OUR CATALOGUE

**SHELDON SCHOOL**

504 Republic Building - - Chicago

## RETAILERS

Should Sell the  
Genuine No. 2 Norway  
**Mackerel**


Count 220 to 250 to the barrel.

**Fat and Appetizing**

Can be sold at 15 to 18 Cents Each.

They weigh  $\frac{3}{4}$  to  $\frac{7}{8}$  of a pound.

TWO OF THE BEST BRANDS ARE

The  or **S-M-A-N** AND **T.B.H.**



# Welch's Grape Juice

THERE is no secret process in making Welch's Grape Juice. It is just the pure juice of the best fresh-picked Concord grapes transferred from the vine to new, clean, full-measure bottles. Welch's is just the kind of grape juice that any experienced grape juice manufacturer could make if he had the mammoth, clean, sanitary equipment of the Welch plant—and would pay the price of quality for grapes.

Welch's is the national drink. It is delicious and healthful for everyone who drinks it—profitable and healthful for the business of every dealer who handles it.

Grape Juice containing corn syrup (glucose) should be avoided. This is used to make it palatable and give it body. Its use means inferior grapes.

Welch's contains no clarifying adulterant, preservative or fillers. It's just the pure juice of the best Concord grapes—that's why everyone who has once tasted Welch's has forgotten there is any other grape juice made. Order Welch's from your jobber to-day.

We supply display matter.

**The Welch Grape Juice Company**  
Westfield, N. Y.



## -17-

Seeded Raisins—	
Owl, extra fancy, 36 is.	.07½
Fancy, 36 is.	.07½
Blue Pennant, 36 is.	.07½
Parrot, 36 is.	.05½
Souvenir, 36 is.	.06½
Glen Rosa, 36 is.	.07½
Blue Ribbon, 36 is.	.06½
California Seedless Raisins—	
Gold Cord, bleached, 36 is.	.10
Not-A-Seed, 36 is.	.07½
Griffin, 36 is.	.06½
Gray's, 36 is.	.06½
Loose Muscates, 3 crown, 50-lb. boxes.	.05½
Sultanas, 50-lb. boxes.	.04½
Thompson's, 50 lb. boxes.	.05
Prunes—	
Fancy Santa Clara, 20-30.	.14
" " 30-40.	.09½
" " 40-50.	.08½
" " 50-60.	.07½
" " 60-70.	.06½
Ruby, 30-40.	.09½
" " 40-50.	.09½
" " 50-60.	.08½
Oregon, 40-50.	.07½
" " 50-60.	.07½
Silver.	.11½
Currents—	
Fancy, re-cleaned, new, 40 is.	.08½
Extra choice, re-cleaned, new, 40 is.	.07½
Fancy, re-cleaned, 30 lbs. loose.	.08
Citron—Extra, fancy, new (all whole pieces), 10-lb. hinge lid boxes.	.13½
Lemon Peel, fancy, 10-lb. hinge lid boxes.	.12½
Orange Peel—	
Fancy 10 lb., hinge lid boxes.	.12½
Dates—	
Fard, fancy, new, boxes about 14 lbs.	.11½
Hal'ow'en very fcy, new (Glda) abt. 70 lb.	.05
Orient, new, pitted, 30 packs.	.06
Figs—	
Fancy, new, Cal., 10-lb.	.77½
Extra fancy new Smyrna layers, 5 crown, boxes about 12 lbs.	.1
Fancy new Smyrna layers, 5 crown, boxes about 12 lbs.	.12½
5 or 10 box lots.	.12
Apricots—	
Blenheim, extra fancy large, very bright Santa Claras, 25 lb. boxes.	.15½
5 or 10 box lots.	.15½
Fancy Royals, new, 25 lb. boxes.	.14
Extra choice Royals, new, 25 lb. boxes.	.13½
5 box lots.	.13½
Choice Royals, new, 25 lb. boxes.	.12½
5 or 10 box lots.	.12½
Moorspark Slabs, fancy, very bright, 50 lb.	.12½
Cherries—	
Extra fancy California, pitted, 25 lb. boxes.	.21
Pennsylvania, pitted, 25 lb. boxes.	.19
Nectarines—	
Fancy, white, 25 lbs.	.09½
5 or 10-box lots.	.09½
Peaches—	
Fancy Muir, 25 lbs.	.09½
Extra choice Muir, 25 lbs.	.09
Choice Muir, 25 lbs.	.07½
Good, 25 lbs.	.06
Extra choice Yellow, 50 lbs.	.07½
Whole, 50 lbs.	.05½
Fancy, pared, 25 lbs.	.18½
FOREIGN AND DOMESTIC GREEN FRUITS.	
Jamaica Bananas—	
Selected, 10 hands, packed 1 in barrel.	2.00
" " 9 " " 1 " "	1.60
" " 8 " " 1 in crate.	1.40
" " 8 " " 2 in crate.	1.25
" " 8 " " 3 " "	1.10
" " 7 " " 3 " "	1.00
" " 7 " " 3 " "	.80
" " 7 " " 3 " "	.80
Cocoanuts—	
Porto Rico, extra fancy, 80 size.	3.75
Jamaica, extra fancy, 100 size.	3.25
Florida Grape Fruit—	
Fancy Brights, 36-46-96.	4.00
" " 54-64-80.	5.00
Russets, 36-46-96.	4.00
" " 54-64-80.	5.00
Messina Lemons—	
Extra fancy, 300 size.	2.75
" " 360 size.	3.25
Choice, 300 size.	3.00
" " 360 size.	3.85
California Lemons—	
Extra fancy, 300 size.	3.75
" " 360 size.	3.75
Choice, 300 size.	3.25
" " 360 size.	3.25
Pineapples—	
Fancy, 18-24.	2.00
Fancy, 30 size.	2.25
Fancy, 36-42 size.	2.00
California Oranges—	
Extra fancy Navels, 96-112.	2.75
Extra fancy Navels, 126-150.	3.75
Extra fancy Navels, 176-216.	3.75
Extra fancy Navels, 250, 288-324.	3.75
HORSE RADISH.	
Tumblers, 10-c. size, 2 doz.	.65
Tumblers, 5-c. size, 2 doz.	.45
Tumblers, 10-c., Lord's Prayer, 2 doz.	.85
Tumblers, 10-c. cut glass, 10-c., 2 doz.	.85

## -18-

## INK.

Arnold's, black, 32.	per bottle	.48
Continental, red, 1 doz.		.30
" " black, 3 doz.		.25
Royal, black, 3 doz.		.25
Superior, black, 3 doz.		.23
Stafford, Commercial, 32.	per bottle	.60

## LAMP GOODS.

		Per case of 6 doz.		
		No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Macbeth Pearl Top.		4.20	4.50	5.10
Acme Victor Top.		3.60	4.20	4.80
Pure Flint, Lustre Top.		2.70	3.30	3.90
Crystal, Crimp Top.		2.10	2.70	3.30
No. 0, Tubular Lantern Globes.		5 doz.	5 doz.	5 doz.
Cold Blast.		5 doz.	5 doz.	5 doz.
Jumbo Chimneys, plain.		per doz.		
" " dec., 107.		.75	.85	.90
Banner Burners.		No. 0.	No. 1.	No. 2.
" " No charge for packages.		.45	.55	.75
Oil Cans—				
1-gal., glass.		2.25		
1-gal., galvanized, Pearl.		1.90		
5-gal., Lenoxx, spout.		5.50		
5-gal., " spigot.		6.50		
5-gal., Columbia.		7.00		
5-gal., Banner.		8.00		
5-gal., Climax, pump.		10.00		
5-gal., Home Rule, pump.		12.00		
Lanterns—				
No. 0, Standard.		4.50		
No. 0, Dash.		6.50		
Cold Blast.		8.00		

## LIME.

Chloride, Acme, sifting, 25-lb. boxes, 1 lb.	1.50
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## LYE AND POTASH.

		Per case.
Banner Lye, 4 doz.		3.75
Babbitt's Lye, 4 doz.		3.25
Lewis' Lye, 4 doz.		3.25
Red Seal, 4 doz.		1.90
" " 4 doz.		4.00

## MATCHES.

		Per case
Double Dip Brands—		
Bird's Eye, Dia. 5 size, 100 bxs., 4 cs. lots.		3.35
Black Diamond, Dia. 5 size, 100 bxs., 4 cs.		3.00
S. Light, Dia. 5 size, 144 bxs., 4 cs. lots.		4.25
Swift & Courtney, Dia. 5 size, 144 bxs., 4 cs. lots.		3.75
Crescent, Dia. 5 size, 144 bxs., 4 cs. lots.		3.75
Black Swan, Dia. 5 size, 144 bxs., 4 cs. lots.		3.50
Bull's Eye, Dia. 1 size, 144 bxs., 20 cs. lots.		.95
" " " 2½ gr. cs., 8 cs. lots.		2.35
" " " 5 gr. cs., 4 cs. lots.		4.70
New Fast Mail, Dia. 1 size, 144 bxs., 10 cs.		.85
" " " 3 gr. cs., 7 cs. lots.		2.55
" " " 5 gr. cs., 4 cs. lots.		4.25
Domino, Dia. 6 size, 5 gr. cs., 4 cs. lots.		2.50
Parlor Brands—		
Search Light, Dia. 5 size, 4 cs. lots.		4.25
" " Dia. 1 size, 2½ gr. cs., 8 cs. lots.		2.40
" " " 3 gr. cs., 7 cs. lots.		2.85
" " " 5 gr. cs., 4 cs. lots.		4.75
Swift & Courtney, Dia. 8 size, 5 gr. cs., 4 cs. lots.		3.50
" " Dia. 5 size, 144 bxs., 4 cs. lots.		3.75
Chips, Dia. 8 size, 50/3 bx. pkgs., 10 cs. lots.		1.65
" " 100/3 bx. pkgs., 5 cs. lots.		3.30
Globe, Dia. 1 size, 144 bxs., 20 cs. lots.		.93
" " " 3 gr. cs., 7 cs. lots.		2.70
" " " 5 " " 4 " "		4.50
Doric, Dia. 1 size, 1 gr. cases.		.90
" " " 5 " " 4 " "		4.50
Big Buffalo, Dia. B size, 144 bxs.		3.85
Little Stars, Dia. L S. size, 10 gr. cs., 2 cs. lots.		3.80
Vulcan, Dia. 5 size, 144 bxs.		4.20
Safety Matches—		
Three Noes, Dia. 1 size, 5 gr. cs., 4 cs. lots.		4.50
Home, Dia. 8 size, 5 gr. cs., 4 cs. lots.		3.75
" " " 6 " " 5 " " 4 " "		2.00
Orient, Dia. 6 size, 5 gr. cs., 4 cs. lots.		2.25
Red Top, Dia. 6 size, 5 gr. cs., 4 cs. lots.		2.50
Aluminum, Dia. A. L. size, 5 gr. cs., 4 cs.		1.90
" " " 10 " " 8 " " 4 " "		3.80
Blazers, Dia. B size, 5 gr. cs., 4 cs. lots.		2.25
Vulcan, No. 2, 50 gr. to case.		25.00
" " less than 50 gr.		.55

## MINCE MEAT.

		Per case.
Atmore & Son—		
Extra Family, Seedless—		
No. 5, 6 glass jars.		4.50
No. 3, 6 glass jars.		3.10
No. 18, 37 and 68, wooden pails.		.13
Barrels, halves, quarters and kits.		.18½
Family, Seedless—		
No. 5, 6 wooden pails.		3.65
No. 10, 6 wooden pails.		6.50
Celebrated, Seedless—		
Bbbs., ½s and ¼s.		per lb.
Wooden pails, 18, 37 and 68 lbs.		.08½
Wooden kits, Nos. 20-35.		.09
Wooden kits, Nos. 30-35.		.08
Keystone—		
Bbbs., ½s and ¼s.		per lb.
Wooden pails, 18, 37 and 68 lbs.		.08½
Condensed cartons, 3 doz. to case.		11.00
Condensed cartons, 6½ doz. to case.		11.00
Barrels, ½s, ¼s.		per lb.
Wooden kits, Nos. 20-35.		.08
Wooden kits, Nos. 25-40.		.10½

## -19-

Schimmel's—	
Bbbs., ½ bbls. and 30-lb. kits.	.07½
18 and 37-lb. kanakins.	.07½
10-lb. kanakins, 6 to crate.	per doz. 10.30
5-lb. " 6 to crate.	" 5.75
5-lb. glass jars, 6 to crate.	" 6.15
Campbell's, 30-lb. pails.	.08
Mrs. Wells, bbls., ½ bbls. and 30-lb. kits.	.06
New Year, bbls., kegs and 30-lb. kits.	.05
Crescent, bbls., ½ bbls. and 30-lb. kits.	.04½
National, bbls., ½ bbls. and 30-lb. kits.	.07
Southwest, bbls., ½ bbls. and 30-lb. pails.	.06½
Brick's Nonpareil Brand—	
Bbbs., 440 lbs., ½ bbls. 250 lbs. ¼ bbls. 125 lbs. ⅓ bbls. 65 lbs.	per lb. .09
Tubs, 70 lbs., 35 lbs., 18 lbs.	.09
Charge for packages as follows: 70 lbs., 60c.; 35 lbs., 40c.; 18 lbs., 25c. Returnable if in good order.	
Tins, 5 lb., ½ doz. in crate.	Per crate
Brick's Old Homestead—	
Bbbs., 28 lb. pails, etc.	per lb. .07½
35, 28 and 18 lb. tubs.	.08
Package not returnable.	
None Such—New Eng. Cond.	
12 oz. pkge., per ¼ gr.	Per case 2.90
12 " " " ½ " "	5.75

## OILS.

Stove Gasoline.	Per gal. .15½
Headlight, 190 test.	.11

## OLIVES.

		Per doz.
Extra Queen—		
Imported, No. 10, 2 doz.		2.70
" " 19, 1 " "		4.50
" " 32, 1 " "		6.80
" " 10, 1 " "		2.40
" " 8, 3 " "		.90
Cydr., imported, No. 10, 2 doz.		1.45
Fancy, No. 16, 1 doz.		2.20
" " 14, 2 " "		2.20
Special, No. 14, 2 doz.		1.50
Stuffed—		
Ring, 3 doz.		.90
Fancy, No. 14, panel bottle, 2 doz.		2.25
" " 10, " " 2 " "		1.40
Olives in bulk—		
1 gal. pails. 2 gal. pails. 5 gal. kegs		
X.	1.35	2.65
XX.	1.45	2.85
XXX.	1.75	3.35
XXXX.	2.00	3.85
XXXXX.	2.40	4.20
Mammoth.	2.70	5.15
Kegs, large, 1 gallon.		1.60

## PURE OLIVE OIL.

Special importation, large, 1 doz. case.....	7.00
“ “ medium, 2 doz. case.....	8.00
“ “ small, 2 doz. case.....	5.00
Trois Croix, French, 8-½ gal. cans, case.....	12.00
“ “ “ glass, small, 2 doz. case	
“ “ “ med., “ “	
Table and Cooking Oil—	
Cottonseed, large, 1 doz.....	Per doz. 1.90
“ medium, 2 doz.....	.95
“ small, 2 doz.....	.48
Wesson's Cooking, 30—No. 2.....	Per case 7.00

## American Oil.

		Per doz.
Stohrer's, No. 8, 2 doz.		.55
" " No. 16, 2 doz.		.90
" " No. 32, 1 doz.		1.85
Keystone, bottles, 2 doz.		.90

## PICKLED MEATS AND FISH.

Lamb's Tongue, glass jars, pints.	per doz. 4.75
" " quarts.	5.75
" " 10-oz. jars.	2.50
" " 10-lb. pails.	per pail 3.50
Tripe, 10-lb. pails.	per keg .90
5-gal. kegs.	per keg 2.00
Pigs' Feet, 10-lb. pails.	per pail 1.00
5-gal. kegs.	per keg .85
Pickled Beef Salad, in glass.	per doz. 1.10
" " Tripe, in glass.	" 1.10
" " Ox Heart, in glass.	" 1.10
" " Pigs' Feet, in glass.	" 1.10
Russian Sardines.	per keg .75
" " 5-lb. pails.	per pail .50
" " 10-lb. pails.	1.00

## POTATO CHIPS.

1-lb. packages, bbls., 25 lbs.	.18½
Loose, bbls., 30 lbs.	.18
½-lb. packages, 10-lb. boxes.	.20

## PEANUT BUTTER.

		Per doz.
McLaren's—		
Small, 2 doz.		.90
Medium, 2 doz.		1.50
Large, 1 doz.		2.75
Peanutene, No. 2 jars, 2 doz.		1.85
" " No. 4 jars, 2 doz.		.92½
Beardsley's—		
Small jars, 2 doz.		.90
Medium jars, 2 doz.		1.25
Large jars, 1 doz.		2.25

## -20-

## PICKLES.

45 gals., 1200s.....	9.25
45 gals., 2500s. Williams Bros., fancy.....	
10 gals., 300s, ".....	2.25
10 gals., 450s, ".....	2.65
10 gals., 600s, ".....	2.65
16 gals., 600s, ".....	4.50
16 gals., 600s, " dills.....	4.50
45 gals., 1400s, ".....	10.25
C. & B., Chow or Gherkins, pints.....	3.50
" " half-pints.....	2.40
Celery Sauce, Yorkshire, 2 doz.....per doz.	1.00
Chow, " pints, 2 doz.....	1.00
Gherkins, sour, " " " ".....	1.00
Mixed, " " " ".....	1.00
Assorted, " " " ".....	1.00
Gherkins, sweet, " " " ".....	1.25
White Onions, " " " ".....	1.40
Sweet Pickles, 500s to 600s, 5 gal.....per keg	2.75
" 1,000s, 5 gal.....	3.40
" 2,000s, 5 gal.....	5.95
Chow-Chow, No. 1, 5-gal. kegs.....	1.95
" No. 2, 5 gal.....	1.75
Chow and Mixed Pickles, 2 gal.....per pail	1.00
Williams Bros.—	Per doz.
No. 8, Sour Gherkins, 2 doz.....	.85
No. 8, Sweet Gherkins, 2 doz.....	.85
No. 8, Sour Mixed, 2 doz.....	.85
No. 8, Sour, assorted, 2 doz.....	.85
No. 8, Chow-Chow, 2 doz.....	.85
No. 8, Onions, 2 doz.....	.87½



## HERE IS YOUR QUESTION ANSWERED

Why put in Croft's Swiss Milk Cocoa when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

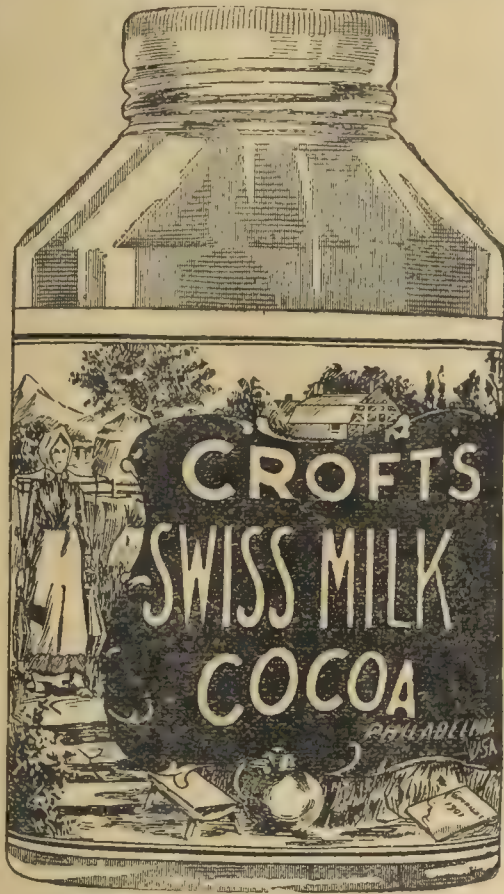
Another thing, Croft's Swiss Milk Cocoa is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes



**CROFT & ALLEN CO.** Philadelphia  
PENNSYLVANIA

## Of Course, You Can Sell Lehigh Sausage

"When you're in Rome, do as the Romans do." When you're in summer, push the goods people want to eat in summer.

Dry smoked sausage is a splendid summer specialty. Many people don't like ordinary sausage, but our experience with our **Lehigh Sausage** is that the large majority of people take to it at once.

**Lehigh Sausage** is quite different from anything they ever tasted before. It's made of clean meat that we kill, and it's flavored and seasoned differently from other smoked sausage.

**Lehigh Sausage** is handier than other sausage to have in the house, too, for it can be served cold just as well as hot.

**Arbogast & Bastian Co.**

Wholesale Slaughterers of Cattle, Hogs, Sheep and Calves :: Pork Packers and Provision Dealers

ALLENTOWN, LEHIGH COUNTY, PA.

## Swift's Pride Cleanser

50 cans to the case  
Your cost \$3.00  
per case

Retails  
10c per can

Advertised nationally and sold from coast to coast, North and South.

Quality and efficiency make it repeat permanently.

Satisfaction and a good profit every can you sell.

Order from your  
jobber



## Don't Buy a Cheap Wagon



If you do, you'll remember this advice. A cheap wagon looks nearly as well in the factory as our "J. M.," but oh, what a difference in six months!

The "J. M." wagon is the best delivery wagon made. Only the finest materials go into it, and they're put together right, too.

If we haven't what you want, though we probably have, we'll build it for you.

**FULTON & WALKER CO.** TWENTIETH and FILBERT STS.  
PHILADELPHIA, PENNA.

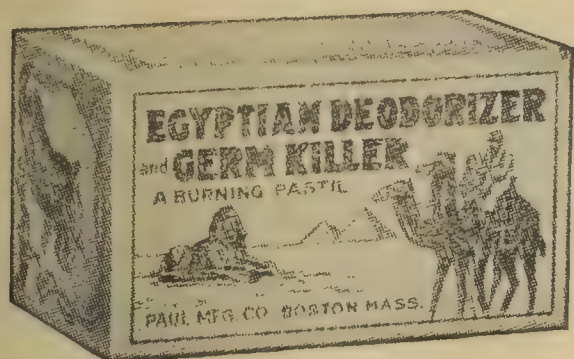


Walker's Grape Juice—	
Quarts, 1 doz. ....	4 50
Pints, 2 doz. ....	4 75
$\frac{3}{4}$ pints, 3 doz. ....	4 50
4 ounce, 6 doz. ....	5 00
$\frac{1}{2}$ gallons, 8 bottles .....	5 25
Gallons, 4 bottles .....	5 00

5 and 5 per cent. discount on 5 case lots



## Want to make your Customers grateful to you?



Most of them will be bothered with mosquitoes and most of them don't know how to drive them away. Tell them **Egyptian Deodorizer** will not only do that but it will drive away all kinds of insects and at the same time purify the atmosphere, perfuming it delightfully.

Put a case on your counter, tell your customers about it and you will soon want more. A splendid profit which you might just as well have as the druggist.

**PAUL MFG. CO., - Boston, Mass.**

## CASH is the Thing

in your business. The merchants who use



**Forbes' Indexed Coupon Books** are the ones who do the cash business because the system makes your customers want to pay cash.

### AND FOR CREDITS

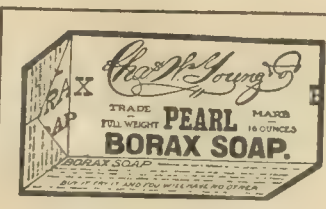
this system is the best because it saves 95 per cent. of book-keeping expense. Ask me how to save money on accounts and increase your cash trade.

Ask any one of the whole 5000 satisfied dealers who use it.

**J. P. FORBES, Coshocton, Ohio**

## Sells Because It Satisfies

Many times imitated but never equaled



One of the famous Three Leaders

**CHAS. W. YOUNG & CO**

Established 1877

Makers of Soaps of Merit

Philadelphia, Pa.

No. 6

## Cup Quality First Consideration

No. 6

If you buy coffee because it is cheap or because the bean looks well, you can expect trouble. **Cup Quality** should be first **every time**.

**William B. Harris Company**

Coffees, Teas, Spices, Cocoa 167 Front St., New York  
William B. Harris, U. S. Coffee Expert



## Please Yourself and Your Customer Too

No other wheat cereal so completely pleases both the consumer and the dealer as **Wheatena**. It surely pleases the consumer, because there are very many cases where it stays in a family for generation after generation.

It pleases the dealer because it pleases the consumer, and also because it pays a living profit. Wouldn't you think every grocer in business would sell so good a thing?

The tender hearts of selected wheat.

**THE WHEATENA CO., Rahway, N. J.**

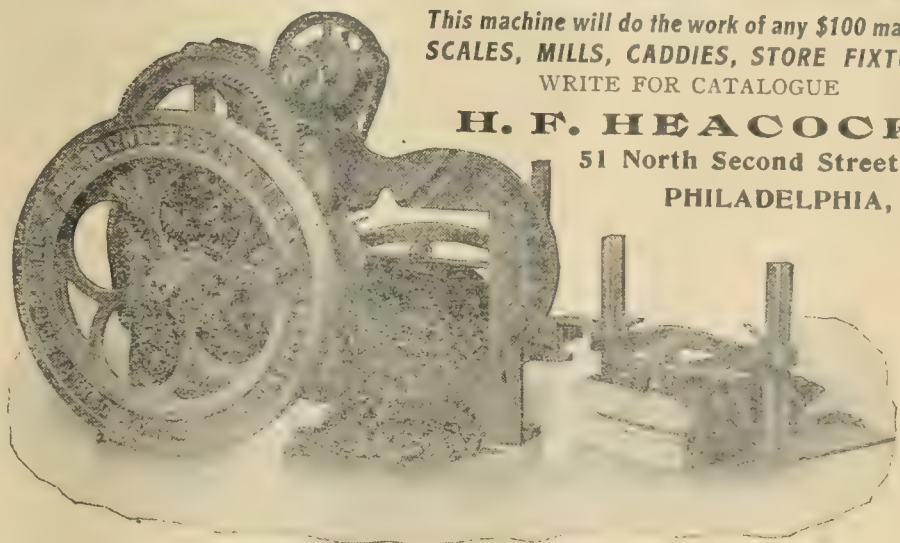
## Dried Beef and Bacon Slicer

This machine will do the work of any \$100 machine  
SCALES, MILLS, CADDIES, STORE FIXTURES  
WRITE FOR CATALOGUE

**H. F. HEACOCK**

51 North Second Street

PHILADELPHIA, PA.



If you could see some brands of rennet made, you'd never offer them to your customers in a thousand years!

Filthy, unclean and nasty! We wouldn't sell such rennet if we had to work in the streets!

James T. Shinn's **Liquid Rennet** is guaranteed to be perfectly and absolutely clean. It's the best in other ways, too—strongest, purest and most profitable.

It makes you 100 per cent.

**SHINN & KIRK, 1400 SPRUCE ST., PHILA., PA.**



—25—			
POLISHING AND CLEANING COMPOUNDS.			
Kleenatub, $\frac{1}{4}$ gross.....			2.50
Bon Ami, 10-cent size.....	$\frac{1}{4}$ gross		2.50
Electro Silicon, 1 doz.....	per doz.		.75
Putz Liquid, large, 3 doz.....	per gross		15.50
" " " 3 doz.....	per doz.		1.45
" " " small.....	per gross		7.00
" " " ".....	per doz.		.62
Putz Paste, large.....	per doz.		.55
LAUNDRY SOAPS.			
Brand and Manufacturer.	Description.	Less than	
	Bars. Lbs.	5 boxes.	
Acme, Lautz Bros.....	100 ...	3.70	
Ark, Fairbank.....	100 ...	1.86	
America, C. F. Miller.....	72 90	2.90	
Rest, B. T. Babbitt.....	100 75	3.80	
Borax, Dreydoppel.....	40 40	2.70	
" Naphtha, Eavenson.....	100 br.l.	3.90	
" " " ".....	100 br.l.	4.90	
" Pearl, Young & Co.....	40 40	2.80	
" Novelty, Day & Frick.....	40 40	2.85	
" Red Seal, Tomson.....	100 ...	4.00	
Bee, Colgate & Co.....	100 ...	3.90	
Big Master, Lautz Bros.....	70 ...	2.85	
Circus.....	100 ...	3.60	
Crystal, Brooke.....	100 ...	3.80	
Coal Oil Johnny.....	100 ...	4.00	
Fels-Naphtha, Fels & Co.....	100 75	4.00	
5 case lots.....		3.95	
Flint Polish, Day & Frick.....	36 36	1.30	
German Mottled.....	72 60	3.35	
Grand Pa Wonder, Beaver Sp.Co.	50 large	3.25	
" " " ".....	50 small	1.95	
Glycerine Tar.....	50 ...	1.95	
Ivory, P. & G.....	100 10 oz.	7.00	
" " " ".....	100 6 oz.	4.00	
Lenox, ".....	100 12 oz.	3.50	
Lifebuoy, Lever Bros.....	50 ...	2.00	
Marseilles White, Lautz.....	100 5 ct.	4.00	
" " " ".....	100 ...	6.00	
Miller's, C. Miller & Co.....	100 ...	4.00	
Mayers, Elkinton.....	50 37½	2.00	
Mineral Scouring, Wrigley.....	100 ...	3.35	
" " " ".....	27 ...	1.00	
New York City, Babbitt.....	60 60	3.15	
Octagon, Colgate & Co.....	100 75	3.90	
Oleine, P. & G.....	84 60	3.50	
" Penna., Miller.....	60 60	2.00	
" Phila., Lautz Bros.....	72 60	3.35	
" Eavenson, Eavenson.....	84 60	3.50	
" Conway, Conway.....	60 60	3.30	
" Kirk's, Kirk & Co.....	60 50	2.75	
" Monarch, Miller.....	60 ...	2.30	
" C. & C., Globe Sp. Co.....	60 5 ct.	2.25	
Ozone, Fairchild & S.....	100 75	3.95	
Polo, P. & G.....	120 ...	2.50	
Pound Bleacher, Day & Frick.....	60 ...	2.65	
P. & G. Naphtha, P. & G.....	100 75	3.85	
Quaker City, Eavenson.....	100 11 oz.	3.50	
Sapolio, E. Morgan.....	365 gro.	9.00	
" " " ".....	725 gro.	9.00	
Star, P. & G.....	100 75	3.50	
Sunlight, Twin, Lever Bros.....	100 ...	4.00	
Scouring, Young & Co.....	48 ...	1.85	
Sunny Monday.....	100 ...	4.00	
Velvet, P. & G.....	100 10 oz.	3.85	
White Chief.....	100 ...	4.00	
" " " ".....	50 ...	2.10	
Windsor.....	100 100	4.00	
Swift & Co.—			
Pride, 100 12 oz.....		3.50	
Borax, 100 12 oz.....		3.85	
Naphtha, 100 12 oz.....		3.85	
Old Mill, 100 12 oz.....		2.90	
Wool, 100 6 oz.....		4.00	
Wool, 100 10 oz.....		6.75	
Five box lots and over delivered freight prepaid at buyer's station, with the exception of Ark.			

American Queen Violets, 2 cakes in box, dz. bxs	.75
Bread Box Assortment, 85 cakes.....	3.00
Buttermilk Cosmo, per gross.....	7.00
Castile Conti, White, per lb.....	.17
Add one cent per lb. for Castile cut in cakes.	
Cutaneous Medicated, 3 cakes in box, per doz.	.70
Elder Flower, 5½ oz. cake, 1 doz. box, per doz.	4.75
Fairy, 100 cakes.....	4.00
Glycerine, 50-5 c. cakes, per pail.....	2.00
Hand Sapolio, ¼ gross, per box.....	2.25
Lava, 100 cakes.....	3.85
" "	2.00
Miller's, per doz.....	.75
Pumiss, Jergens, 100 cakes, per box.....	3.85
Haskin's Pumiss, 36s.....	1.40
Sewing Basket, 24-5 c. cakes.....	.88
Sweetheart, 50 cakes per box.....	1.95
" "	3.60
Witch Hazel, 3 cakes, per gross.....	3.60
Morrison Soap & Talcum, 2 doz. bxs., per case	4.75

Brylcre, 48 cans.....	3.25
Soapine No. 1, 36 1S.....	Per box 2.50
" " 2, 100 7-0Z.....	" 2.50
" " 3, 100 12-0Z.....	" 4.70
Pearline, 36 10-cent 1-lb. pkgs.....	" 2.85
" " 72 5-cent 8-oz. pkgs.....	" 2.85
" " 100 4-cent 6-oz. pkgs.....	" 2.75
Gold Dust, 24 4S.....	" 4.50
" " 100 12-0Z.....	" 4.00
Babbitt's 1776, 60 6.0Z.....	" 2.50
Young's Pearl Borax, 6os.....	" 3.60
Snow Boy, 6o 1S.....	" 2.40
" " 24 4S.....	" 4.00
" " 30 No. 2 pkgs. to box.....	" 2.40
Kirkoline, 24 4S.....	" 3.65
" " 100S.....	" 3.30
Gramma, 2 for 5, 100S.....	2.00
Bee, 100 1-lb. pkgs.....	3.90
Eavenson's Naptha Borax, Brown, 100 10-0Z.....	3.90
" " Blue, 100 12-0Z....	4.90
Imperial Cleanser, 6 doz.....	Per doz. .45
Star Naptha, 100 5S.....	3.75
Miller's Powerine, 100S.....	Per case 3.75

Old Dutch Cleanser, 48 cans.....	Per case	3.40
L I X R Washing Tablets.....		5.20
Swift & Co.—		
Pride Washing Powder, 24 4s.....		4.00
Pride Washing Powder, 100 1s.....		4.00
Pride Washing Powder, 100 5s.....		3.50
Pride Cleanser, 50 cans.....		3.00

Anker's Bouillie Capsules.....	3.00
<b>Mustard—Prepared.</b>	
	<b>Per doz</b>
Campbell's, jar, 2 doz.....	.90
Campbell's, with spoon, new.....	.90
Garden's, No. 6, with spoon, 2 doz.....	1.05
Beer Mug, fancy, large size, 2 doz.....	.75
Milk Jar, glass top, 2 doz.....	.80
Water Tumblers, glass, No. 10, 4 doz.....	.45

	Per lb
Pepper, Black.....	1.34
Allspice.....	.07
Cloves.....	.15
Mace.....	.53
Nutmegs, large.....	.20
"          medium.....	.17
Cinnamon Bark, Canton.....	.16
"          Java Thin Quills, 5-lb. rolls..	.34
"          Saigon.....	.60
Whole Mixed Spices, bulk, 6-lb. boxes.....	.12
Green Ginger Root.....	

Davis, 48 5-cent packages.....	per case	1.80
"    36 10-cent ".....	"	2.70
Durfee's, 40-lb., 1-lb. packages.....		.08 1/2
"    20-lb., ".....		.08 1/2
Niagara, 40-lb., ".....		.05 1/2
Cream, 48-lb., ".....		3.60
Kingsford's, 40-lb., ".....		.07 1/2
"    20-lb., ".....		.07 1/2

Argo, Gloss, 24 5-cent packages.....	.96
Gilbert's Laundry, 40-lb boxes.....	.03 1/2
"    Patent Gloss, crates, 12 6-lb. wd. bxs.....	.06
"    Linen Gloss, 3-lb. cartons.....	.05
Kingsford's, Pure, 3-lb. cartons.....	.06 1/2
"    Pure Gloss, 40 1-lb. packages.....	.06 1/2
"    Silver Gloss, 12 6-lb. wd. bxs.....	.08 1/2
Duryea's, Superior, 3-lb. cartons.....	.06 1/2
"    Satin Gloss, 1-lb. packages.....	.07 1/2
"    Superior B, bulk.....	.04 1/2
"    Satin Gloss, crates, 12 6-lb. wd. bxs.....	.08 1/2
Niagara, laundry, 50-lb. bulk.....	.03 1/2
"    1-lb. packages, 48 lbs.....	.05 1/2
"    3-lb. cartons, 48 lbs.....	.05 1/2
"    6-lb. boxes.....	.06
Celluloid, 64 10-cent packages.....	4.75
"    64 5-cent ".....	2.40
Elastic, 64 10-cent packages.....	5.20
"    64 5-cent ".....	3.60
Dreyddol's Mourning Starch for black goods, 36 packages.....	per package .08
Starch Polish, 20 cakes.....	per box .63

	Per gro
Enameline Paste, small, $\frac{1}{4}$ -gross.....	4.50
“ “ large, “ .....	7.20
“ “ “ “ .....	7.20
“ “ small, “ .....	5.25
Mason's Stove Polish, large ..... doz.	.75
“ “ regular..... $\frac{1}{4}$ gro.	1.15
Electric Paste, $\frac{1}{4}$ -gross boxes.....	4.50
Magic Paste, $\frac{1}{4}$ -gross boxes.....	4.75
Climax Enamel, $\frac{1}{4}$ -gross..... per gross	10.50
Black Jack, $\frac{1}{4}$ -gross..... “	7.50
Rising Sun..... “	5.75
Sun Paste, 5-cent size..... “	4.50
“ 10-cent size..... “	7.50

Bird Food—	
Rosenstein, 40 packs.....	per pkg. .06½
Weikel's, 24 packs.....	per box 1.50
Bird Gravel—	
Red or White, small, packages.....	per doz. .35
Red, 36 packages.....	" .60
Silver, 36 .....	" .60
Bath Brick, 25 bricks .....	per box .65
Toothpicks, Eureka, 100 boxes.....	case 1.85
" .....	" 42½
Royal Glue, 1 doz.....	per doz. .85
Carpet Tacks, Wooden Keg, ¼-gross case,	
assorted, 6, 8, 10s.....	per case 1.80
Carpet Tacks, Tinned—	
6 oz.....	per doz. .25
8-oz.....	" .31
10-oz.....	" .35
Matting Tacks—	
No. 10, steel.....	per doz. .12
No. 11, steel.....	" .17
No. 12, steel.....	" .18
Fli-Stickon, Fly Ribbon.....	per gross 4.80
Fli-Stickon, ¼-gross display carton.....	1.20
Fly Paper, Tanglefoot.....	per case 2.70
" .....	"
" Sticky, 10 cartons.....	2.15
Sticktite Fly Paper, 100.....	per case 3.00
" .....	"
" .....	10 cartons..... 2.35
Wax, White and Yellow.....	per lb. .30

ROPE, TIE YARN, ETC.			
Clothes Lines—			
Cotton, 50 feet.....	per doz.		.90
"    60    ".....	"    "		1.05
"    75    ".....	"    "		1.35
"    90    ".....	"    "		1.70
"   100    ".....	"    "		1.75
Coils or Spools.....	per lb.		.10
Jute—		Per lb.	
Coils on spools.....			.08 1/4
Tie Yarn—			
5 lb. bales.....		Per lb.	
Colored assortment.....			.26
Cones.....			.30
			.26

All Molasses in $\frac{1}{4}$ bbls., 3c. per gal. additional.	
Porto Rico—	
Fancy, A. & Co. ....	
Choice .....	.25
Special .....	.22
New Orleans—	
Ex. fancy, new crop .....	.42
Fancy, new crop .....	.37
Choice, new crop .....	.36
Mixed New Orleans—	
Fancy Gold Mine .....	.34
Extra choice .....	.32
Choice .....	.29
Good .....	.27

Best, for confectionery .....	2.60
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Solser's, lunch bottles, a doz.....	per doz.	.95
Solser's, medium bottles, a doz.....	"	1.35
Schimmel's, 10-oz. bottles, a doz. in case.....		1.45
6-oz.	" " " "	.95

New England Maple Syrup Company.

	Per doz.
<b>Jeckey Club. Mason's Quart Jars—</b>	
4 doz. in barrel.....	.92 1/2
1 doz. in case.....	.95
<b>Lytle's Imported, No. 1 cans, 2 doz.....</b>	1.90
Globe, No. 2 tins, 2 doz.....	.85
Globe, No. 2 1/4 tins, 2 doz.....	1.00
Globe, No. 2 tins, 1 doz.....	1.95
Globe, No. 10 tins, 1/2 doz.....	1.80
Banner in jars, compound.....	.98 1/2
White Clover, in jars, compound.....	.95
*Karo, 10-cent size, 2 doz..... per case	1.90
Karo, 25-cent size, 1 doz..... "	2.35
<b>Duff's Molasses—</b>	Per doz.
Gal. cans, screw cap, 1/2 doz. to case.....	6.60
1/2 gal. cans, screw cap, 1 doz. to case.....	3.50
Qt. cans, screw cap, 2 doz. to case.....	1.85
<b>Palmetto—</b>	
No. 10 cans, short gal., screw cap, 1/2 doz. to case.....	5.20
No. 5 cans, short 1/2-gal., screw cap, 1 doz. to case.....	2.80
Full qt. cans, plain top, 2 doz. to case.....	1.40
No. 5 cans, 2 lb. size, plain top, 3 doz. to case.....	.97 1/2
<b>Red River—</b>	
No. 2 1/2 cans, 2 1/2 lb. size, plain top, 2 doz. to case.....	1.00
<b>Stromeyer's—</b>	
Penn Mar Table Syrup, 15.....	4.20
Penn Mar Table Syrup, 25.....	3.60

Verment, gal. tins.....	per gal.	1.25
"    1/2-gal. tins.....		7.75
Hasen's, qt. bottles.....		4.00
"    pt. bottles.....		2.40

Brooms.		Per doz.
No. 6, R. P., ancy.....		4.10
“ 7, “ “.....		4.35
“ 3, Hurl.....		3.75
“ 4, “ “.....		4.00
“ 5, “ “.....		4.35
“ 6, “ “.....		4.60
Clipper.....		4 70
Gem.....		4 35
Fancy No. 6 Perfection.....		4.70
Diam No. 7 (Royal) ebony stained handle.....		4.95
Lehigh.....		4 15
Nu x 6.....		4 60
No brand.....		4 25

Single Zinc—		Per doz.
No. 100, Northern Queen, Protector.....		3 25
" 101, Tidal Wave.....		2 65
" 123, Seal Globe.....		2.40
" 786, Leader.....		2.50
" 47, A.....		2.50
" 940.....		3.70
Double Zinc—		Per doz.
No. 56, Red Cross Swing, Protector.....		3.75
" 80, Double Seal Globe, ".....		3.30
" 85, Double Stag, Wide Head.....		3.00
" 687, Double Leader Swing, Protector...		3 10

		Buckets.	Per doz
Electric, 3 hoops.....			1.75
Painted, 2 " flat.....			1.55
" 3 " ".....			1.75
Galvanized, 12 qt.....			2.00
" 14 qt.....			2.25
Indurated Fibre.....			2.90

No.	Per M
1, Solid oval .....	1.10
2, " .....	1.45
3, " .....	1.65
5, " .....	2.15
1, Wire ends .....	1.15
2, " .....	1.50
Picnic Plates, 8 in .....	2.20
" 9 in .....	2.50

Crates contain 250 each.

	Per box
5 gross.....	.52
Tibbals Clothesline Hooks.....per doz.	.35

No.	Per doz
170, solid back.....	1.25
75, " " .....	1.15
25, " " .....	.90
75 X, Solid back.....	1.10
00, Hand, solid back.....	.45
1, Extra fancy large grass.....	1.10
2, Marble.....	1.00
3, Medium.....	.90
4, Grass.....	.88
5, Grass.....	.45
6, Grass.....	1.15

Wood Handles—		Per doz.
No. 0,	Best prepared Mexican fibre.....	1.25
" 21,	Half moon shaped, veneered back.	1.80
" 103,	Curved end, with dauber.....	1.85
" 33,	Fibre, strap handles.....	1.10

With Handles and Daubers—		Per doz
No. 0,	All Mexican fibre.....	.95
" 1,	Prepared fibre.....	1 20
" 7,	All pure bristles and full.....	1.85
" 16,	" " " " socket daub, sol. bk.	2 40

	Per doz
7-in. Tampico.....	.45
No. 8, Family.....	.95
" 8, Hustler.....	1.10
" 8, A.....	1.75
" 10, A.....	2.10

No.		Per doz
7	X, 10 c. size.....	.95
8	Gray, patent fibre.....	1.55
18	All horse hair.....	1 90
21	" " " white tipped.....	2.25

	Per lb.
Deer Skin, 9 and 16 lb.....	37
Jolly Tar, 5, 10, 15 and 25 lbs.....	39
Newsboy .....	39
Old Honesty .....	43
Piper Helsdick.....	69
Spear Head .....	44
Standard Navy.....	37
Toddy .....	36
Vince.....	38
Town Talk .....	30

	Per lb.
Duke's Mixture.....	39
Greenback.....	37
Green Turtle.....	38
Honest.....	39
Polar Bear.....	39
Sensation.....	39
Wild Rose.....	39
Omega.....	31
Union Leader.....	39
Fashion.....	39
Miner's Extra.....	35
Pipe Smoking.....	39
Red Indian.....	23

Compressed .....	per doz.	.18
Magic, 1½ doz. packages.....	per box	.58
Yeast Foam, 1½ doz.....	"	.58























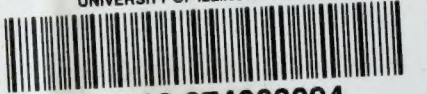








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